



**Advisory Committee Meeting  
Economic & Workforce Development  
Wednesday, September 29, 2010**



**I. Dr. Benjamin Duran, Interim Chair, Advisory Committee, called the meeting to order at 9:30 a.m.**

**II. Members Present:**

- ✓ Ms. Yolanda Benson, Co-Chair, Networks & Legislation Subcommittee, Government Strategies
- ✓ Mr. Eric Chisler, Student Senate for the California Community Colleges
- ✓ Mr. Jeff Cummings, Dean, Career & Technical Education and Economic Development, College of the Siskiyous
- ✓ Ms. Barbara Davis-Lyman, Board of Governors
- ✓ Dr. Benjamin Duran, Co-Chair, Networks & Legislation Subcommittee, Superintendent/President, Merced College
- ✓ Ms. Jehan Flagg, Special Assistant, Employee Training Panel
- ✓ Dr. Nicki Harrington, Chancellor, Yuba Community College District
- ✓ Dr. Patricia Hsieh, President, San Diego Miramar College
- ✓ Mr. Marty Keller, Deputy Director, Small Business Advocate, Government Office of Economic Development
- ✓ Mr. Jerry Levine, Chair Emeritus, U.S. Export Council
- ✓ Dr. Erlinda Martinez, President, Santa Ana College
- ✓ Ms. Renee Martinez, Vice President, Workforce Education, East Los Angeles College
- ✓ Ms. Lupe Mercado, Executive Vice President, Communication Workers of America, Local 9421
- ✓ Mr. José Millan, Vice Chancellor, Economic Development and Workforce Preparation
- ✓ Mr. Wheeler North, Academic Senate, San Diego Miramar College
- ✓ Dr. Jessica Pitt, Coordinator, Bay Area Workforce Funding Collaborative, c/o the San Francisco Foundation
- ✓ Mr. Wayne Schell, President/CEO, California Association for Local Economic Development
- ✓ Mr. Jeff Williamson, Statewide Director, International Trade Development, EWD
- ✓ Mr. Spencer Wong, Deputy Division Chief for Labor Market Information Division
- ✓ Mr. Ray York, Dean, Economic & Workforce Development, Chancellor's Office

**Also Present:**

- ✓ Mr. John Chocholak (Representing Mr. Marty Mechsner)
- ✓ Dr. Dena Maloney (Representing Dr. Dianne Van Hook)
- ✓ Mr. Ken Quesada (Representing Ms. Barbara Halsey)
- ✓ Ms. Kay Ferrier (Representing Dr. Patrick Ainsworth)

### **III. Welcome and Approval of Minutes**

Dr. Duran introduced himself and thanked everyone for attending. The approval of the June 8<sup>th</sup> minutes were adopted and motioned to be approved.

### **IV. EWD 2010-11 Budget Update**

Mr. Chris Yatooma, Director of Fiscal Policy, began the budget update with a report framework for discussion. He said that negotiations are in the works, but information was kept confidential. He stated that the discussions with the big five, which include the governor and the leaders of the senate and assembly, have resulted in wanting to come to an agreement. The main problem is that there hasn't been pressure on negotiations to pass the budget. The Treasury has been paying the IOUs and K-12; however the CCC Chancellor's Office is not getting paid. By the end of the month, the \$840 million will be due to the colleges for July, August and September. Districts are borrowing heavily to pay everyone. Rural districts will have problems with payroll if budget stalemate continues.

He then reported on the Democratic Conference plan which had some good news for the community colleges. The plan reserved the \$126 million in new growth for districts. This has been universally recognized by the governor, senate and assembly that the community colleges are in tremendous demand due to the high unemployment and enrollment practices at the UC and CSUs. The plan also included another \$25 million for Economic Development to restore the cuts that occurred in the 2009-10 fiscal year. In addition, the plan will have another \$35 million for partial restoration. The \$60 million was rejected by the assembly and senate republicans and has caused the plan to stall. This is the framework and to go beyond this framework at this time, no one knows. One rumor that Mr. Yatooma shared was that there may be a possibility of additional deferrals. Currently in a fiscal year, there is \$703 million deferred. The money will be on the books the next fiscal year as expense and revenue, even though it was spent in the prior year. He said that there is talk that the \$703 million will be upped by a couple of hundred million. This would cut down on borrowing problems for the state but it would increase problems for the 72 districts. The deferral is better than a cut in apportionments.

Mr. Yatooma said that the categorical flexibility provisions are staying. He said that 11 of 22 programs fell under flexibility provisions. There is an important caveat for the EWD and two other categorical programs, the Academic Senate and Transfer Articulation. If the grant has statewide or regional function attached to it, there is no guarantee to that money. The Chancellor's Office will have the option to reissue the RFAs for those funds.

Question: With respect to the Chancellor's Office, which categorical can be redirected?

Mr. Yatooma said that there are three, the Academic Senate, EWD and Transfer Articulation. The bill is SB1609 and is available under "Budget News" on the website.

Question: You mentioned that there would be \$703 million deferral. Is this dependant on the budget being passed?

Mr. Yatooma said it is not dependent on budget being passed because the deferral is being taken from one fiscal year and being placed into another fiscal year. It gets taken from the districts in an inter year.

Question: The UC, CSU and CCs will be receiving additional ARRA money to open Spring enrollment. There is a rumor that there will be a reduction in funds.

Mr. Yatooma stated that there is no substantiation to that rumor. He has been told that it will not happen.

Question: Will there be changes or increase in student fees?

Mr. Yatooma has not heard of any increases in student fees.

Question: Are the ARRA dollars general purpose dollars?

Mr. Yatooma said that its intent was to backfill categorical cuts. They are general purpose dollars and the districts can spend them however they want, within the federal guidelines.

Question: Can you clarify the statewide and regional projects in terms of redirection that the Chancellor's Office would have oversight. Are those funds not subject to the flex provision?

Mr. Yatooma said that this is not clear in the language. It needs to be looked into.

## **V. Program Evaluation Preliminary Findings – ROI and Economic Impacts**

Mr. York stated that the EWD program, because of legislative mandate, must provide a performance evaluation report. This report will go forward to legislature in 2012. The Chancellor's Office has asked Dr. Gus Koehler, President, Time Structures, Incorporated (TSI) to do the program study on return on investment.

Dr. Koehler said that he has done a complete program review of the EWD program. He stated that the performance evaluation was done by him and three others which were made up of economists and a research assistant. In their research, they used standard performance measures. They looked at how the program was organized relative to legislation, procedure and outcomes, conducted surveys, looked at four cost benefits analyses and recommended strategies for moving forward. He shared some of the findings of EWD program from 2000-01 to 2008-09:

- 399,000 incumbent workers served
- 497,000 students served
- At least 44,200 job placements were made
- The program served 382,000 businesses

He said these are significant numbers and the question that will be answered and reported on is; was there payoff on the public's money? He said that they will then look at employee/worker training and business program assistance. Time Structures' evaluation focused on the program and not comparison of initiatives.

In the first analysis on employee worker training, TSI looked at growth in wages and jobs over a period of time. Compared the program cost to increases in wages and calculated state tax and local revenues. Samples for analysis were from the Chancellor's Office of people with social security numbers. This is the only way to figure out if training had an impact. The data showed that revenue benefits rose over 3 years, 2003-04 to 2006. Total benefits that occurred were wage benefits growth, state and local revenues growth and the total benefits to the state grew. The cost benefit ratio is \$1 of investment makes \$10 of revenue. He said that the people being trained are

the low skilled employees or people without jobs and as a result there is a substantial savings because people trained were able to get off welfare, raises incomes, and boosted revenue.

The next analysis was primarily focused on programs that train businesses, business program assistance. The primary goal studied assisted firms with developing markets for their products; obtaining financing; creating jobs; and developing other essential management and marketing skills (excludes SBDCs). TSI calculated benefits and costs. There is a differential impact in the size of the firms, 78% of the sampled businesses had fewer than 50 employees and 53% had fewer than 10 employees. TSI used the DUNS number and the National Establishments Times Series database (NETS) which allowed a final sample size of 516 businesses for analysis. A control sample was developed using EDD data on employment and number of business establishments by size. The results of the assisted firms in 2006-07 were positive for growth where employment growth in the state declined. The difference of the EWD group and control group, there were more employees retained and/or hired. He noted that the results proved that EWD program assisted businesses and had job creation whereas the state was in decline. Dr. Koehler used factual diagrams to explain analysis on total dollar benefits, employment growth of businesses assisted by EWD, total state and local revenue increases due to EWD business assistance and cost-benefit ratios. The summary of results of the tables are for every \$1 spent by EWD to help businesses, it generated \$33 in benefits and \$1.97 in tax. The program is more than paying for itself. The analysis of nursing is done differently. Approach for nursing is training over career, 30 years. Cumulatively, for every \$1000 spent by EWD training, it generates \$15,000.

Question: How can you compare a 2-3 year study to a 30 year study?

Dr. Koehler said that you cannot compare the studies. TSI has done them separately in order to analyze each sector individually.

Question: On page 7, the numbers for both the EWD assisted businesses and non-assisted businesses are the same number.

Dr. Koehler was not sure and will check with the other economist and get back to EDPAC.

A comment was made about efforts to help collect social security numbers. The organization, Cal-PASS, is using methods to match K-12 to post secondary social security records. Dr. Koehler could work with them to get the SSN information that is needed for analysis. Also, once a SSN and EDD wage records are attained, there is a way to back in to get EINs.

Mr. José Millan commented that tracking nursing numbers is messy because it has many variables. EWD is a large contributor, but not the only source. He also referenced the positive shown in the report on EWD providing growth to businesses' employment while the state was in decline. He wants to make sure that this is the highlight of the report. Lastly, since EWD is moving toward student success, he suggested that the student success data be in three matrixes. By using the completion data; first, those who completed and why didn't they continue in the workforce; second, how many transitioned in the workforce; and third, wages earned by the student before the educational program and wages earned after the educational program.

Dr. Jessica Pitt recognized the importance of the data and said that it needs to be shared across the board. In regards to the student success data, she said that Rock Pfothauer has started a collection for that program at Cabrillo College.

Mr. Wayne Schell agreed and congratulated community colleges on the beginnings of working with data in order to measure success. He said that currently CALED is working with the Economic Development Administration to put together a national standard on measuring success.

Comment: In regards to the workforce needed in the North Coast, they have said that they do not have access to the kind people needed to do their work. It was suggested that there should be a way to measure who these companies are hiring and find out if they are properly trained. Also, are the community colleges training available for this type of workforce in those areas.

Dr. Duran agreed and said that the community colleges do not tell their story particularly well. He said that he would like to hear from the committee, once TSI has finished its analysis, on how to take the positive outcomes and make them available to the appropriate audiences?

Ms. Yolanda Benson brought up how local community colleges don't showcase how they can meet the demands of the workforce and that there is disconnect. She suggested partnering with local EDC and chambers and move into enterprise zones, workforce training, talk about how the local community college can be on demand for employer. Think about having a small focus group and develop a strategic plan to have a public relations network.

Comment: To answer these needs there must be communication. Get the Chancellor's Office communication team in the loop. Take ideas from local colleges in their community and disseminate to individualize them to their local chamber or whoever they need to market to.

Mr. Jerry Levine suggested that there should be a line item in the budget to focus on promoting community colleges. There needs to be professional communicators or public relations to present marketing and outreach to the CEOs of businesses because it is different than legislators.

Comment: There is a gap between community colleges and EDD people. Need to fill that gap.

Mr. York said that he agrees that the EWD message is not getting out there clearly. Currently, he is working with the Legislative Subcommittee on a standardized marketing plan and how to get the marketing message down to community college level. He is also planning to attend several conferences to present EWD. He asked for EDPAC suggestions to carry out/market EWD.

Ms. Barbara Davis-Lyman suggested making EWD unique and eye catching and utilize new technology and social networking to connect local colleges to market. For example, use Facebook or You Tube. Have people tell their individual stories and testimonies.

Comment: The power of the initiatives and EWD is the partnerships between Community colleges and industry and bridging that gap. When EWD reapplies, the main selection of wording should be "partnership".

Comment: Concerned that if the need is there and the question is being asked, that is too late. The challenge is to communicate and partner with industry and ask for the needs that will be there two to three years from now. This will eliminate gaps. This analysis of information is powerful and important to share with business and industry.

Comment: There is no single solution for communication. One suggestion toward communication, have a central focal point to refer community colleges to businesses.

Dr. Jessica Pitt commented on the gap between EWD and CTE. She said there needs to be a better bridge.

Mr. York agreed and said that both sides do good work but need to demonstrate how they complement one another. He is currently working with CCCAOE on integrating the two entities. They have met recently and are putting together a framework and guiding principles.

Mr. Marty Keller stated it is important to know what to do with the data. EDPAC needs to take the data seriously because the information is useful and informative. Need to know how to use this important information outside and in marketing. Should the data become the baseline to help with EWD to go forward? He asked Dr. Koehler if he could look into the data past 2007 and access the impact of the downturn with respect to the methodology established. The current data only shows numbers and does not show if they are good returns on investment. They do not state if they are the good positive, bad positive, or the best positive. He wants EDPAC to take on what the needs are to determine and find opportunity to expand. He asked if this is the best possible outcome.

Mr. John Chocholak said that the industries do not know EWD and they would be the ones to most benefit. He said that he and Mr. Mechsner try and put out the good word but marketing is truly an issue and needs to be expanded upon.

Mr. Koehler said that the main message that needs to get out to business and industry is to invest in employees and not just to hire employees. That is the partnership connection and will give businesses value and growth. He concluded by saying that the data analysis on the effect that the recession had on EWD is relevant and he is willing to do further analysis.

Mr. York said that as a form of action, he will be putting together a subcommittee on marketing to constituents.

## **VI. Data Collection System Rebuild Update**

Mr. York gave a brief status update on the DCS system and the need for good qualitative data. The current DCS system has gone through many changes in the past which created issues in data validity. His concern is that the system is not user friendly, has no error correction capabilities and navigation is difficult. Because of all the faults in the system, he will be launching a new system that will be up soon. Ms. Erin Larson is the lead on the project.

Ms. Larson gave an update on the DCS systems rebuild. She noted that the system is the administrative tool to track grants and fulfill reporting requirements. The information collected is for the mandate reforms required by the education code 88550. The questions that must be answered are:

- Number of businesses, students and employees served
- Types of businesses served
- Number of marketing efforts
- Results achieved

Other questions that are answered as per the Budget Act are:

- The funding distribution for all the Centers and IDRCs
- All the hours of various education, training and instruction
- Job placement

Ms. Larson explained how the DSC will change to accommodate more accurate data collected. She said that the new DCS will change in two categories, administrative and the reporting. The administrative improvements will make it more flexible; encourage accurate data and validation, consolidate items, has added functionality, multiple log-ins, tie into expenditures and tie to RFA objectives. It will improve user assistance and enhance security which will adopt confidentiality.

On the reporting side, the mandated reporting will be a snapshot. Important information reports will be easily accessible. It will be easier for monitors and IDs to see the grant accountability.

Mr. York said that it is important because of the ongoing problems. He wanted to have it tightened up and give clear explanation. EWD will be able to send information to the representatives on a quarterly bases.

Question: What is the relation between DCS and the existing data set, MIS? Do they work together?

Ms. Larson said that the MIS collects information on students enrolled in college and does not have the business data that the Chancellor's Office collects. However, there is a crossover if the student takes a course under EWD funded program. This is tagged in the system.

Mr. York said that the original system was never integrated into the system of the Chancellor's Office and this was a handicap because there is important information that could be cross matched, for example, the collection of SSN. Right now it is a stand alone. Once the new system is refined, the long term goal is to integrate the full system.

## **VII. ATTE Presentation – Utility Solar Training Overview**

Mr. Larry McLaughlin gave a presentation on the utilities scale training that is happening out in the Desert College region. This project is promising to bring jobs to the state. The college is located in the area that will produce the trainings to support industry. The training will be in utility scale energy directed at construction. It is funded by the California Energy Commission and with the funding came an added benefit of supporting an ATTE center. The purpose of the project is to create renewable energy/industry growth, employment and economic recovery.

Mr. McLaughlin extended understanding of the market factors that drive this industry, AB32. He said that there are neighboring states that will be required to have these same factors and they will have to come to us and purchase renewable energy from our sources.

ATTE is all about partnerships to support construction, maintenance and operation phases. Currently training is being conducted at College of the Desert training and Palos Verde College. ATTE has just recently signed a memorandum of understanding with Barstow College to help support the industry growth.

The ATTE industry partners are key (First Solar, Solar Millennium, Solar Reserve, NextEra Energy, etc.). ATTE has received contributions and support from these business partners. Leverage additional funding to add new courses that relate to OSHA training and will add to the number of people that are already being trained. Other than students, there will be the labor workforce participating and unemployed and part time low income workers under the WIA requirements.

The Department of the Interior designated 311,000 acres for the project and with the Stimulus Act funding it has helped determine the start of the projects. When this project is finished it will represent about 10% of power in state. The employment rate will add up significantly in the desert region. The steps that ATTE will need to take to meet the growing demands of this industry are to get the four institutions on their feet and conduct the training proficiently, transfer curriculum and training methods. ATTE is also working on putting an industry consortium together to address the higher skilled needs of the higher, longer term paying jobs. All of these plants will have a need for these people to run the steam power generated facilities and utilize geothermal energy. What has been developed for the utility solar energy industry will be equally applicable to geothermal. ATTE is also working on transitioning academic curriculum to traditional academic courses in the community colleges. Mr. McLaughlin said that the idea for the future is to create a complete pipeline of skilled training and education for the renewable energy industry.

### **VIII. BEC Presentation – Building California through Business Assistance**

Mr. Michael Roessler, Director for the Business and Entrepreneurship Centers, began his presentation with the history of BEC. His program has been part of the ten initiatives. As of June 30<sup>th</sup>, the budget was severely reduced and participation with SBDC had to come to a close. The future of the BEC program will work with partnership and collaboration with people that are working with businesses, trade, commerce, other colleges, etc. The goal is to provide business assistance, training and research. There are seven centers statewide. He said that the goals are to assist in service gaps, train referrals, work with youth and faculty, research and retain and create jobs. The BEC motto is “strength, assist and expand”. He said they want to strengthen the entrepreneurship in California. Encourage young people to understand that entrepreneur is a legitimate career path. Primary focus of the initiative is to serve businesses. He said by filling the pipeline of future entrepreneurs, that the initiative wants to open the opportunity to 14 to 27 year old youth students into self employment as a career path.

Mr. Roessler introduced Mr. Israel Dominguez, Director of the Business and Entrepreneurship Center at Cuesta College. Mr. Dominguez shared work that had been done at his Center to help improve the economy. He spoke about the Morro Bay Tourism Report in which he was asked to provide business expertise for their business forum. The key items of interest that were looked at was how can jobs be retained and prevention of business closures. He was asked to do an analysis on the health of tourism in Morro Bay. From the data that he collected, he assembled a summary report and developed a series of recommendations. The recommendations that were adopted by the city resulted in a number of businesses kept from closing and saved 90 jobs.

Mr. Dominguez stated that the strategy for the new fiscal year will be to target business and industry with the highest probability of creating jobs and wealth. He said that he approached the California Space Authority and offered his consulting services. As a result, he found them a \$10 million in funding for the California Space Center and funding has increased to \$38 million. The total economic impact for this project will be \$2.37 billion for construction and operations from 2011-20 and total job creation will be 2,994 jobs.

Mr. Roessler presented slides of several clients utilizing their services to strengthen, assist and expand. He notated two projects that he is currently working on, the Castle Project and the Boost California Project. He said that the centers will be useful to the community colleges by encouraging entrepreneurship curriculum across college campuses. The program will also explore areas that need assistance or that are in the service gaps.

## **IX. Miscellaneous Discussion**

Mr. Millan shared an idea of introducing legislation this year on reauthorization of the EWD program for 2013. He said that it is an advantage because there would be feedback from the legislature on good and bad bills and what the weaknesses and strengths are. He asked for feedback from the EDPAC informally. He does not see a downside to go early for the reauthorization.

EDPAC provided consensus that the Chancellor's Office move ahead. Mr. York commented that the Agenda item for the next Networks and Legislation Subcommittee should be to get ideas for crafting language for the bill. We need to have EPDAC involved to achieve this objective.

Mr. York gave some updates on some of the bills that the governor has signed. SB 1440, the community college transfer degree bill, and AB2302, companion to SB1440, were signed and SB 1143, student success bill, and AB 1713, enrollment reporting requirements, were signed into law. The AB 2682, community college common assessment bill, was vetoed.

## **X. EWD Update and EDPAC – Discussion**

Mr. York gave a brief update on some action items. He provided language currently in the conference bill about the \$25 million augmentation reserved for the program. It is written that the monies will be used for maintaining existing and creating new workforce training programs whereas the Chancellor's Office will allocate the money. He is excited that this has moved forward and is in preserve. There is no budget for approval plan for the committee because the budget still has not been signed. However, as soon as the budget is signed, Mr. York will pull together the EDPAC via conference call for their approval. He will be careful on how the funds are allocated. The other development when the budget is approved, there will have to be another RFA. The release of these RFAs would be in November and awards in March 2011. There will be a memo sent out to all CEO's with an information bulletin in what is coming so that they can be proactive.

Question: Will there be information on labor trends sent to EDPAC prior to the decision making?

Mr. York said that it is important. At least there will be an overview of what is going on in the state and be put in a database.

Comment: Since this is for this fiscal year, can you just revisit the former RFAs that submitted but funding ran out, rather than re-solicit?

Mr. York said he needs to ensure as many applications and those that want can resubmit.

Mr. Millan said that there is a large amount of federal money, so there is a thought of leveraging those dollars with state dollars. Look to pool those to make significant impact. Good matrix for employability and student support services.

Question: Is there going to be deadline for spending?

Mr. York said that it will be a two year life cycle project.

The second informational item that Mr. York discussed was the Strategic Review of Initiatives. He reviewed the processes currently in use and said how complex, timely (9 to 12 months) and costly it is. He suggested a working group to revisit the review process to streamline the process to make it more effective and be able to bring forward recommendations in a timely matter. He would like to establish a workgroup. Currently there are two volunteers, Ms. Elaine Gaertner who will be leading a group to develop a project plan and scope of work and Marty Mechsner to revisit the review process and to streamline and implement it. They will bring it forward at the next EDPAC meeting in March.

He mentioned his meeting with Networks and Legislation Subcommittee. He said they went through a process of marketing and outreach with the use of services from Full Capacity Marketing (FCM). FCM did an actual survey in what kinds of tools are being used, what matrix and what were the outcomes. The process gave Chancellor's Office information that they never had. Use this data to look at actual items needed and establish the overall marketing plan.

Mr. York said that EWD had established a non-affiliate application process. This will give centers that did not get funding an opportunity to support the program, use the EWD brand, and use the Chancellor's Office to develop partnerships and leverage assets. There is a lot of interest. Since it is non-funded, he said that reporting requirements will need to be developed, scope of work, and regions served. In the future, these centers could submit a proposal for funding.

Mr. York noted the production of the Annual Report and said that it had been distributed to everyone. He asked that EDPAC notice the highlights of the report on telling the story of the impact on employers, community and students. He said that the report also functions as an advocacy report.

Mr. York shared another advocacy opportunity. He will be a part of Community College League of California Annual Conference held in Pasadena on November 21<sup>st</sup>. He will be participating in a breakout session in which he will share the benefits and showcase examples of what EWD can do for colleges and in return get perspective from the CEOs. Dr. Duran and Dr. Van Hook will be collaborating with Mr. York during the session.

The last item that Mr. York discussed was the subject of restructuring the EDPAC. This was originally discussed at the July 8<sup>th</sup> meeting and the budget cuts caused delays in further discussion. He does want to focus on restructuring and new membership. He has had Scott Lay send out letters to CEOs, because there are supposed to be 10 representatives and currently there are only six. He would also like to get more employers on board. He suggested that there be an established internal work group of members that could reinvigorate and bring sense of ownership to be an EDPAC member.

Comment: The key word is "advance". -Advance thinking will invigorate the EDPAC. Not just reviewing but envisioning. This will encourage the CEOs and industry. There also needs to be a connection between CTE and what is done in the colleges.

Dr. Duran said that there is a need to project further out, three to five years. Be able to see what is up and coming, have forward thinking. This type of conversation will engage the colleges and the private sectors. He then asked for volunteers to come together as the workgroup for EDPAC.

Mr. Wheeler North, Mr. Marty Mechsner, Ms. Nicki Harrington, Ms. Renee Martinez and Mr. Eric Chisler volunteered to participate in the work group with Mr. York. Mr. York will be in contact with the group.

Mr. York said that the next EDPAC meeting will be sometime in February 2011. This is also the last meeting with José Millan as Vice Chancellor, Marty Keller, who was a political appointee of the governor and Jeffrey Williamson, Initiative Director Representative.

## **XI. Initiative Directors Overview**

Mr. Richard Della Valle, Director, Environment, Health, Safety and Homeland Security Initiative, spoke about training through the John Warner Babcock Institute for Green Chemistry. It will provide new types of training for the students through NSF grants.

Ms. Linda Zorn, Director, Healthcare Workforce Initiative, said that one of the goals is to provide healthcare pathways with K-12 partners. Currently, the initiative is working on the SB70 project which is a collaborative effort to improve student success in healthcare. This project will be taken statewide. Two other items being worked on are the Healthcare Reform Workforce groups and Faculty Professional Development.

Mr. Jose Anaya, Director, Applied Competitive Technology Initiative, said that they are starting to see glimmers of hope. He said that they are dealing with varied workforces (ship-building, aerospace, food technology, machinist, etc) inquiring about potential new hires. He is currently talking to new colleges seeking to partner with.

Mr. Bruce Whistler, Director, Workplace Learning Initiative, commented on completion rate that he had participated in with Dr. Jessica Pitt. He also shared that EWD should look to other states for some answers because they are doing it successfully. Workplace Learning has been working with CTEs. Workplace Learning has launched curriculum database and looks forward to building efficiency.

Mr. Steve Wright, Director, Multimedia and Entertainment Initiative, said that his initiative is now the New Media and Entertainment because it is understood that most businesses are interactive through internet applications. This year will be the initiative's opportunity for planning and new curriculum. Currently the centers are holding classes for small business to show them how to use the internet to rebuild their presence on the web. The goal is to roll the program out through an affiliate network that will establish the program. One of the newer centers, Hartnell, has developed a medical animation program. This will eventually be productized and distributed throughout.

Mr. Jeffery O'Neal, Director, Applied Biotechnology Initiative, said that the initiative is focusing on the biotech workforce issues. He said that currently a survey is being conducted on youth biotech workforce in the state of California. He is also working with the faculty of colleges, with the use of database information, to help define what programs need to be taught.

Ms. Catherine Swenson, Director, Training and Development, highlighted a few programs that have developed. She said the first is through California Corporate College. The program is working as a partner with California Conservation Board. The training will begin in January 2011. The other program is through Global Corporate College. This program is working with Transportation Safety Agency and they want to train all employees across the country in homeland security. The training will begin this Fall and run through next Fall.

Mr. Peter Davis, Director, Advanced Transportation Technology & Energy, said that they are training certified unemployed electricians at 26 different sites through Train the Trainer. He said that PE and Solar Thermal training will be on a five year tour once this program gets off the

ground. The initiative is still working on Rail training and hopes to get that started with the high speed rail. The goal for this year is to get up to 40 affiliates registered in ATTE training.

## **XII. Public Comment**

Dr. Dena Maloney commented on a way to get the EWD programs message out. She said that there is a Deans Retreat coming up soon in the northern area and this is a good place for the EWD program to get in front of an instructional audience and get the EWD message out.

Mr. Millan touched on the theme of the intersection on CTE and EWD. There was a problem aired at the last BOG meeting stating that there were 30% less students in CTE manufacturing programs. This has caused the programs to be cut. The other problem is that EWD can correct this because there is employer demand. Mr. Millan said that there is an idea being looked at which there may be a statewide pre-apprentice program for manufacturing.

Mr. John Chocholak said that CTE classes at the high school level have no value for graduation. He said that high schools and community colleges need to make CTE more accountable for students as a viable career option. Problems are seen in welding, auto, drafting, etc.

Mr. Wheeler North said that this is where EWD's expertise can start the relationship. The expertise of EWD can help local communities CTE's develop strong advisory groups.

**Meeting Adjourned at 3:00 p.m.**