



MiraCosta College Community Education & Workforce Development

February 2016

To Partner or Not to Partner: Hot Certifications & Certificate Programs

Write down 1-3 of your most successful work skill programs.

- 1. Are they partnerships/turnkey?**
- 2. Was there a state/national certificate required to offer the course?**
- 3. Do the students receive a state/national certification? Are you able to offer CEUs?**

MiraCosta's Programs

Programs that have “failed”...

- Alcohol & Drug Counselor Training
- Casino Dealer School
- Cloud Technology
- Facilities Management
- Optical Assistant
- Real Estate Appraisal

Programs that we’re probably going to try...

- Biomedical Equipment Technician
- Craft Brewing Technician
- Industrial Maintenance/Maintenance Engineer

Things to consider...

Make sure to...

- Research the certifications
- Research the potential partner

Costs

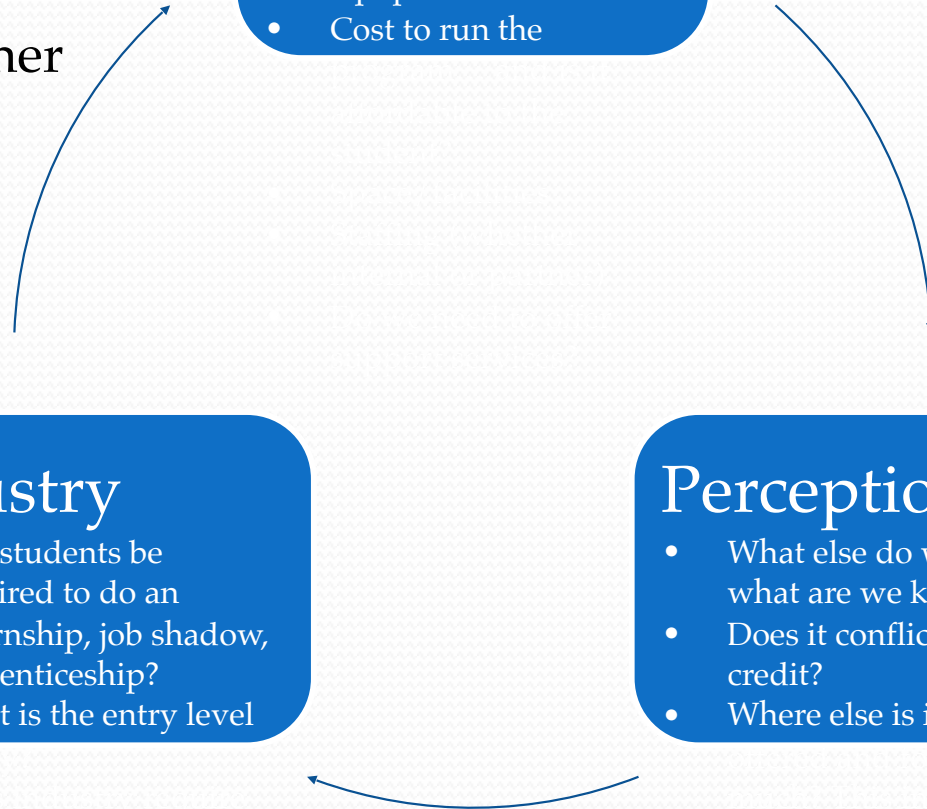
- Amount of work
- Cost to start the program, including equipment
- Cost to run the

Industry

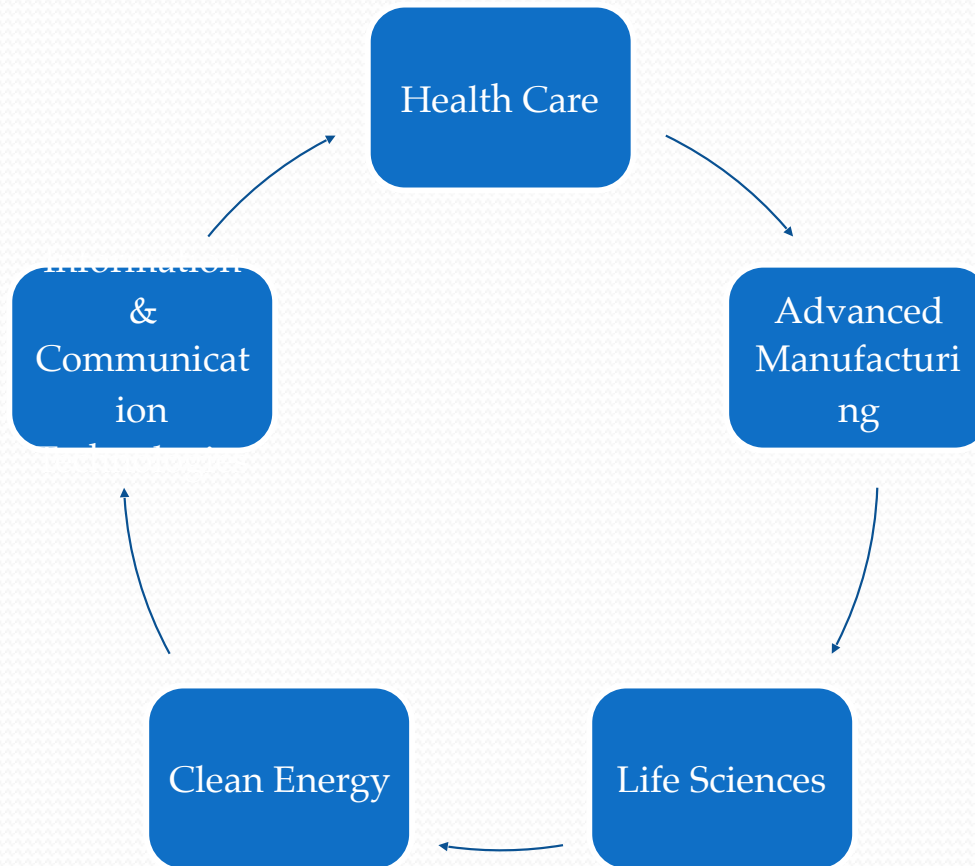
- Will students be required to do an externship, job shadow, apprenticeship?
- What is the entry level

Perception

- What else do we offer / what are we known for?
- Does it conflict with credit?
- Where else is it being



Priority Sectors in San Diego



WHAT ARE MIDDLE-SKILL JOBS?

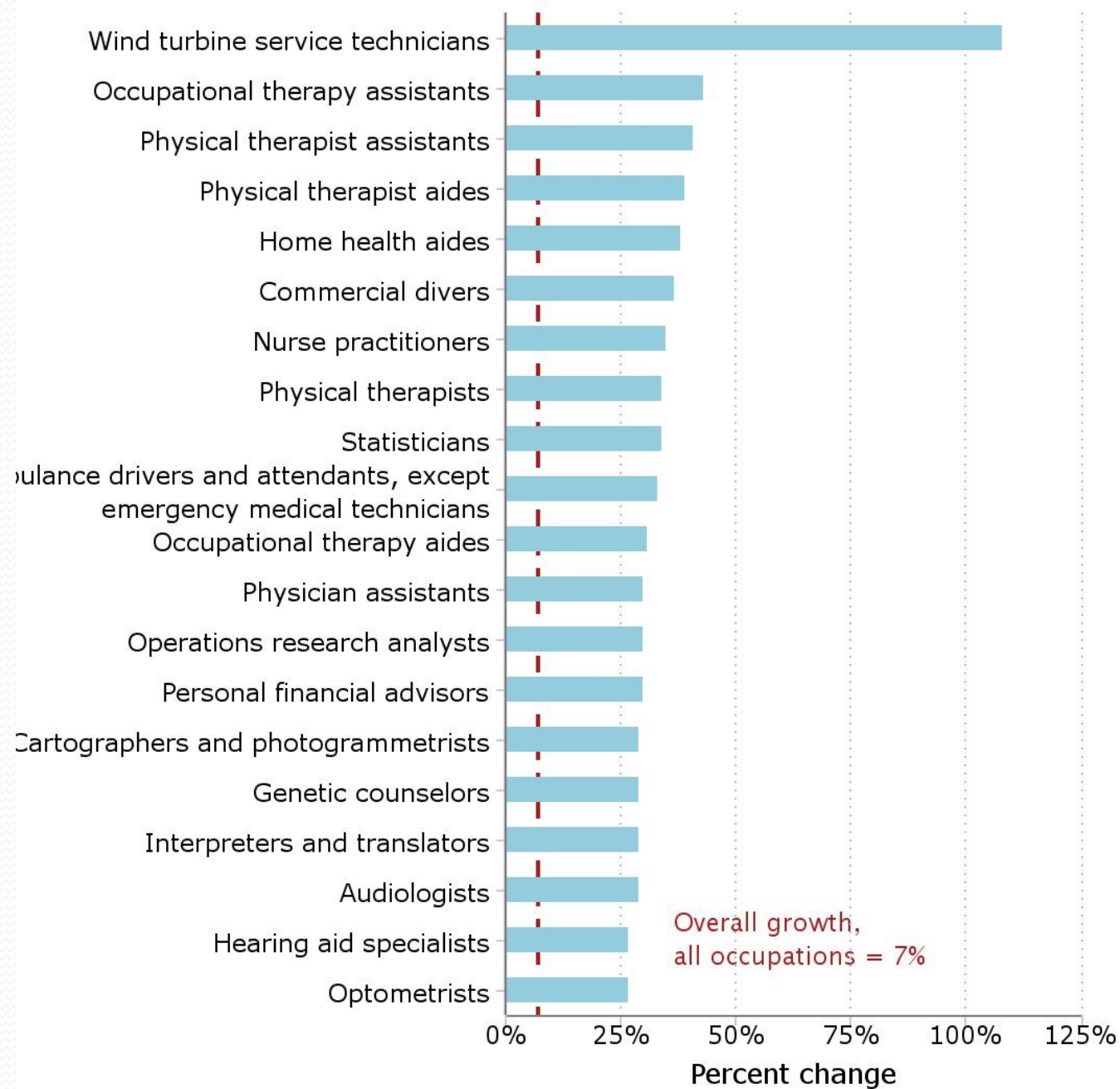
Middle-skill jobs are job opportunities that require an educational attainment of less than a four-year degree, but more training than a high school diploma.



Advanced Manufacturing, Health Care, and Information and Communication Technologies make up **50%** of San Diego's job postings and are expected to grow 10% over the next five years.

Chart 4: Fastest growing occupations

Percent change in employment, projected 2014-24



Source: U.S. Bureau of Labor Statistics.

Of the fastest growing occupations, more than half are related to healthcare...

Chart 5: Most new jobs

Employment growth, projected 2014-24

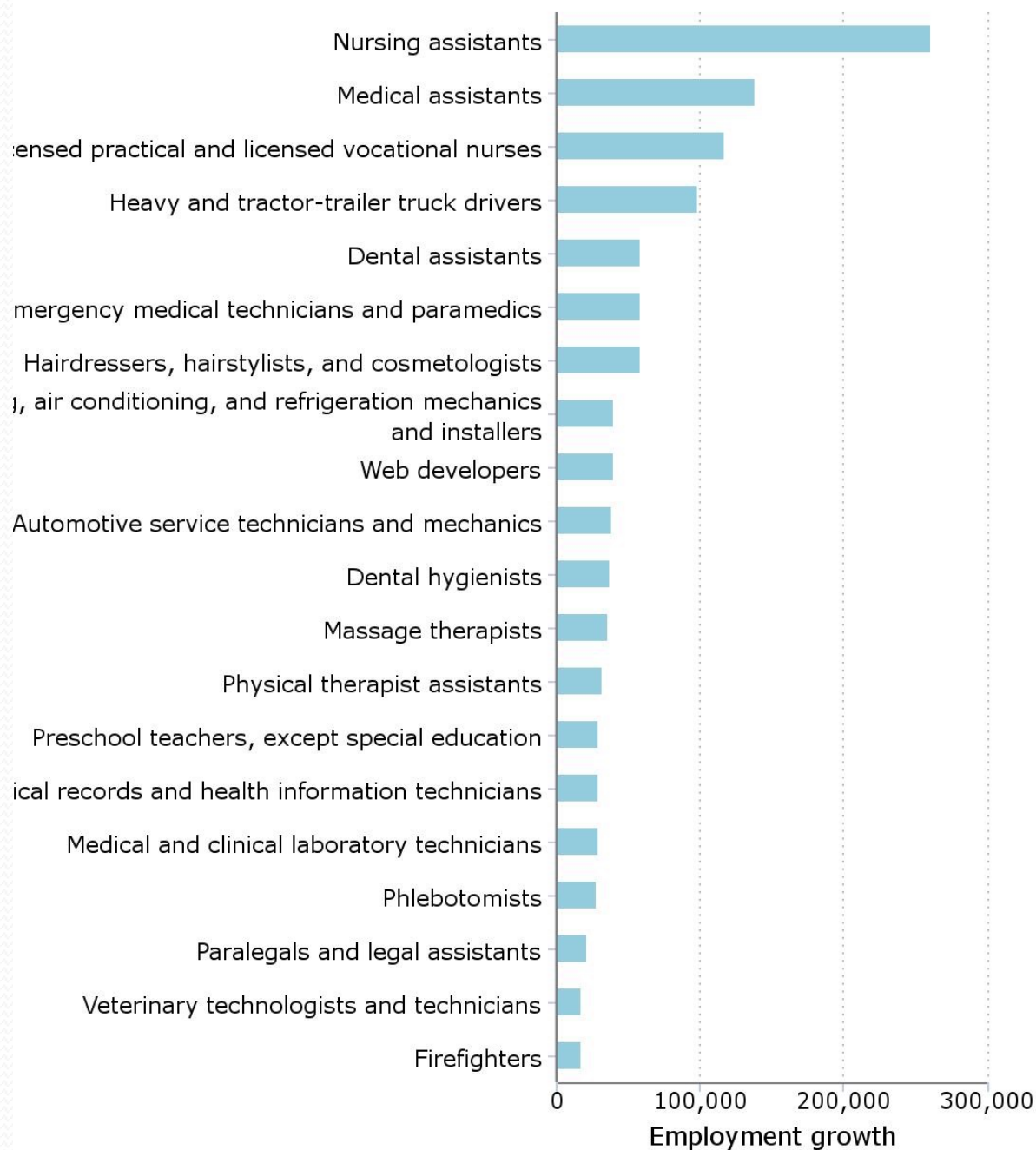


Source: U.S. Bureau of Labor Statistics.

Personal care aides and registered nurses are expected to gain the most jobs: more than 400,000 each.

Chart 12: Most new jobs - Associate's degree or postsecondary award

Occupations that typically require an associate's degree or postsecondary nondegree award to enter the occupation, projected 2014-24

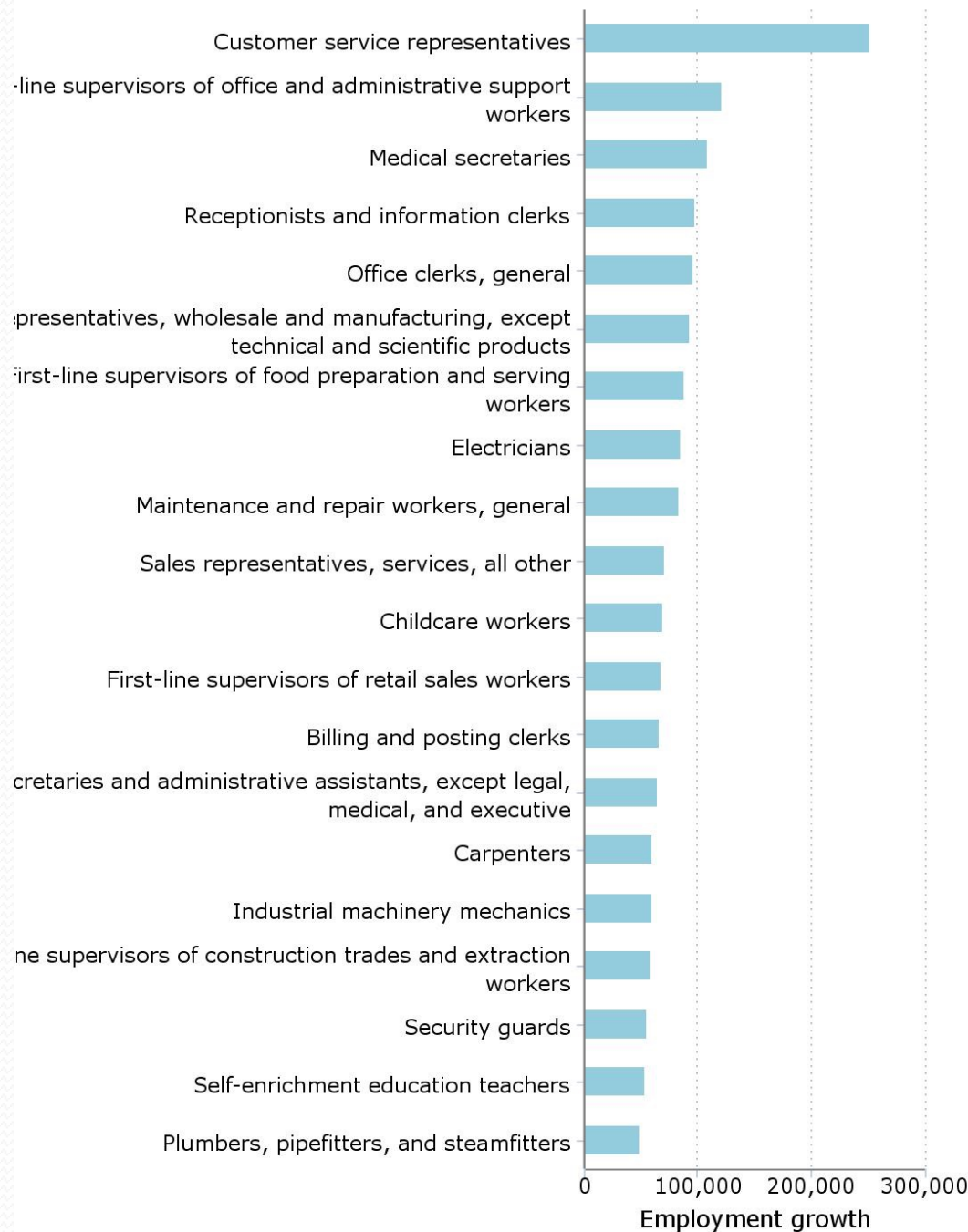


Source: U.S. Bureau of Labor Statistics.

Twelve of the 20 occupations that typically require an associate's degree or postsecondary non-degree award to enter and are projected to add the most jobs have median annual wages that are higher than the median annual wage for all workers.

Chart 14: Most new jobs - High school diploma

Occupations that typically require a high school diploma or equivalent to enter the occupation, projected 2014-24

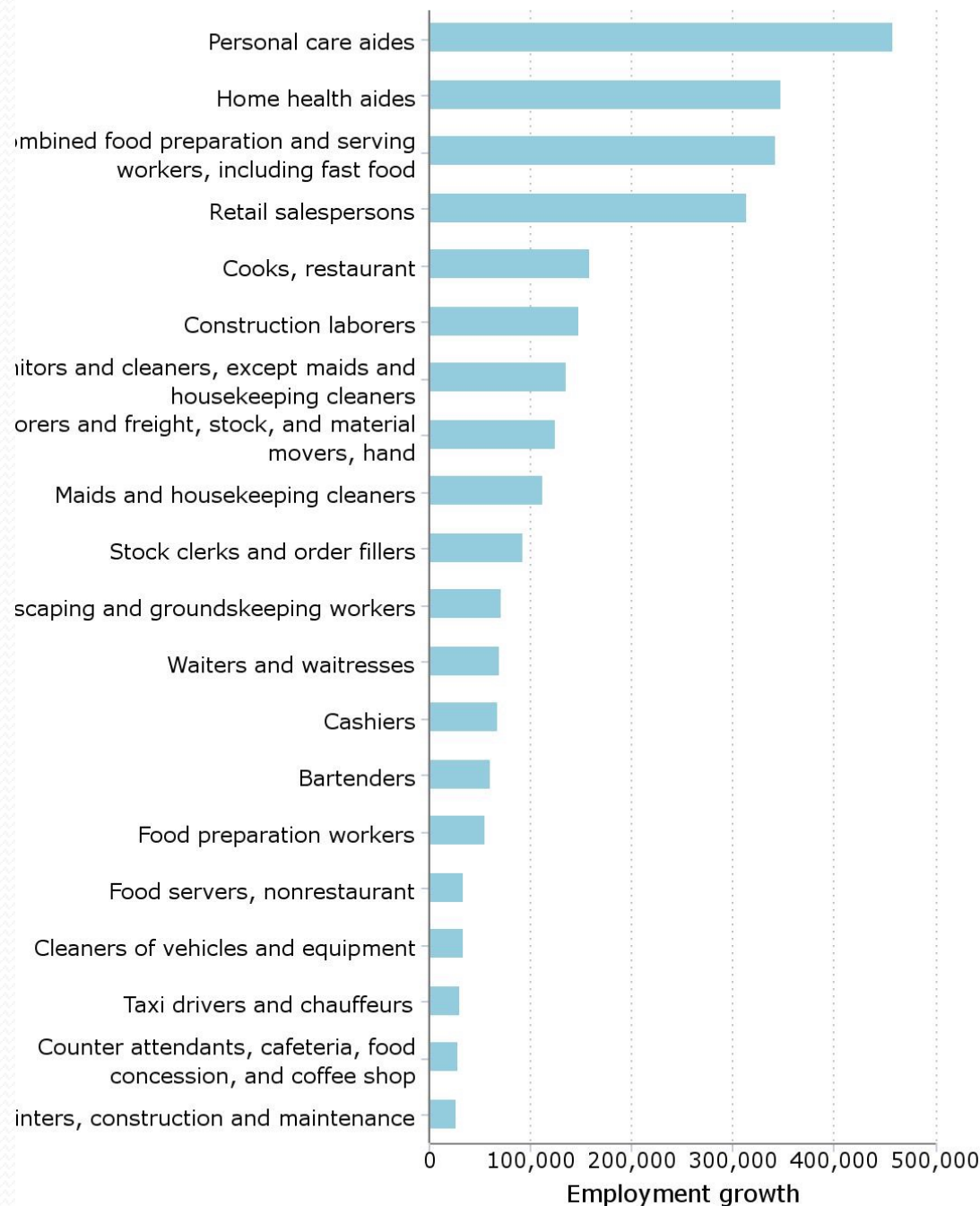


Source: U.S. Bureau of Labor Statistics.

Eleven of the 20 occupations that typically require a high school diploma to enter and are projected to add the most jobs have median annual wages that are higher than the median annual wage for all workers.

Chart 16: Most new jobs - No formal educational credential

Occupations that typically require no formal educational credential to enter the occupation, projected 2014–24



Source: U.S. Bureau of Labor Statistics.

Of occupations that typically do not require a formal educational credential to enter and are projected to add the most jobs, the occupation of construction and maintenance painters has a median annual wage that is higher than the median annual wage for all workers. Although these occupations typically do not require a formal education credential for entry, all require on-the-job training to attain competency.

Healthcare Occupations

SUPPORT:

- Home Health Aides
- Psychiatric Aides
- Nursing Assistants
- Orderlies
- Occupational Therapy Assistants
- Occupational Therapy Aides
- Physical Therapist Assistants
- Physical Therapist Aides
- Massage Therapists
- Dental Assistants
- Medical Assistants
- Medical Equipment Preparers
- Medical Transcriptionists
- Pharmacy Aides
- Veterinary Assistants and Laboratory Animal Caretakers
- Phlebotomists
- Other...

PRACTITIONERS & TECHNICAL:

- Registered Nurse (RN)
- Medical and Clinical Laboratory Technologists and Technician
- Dental Hygienists
- Cardiovascular Technologists and Technicians
- Radiologic Technologists
- MRI Technologists
- EMT and Paramedics
- Pharmacy Technicians
- Psychiatric Technicians
- Surgical Technologists
- Veterinary Technician
- Ophthalmic Medical Technicians
- Licensed Vocational Nurse (LVN)
- Medical Records and Health Information Technician
- Occupational Health and Safety

Certification Information

California Department of Public Health (www.cdph.ca.gov)

Clinical Laboratory Professional Licensing

- Phlebotomy Certificate
- Cytotechnology License
- Medical Laboratory Technician License
- Clinical Laboratory Scientist Trainee License
- Public Health Microbiologist Certificate, and more.

Health Care Professionals

- Board of LVN and Psychiatric Technicians
- Certified Nurse Aide
- Hemodialysis Technician
- Home Health Aide
- Nuclear Medicine Technologist
- Nursing Home Administrator
- Registered Nurses Board
- X-Ray Technologist

The Aide and Technician Certification Section (ATCS), CNA/HHA/CHT Certification Unit, is primarily in charge in the certification of Nurse Assistants, Home Health Aides and/or Hemodialysis Techs.

Currently there are no formal training requirements in CA for Personal Care Aides. However, California is one of 6 states awarded a 3-year grant by the federal government to develop a training and credentialing program for PCAs, as part of the Personal and Home Care Aide State Training (PHCAST) Program, a provision of the Affordable Care Act of 2010.

Final Questions to Ask Yourself...

Is there perceived value?

- Will students be interested enough to sign up?
- Will outside funding sources help scholarship students?
- Will industry hire your students?

Do you invest the time to try it?

- Do you have someone who is going to spearhead the effort? Is that person enough?
- Do you have the financial capacity to start and market it to gain traction?
- Can you find a great instructor (who you can afford)?

How long do you give it until it's no longer worth it?

Write down 1-3 of your most successful work skill programs.

1. Are they partnerships/turnkey?
2. Was there a state/national certificate required to offer the course?
3. Do the students receive a state/national certification?
Are you able to offer CEUs?

Tape your index cards under the appropriate category listed on the wall...

Pick one of the categories and share your program...

- Pros
- Cons
- Advice