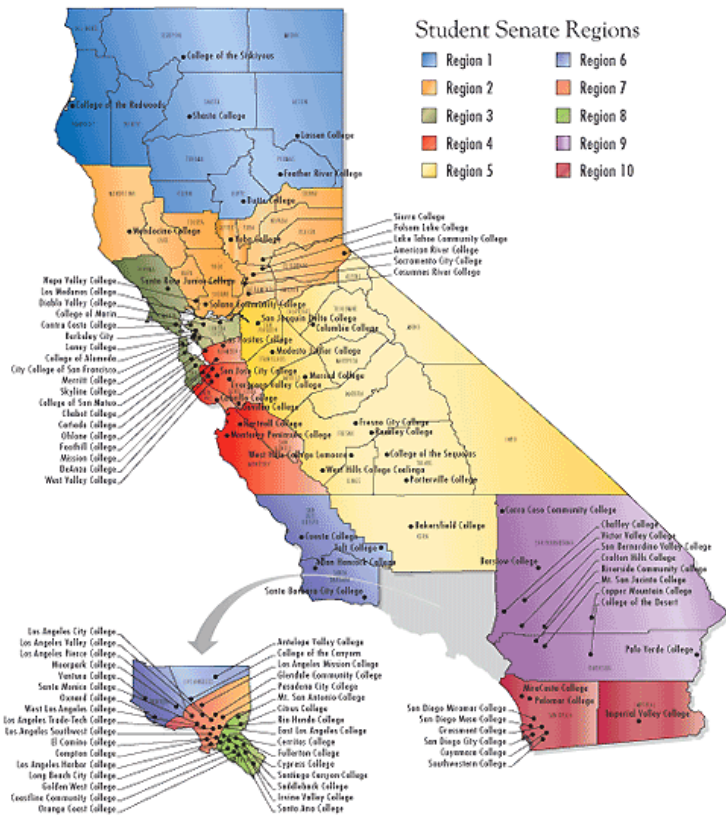


ACCE Conference

Issues and Trends for CA CC's



February 27, 2013
Sacramento, CA

What Was Forecasted

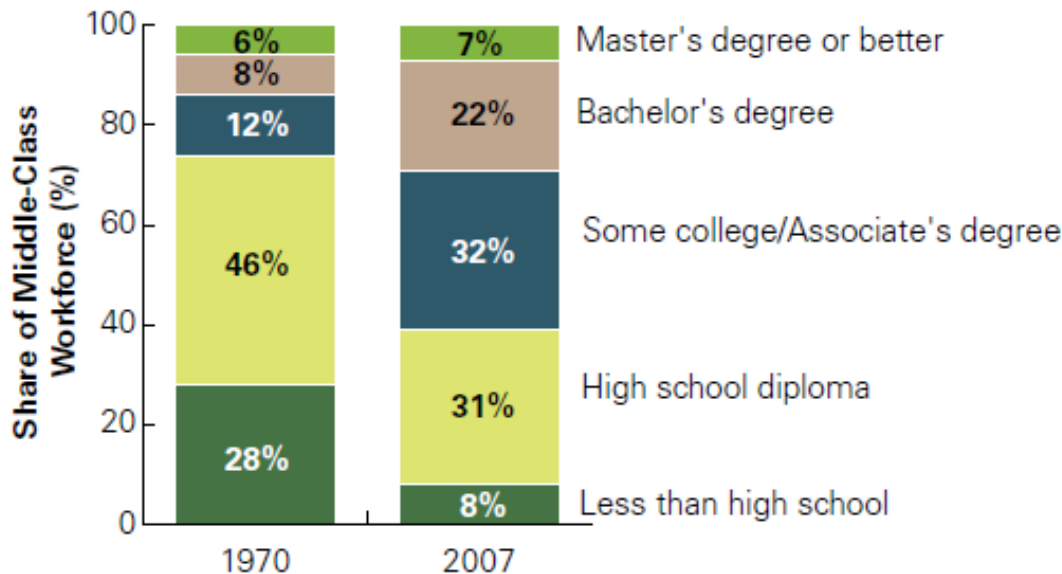
California's rank in jobs forecasted for 2018, by education level.

Education level	2018 Jobs	Rank
High school dropouts	3,163,000	2
High school graduates	4,198,000	50
Some college, no degree	4,042,000	33
Associate's degree	1,582,000	39
Bachelor's degree	3,937,000	21
Graduate degree	1,961,000	15

The Georgetown University Center on Education and the Workforce 2007

Times-- They Are a Changing' !!! 70's to 2007

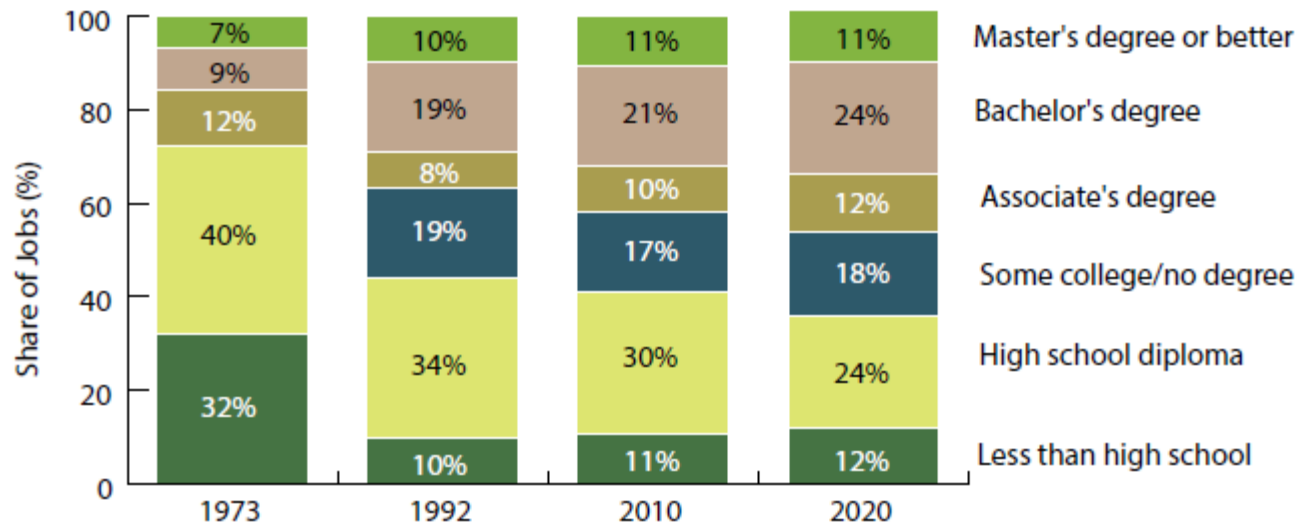
Figure 1. High school-educated workers represent a decreasing share of the middle class.



SOURCE: Authors' analysis of March Current Population Survey (CPS) data, various years. The CPS is a monthly survey of households by the U.S. Census Bureau for the U.S. Labor Department's Bureau of Labor Statistics. For this comparison, the middle class represents workers with annual income between \$35,000 and \$70,000.

“....Some Post-Secondary”

Figure 2. By 2020, nearly two out of every three U.S. jobs will require some postsecondary education and training.



SOURCE: Authors' analysis of March Current Population Survey data, various years; forecast of educational demand to 2020
NOTE: The 'some college' category was not measured in 1973.

The American CTE system provides five major pathways to 29 million middle-class jobs:

- (1) Employer-based training,**
- (2) Industry-based certifications,**
- (3) Apprenticeships,**
- (4) Postsecondary certificates, and**
- (5) Associate's degrees.**

These pathways are not mutually exclusive; on the contrary, they are often integrated and can overlap in linear and nonlinear ways.

What's News?

You May Not Need a Bachelor's Degree!

Middle Jobs Workers and Earnings

- **Middle-education jobs (or workers)** are those that require (or have) some postsecondary education and training, but do not require (or have) a Bachelor's degree.
- **Middle-class earnings** are earnings above \$35,000 per year and below \$95,000 per year.
- **Middle jobs** are occupations that require some postsecondary education and training, but not a Bachelor's degree, and have average earnings of \$35,000 per year or more.

Best Degrees for CA Jobs

5. Architecture
4. Civil Engineering
3. Medical Technology
2. Computer Science
1. Electrical Engineering

Worst Degrees (or great onramps to pathways?)

5. Business

4. Biochemistry

3. Biology

2. Journalism

1. Political Science

Best Value?

GOAL:

Find the most economic way to finance an education.

STRATEGY:

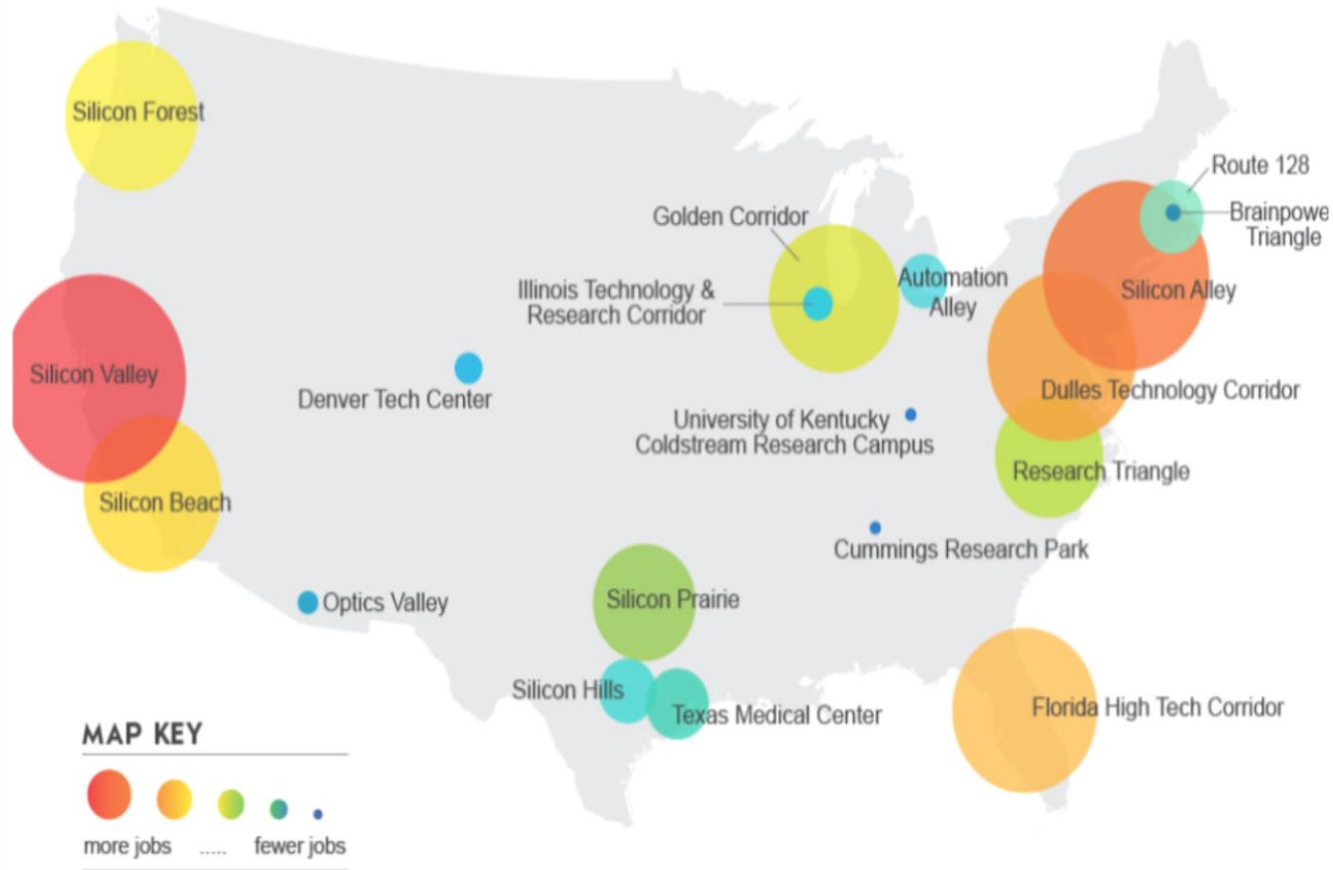
students recognize that attending the CC at \$46/unit for GE, with UC admission after year 3; after attending a CTE program that pays well and is in their discipline, helps offset large student debt.



PHOTO: THINKSTOCK

TOP TECHNOLOGY REGIONS

— January 2012 to August 2012 —



1. SILICON VALLEY *Northern California*

9 SILICON ALLEY 3 DULLES TECH CORRIDOR 4 FL HIGH TECH CORRIDOR 5 SILICON BEACH

Scientist in San Jose? You're Golden!

- MVP Majors for CA: **Science and Engineering (multiple disciplines)**
- The best California metro areas for job seekers are (in order):
 1. San Jose
 2. Fresno
 3. L.A.
 4. Stockton
- People in California on average make 13 percent more than those with equivalent titles nationwide.

New Models of Delivery

- **UniversityNow** - is a social venture based in San Francisco, CA, whose mission is to ensure that a quality higher education is available to people everywhere. Associated with Patton University (WASC accredited)

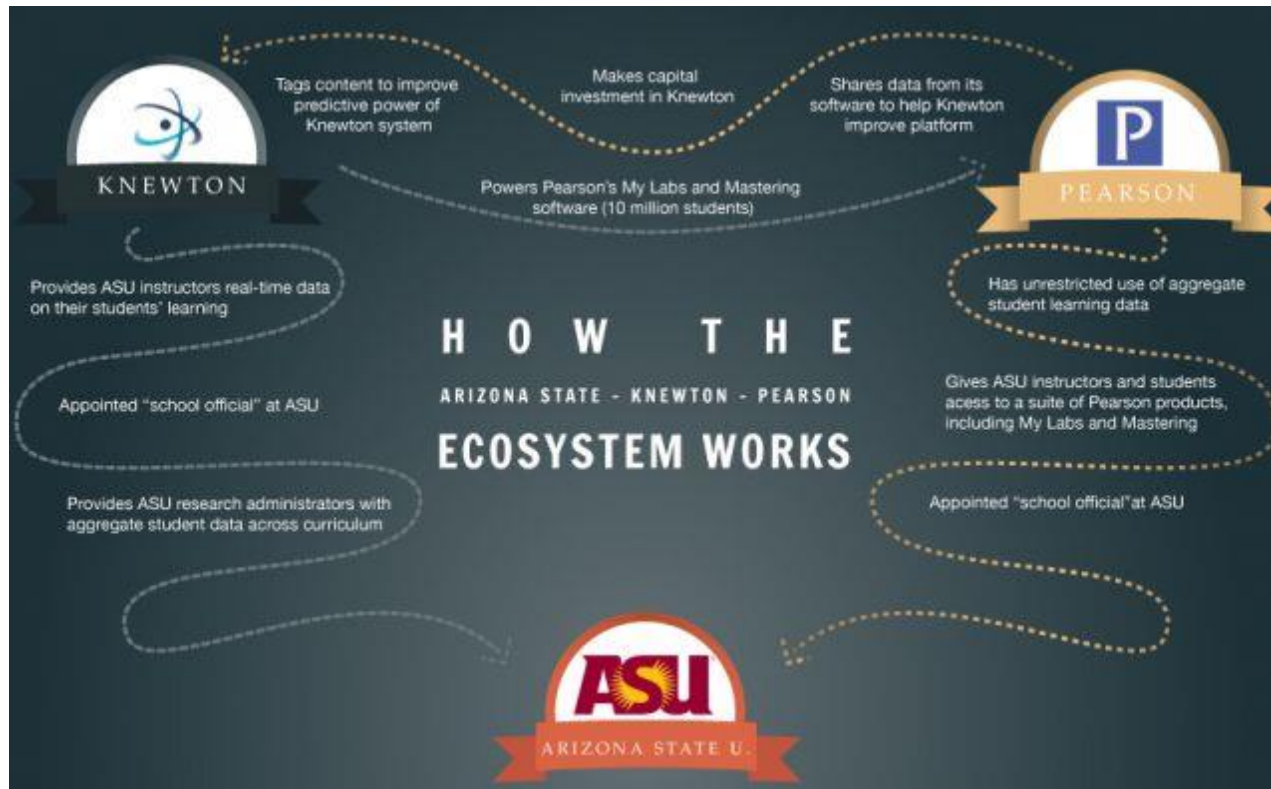
	Per month	or	Per (16-week) term
Undergraduate	\$199		\$796
Graduate	\$329		\$1316



.... the mayors see the low-cost for-profit option as a legitimate alternative.

Big Data

- Predictive data analytics in higher education
- Creating psychometric profiles
- What students know and how they learn



Employment Projections to 2016

The State of California expects the following 25 job titles to increase in numbers by higher percentages than other occupations to 2016, although Healthcare related jobs will likely to increase after 2016 as well (reference: [State Occupational Projections](#)).

1. Network Systems and Data **Communications** Analysts
2. **Computer** Software Applications Engineers
3. Forensic **Science** Technicians
4. Skin Care Specialists
5. Veterinary Technologists and Technicians
6. Home Health Aides
7. Occupational Therapist **Assistants**
8. Mathematical Scientists
9. Traffic **Technicians**
10. Aircraft Cargo Handling Supervisors
11. Physical Therapist Assistants
12. Pharmacy Technicians
13. Dental Hygienists
14. Substance Abuse and Behavioral Disorder Counselors
15. Dental Assistants
16. Veterinarians
17. Athletic Trainers
18. Special Education **Teachers** for Preschool through Elementary School Grades
19. Biomedical Engineers
20. Multi-Media Artists and Animators
21. Microbiologists
22. Physical Therapist Aides
23. Ambulance Drivers and Attendants
24. Medical Assistants
25. **Database Administrators**

Skills to Hone for One and All

- Computer Skills
 - Not just keyboarding and MS Office or “... iLost” programs
 - App development, computer graphic arts, concepts of database management
- Communication/Organizational Skills
 - Organizational Development for Managers
 - Leadership Lunch Group
 - Customer Service
 - Small Business: QuickBooks, Budgets, Contracts, Marketing, Media

Industries to Watch

- Manufacturing- coming back?
 - 3D Printing – requires software (CAD skills); manufacturing and machine/engineering skills
- Installers/Technicians/Trades
 - Cable, data infrastructure, for new and upgrading construction projects
- Healthcare
 - Will continue to grow with aging population & ACO's/ reform
- Admin/ Customer Service/People Management
 - Keeping the communications and processes running
 - Leadership Management series serves companies and communities
 - Safety Training for compliance, emergency preparation

Good Reminders

- Everything is Local!
 - Pay attention to Business Times in your region
 - Stay in touch with industry trends
 - Survey your audience – 10% is a great response rate!
 - Keep your marketing focused on what works
 - Always be on the lookout for instructors
 - Ask for testimonials!

Questions/Discussion

- Thank you!
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- Phone 510-520-1068

