# Peralta Community College District

## Narrative - Annual Program Update Template 2011-2012

Each program/department will complete this form to update program reviews developed in 2010-2011. These will be reviewed at the college level and then forwarded to the district-wide planning and budgeting process. The information on this form is required for all resource requests – including faculty staffing requests – for the 2012-13 budget year.

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| Overview | | | |
| Date Submitted: | 10/04/11 | Administrator: |  |
| Program/Department: | Student Services | Dept. Chair:/Coordinator | Michael Goldberg |
| Campus: | College of Alameda | | |
| Mission | The mission of the Alameda One Stop Career Center is to provide free employment services to COA students, community job seekers, and local businesses. We offer a variety of services to individuals of all ages and abilities and to businesses of all sizes and types. We collaborate with more than twenty local community-based and governmental organizations to ensure that employment, training, and other workforce related services are provided in an efficient and seamless manner. | | |

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| Qualitative Assessments | |
| College, Community and labor market relevance. Present evidence of community need based on Advisory Committee input, industry need data, McIntyre Environmental Scan, McKinsey Economic Report, licensure and job placement rates, etc. | The State of California continues to experience high rates of unemployment. The ACWIB (Aug. 17, 2011 Workforce Systems report) shows Alameda has a 7.5% unemployment rate and 3,600 unemployed job seekers out of a labor force of 38,900. Anecdotal evidence suggests that college age youth have unemployment rates of 20+%. Many students depend on paid employment to cover the increasing cost of college attendance. Services provided by the career center continue to be accessed at a high rate.  The Center is held accountable by the ACWIB for annual performance in a a number of performance measures including in adult and dislocated worker areas. Job placement rates for fiscal year 2010-2011 were outstanding: 91% of dislocated workers and 98% of adult exits successfully placed into employment. In addition, the Alameda One Stop Career Center was the highest performing center in the Alameda County system in meeting contract exit to plan rates. |
| Quantitative Assessment  Include service area data such as number of students served by program. Include data and recommendations from program review. | The COA One Stop Career Center does not have any data specific to COA student outcomes. The Center does participate in an annual EastBay Works Universal Client Survey that seeks client input into Center services. This survey is carried out in the 17 EastBay Works centers throughout Alameda and Contra Costa Counties. The Center consistently scores above the average for ACWIB funded centers in areas including customer service, job counseling, access to resources, training options, etc. These annual reviews are followed up by the COA One Stop Career Center developing an action plan with a focus on continuous improvement  In the most recent 2011 Survey, client respondents noted increased rates of satisfaction in 12 of 12 areas from prior year (2010) and again exceeded ACWIB average scores in 11 of 12 areas. These responses demonstrate the strong customer service focus and professionalism exhibited by Center staff.  **Workshops**  The One Stop provides an array of job search and career exploration services. During the year, the One Stop hosts numerous workshops, including Résumé Writing, Interviewing Skills, Career Assessment, Job Readiness for Youth, Over 50 Workforce, Vocational Rehabilitation, two weekly Networking Job Clubs. In addition, the Center offers supportive workshops to help our clients deal with job related issues such as dealing with stress, loss, age discrimination and conducting business research.  **Youth Services**  The staff also provides outreach to community youth service organizations. The Alameda One Stop collaborates with the Alameda Recreation and Park Department and Alameda Public Library in facilitating Job Search 101, an event focused on preparing youth for employment. The Spring 2011 event saw its highest attendance yet—50+ youth participated.  **Business Services**  The relationships that the Alameda One Stop has built and cultivated with local employers have allowed staff to place students in part-time, full-time and internship positions. During the past year, the Alameda One-Stop Center hosted over **10** onsite recruitments for employers. Over the years, the One Stop has provided a varied menu of business services to nearly **500** employers and has maintained a database of over **300** local employers. As part of our services, we provide job postings and job placement assistance for more than **10** employers per month. In addition, the Alameda One Stop offers an ongoing speakers series providing information to employers in areas such as social marketing, human resources, and tax incentives.  As part of our goal to connect job seekers to employers, we successfully hosted our 13th Annual Community Job Fair in April 2011. Over **35** employers attended this event and over **600** job seekers attended.  **COA Student Usage**  More than **400** COA students utilized One Stop services in 2010-2011. |

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| Strategic Planning Goals | |
| Check all that apply.  Advance Student Access, Success & Equity  Engage our Communities & Partners  Build Programs of Distinction  Create a Culture of Innovation & Collaboration  Develop Resources to Advance & Sustain Mission | Describe how goal applies to your program.  COA graduates, especially those who complete certificate or two-year CTE programs should, ideally, leave programs with cover letter and résumé writing skills; strong interviewing ability; and an understanding of job search strategies leading to employment. *The Road Less Travelled*, a 2011 report by the Institute for Higher Education Leadership notes in CTE programs “a lack of integration with core institutional operations”. The ability to fully link the COA career center to the professional life of our students would strongly enhance student success.  The Center is engaged with the community and partners in numerous ways. Workforce Investment Act (WIA) mandates that one stop career centers work with certain community agencies and governmental bodies. These *mandated partners* create resource sharing among agencies and assists the College in greater visibility. The business advisory council, likewise, brings local business partners to the table to share how we might better serve the business community. The Center serves more than 300 community member annually; placed more than 77 community members into employment in fiscal year 2010-2011; and sponsors an annual job fair attended by more than 600 community members and COA students.  The Center has the potential to build a program of distinction. Due to budget constraints, staff cutbacks, and less than optimal integration into instructional programs this potential will most likely not be realized. This, of course, is unfortunate as there seems to be a greater focus on student outcomes and CTE programs in general both statewide and nationally. Those institutions that fully utilize the resources of Workforce Investment Boards will find creative ways to sustain and build new programs—critical in these times of continuous cuts in state funding to the community college system.  Reliance on one funding source, in this case the ACWIB, places the Center at considerable risk to changes in budget allocations and increased staffing costs. It is critically important to identify external funding sources and internally, those Peralta entities that have an employment / job development component in their structure in order to better identify resource sharing / enhancing possibilities. This resource development will need to be supported at either the College or District levels if this effort is to be successful. |

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| College Strategic Plan Relevance |
| Check all that apply    New program under development  Program that is integral to your college’s overall strategy  Program that is essential for transfer  Program that serves a community niche  Programs where student enrollment or success has been demonstrably affected by extraordinary external factors, such as barriers due to housing, employment, childcare etc.  Other |

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| Action Plan |
| Please describe your plan for responding to the above data. Consider service delivery, scheduling, and marketing strategies. Also, please reference any cross district collaboration with the same program at other Peralta colleges.  Include overall plans/goals and specific action steps.   |  |  |  |  | | --- | --- | --- | --- | | **Goal 1: Shorten Placement Cycle**  **(limited staffing and high demands for service necessitate this)** | * Maintain a pipeline of job ready candidates including COA students. * Increase exits with certification   Increase average hourly wage   * Prompt turnaround on hot leads. * Proactive clients | * Job matching database * Better coordination with COA dept heads / instructors * Job developers meet with WIA trainees before completion * Pre-screen job seekers * Encourage job seekers to be more involved in search   + Cold calling   + Prospecting/research   + Follow up & reporting   + Attend job club   + Attend Job fairs & onsite recruitments | * Job Developers * Site Manager * Business Services * Support staff * Case management | | **Goal 2: Develop diversified funding strategy** | * Identify new funding possibilities * Partner with COA programs i.e. JDIF funded program, ATLAS, Violence Prevention Initiative, etc. * Seek direct support from private sector * Work with partners across Peralta to assist with job development / placement needs on a contract basis | * Research funding opportunities; respond to relevant RFPs * Seek higher level /stronger support across COA in order to facilitate stronger collaboration with CTE programs in new program dev. and /or resource sharing. * Work with advisory council to identify possible business financial support * Work with District CTE coordinator to identify possible linkages | * Site Manager * Case Mgr. * Job developer |   **Strengths:** Status as a certified One Stop Career Center with linkages to the community, including local business community, community members and community-based organizations.  **Weaknesses:** Reliance on WIA funding, which fluctuates from year to year; minimal (if any) college funding.  **Opportunities:** The Alameda One Stop could be a major partner in the college and district’s workforce development initiatives.  **Limitations:** The One Stop has tremendous potential afforded by its connection to the college and community; however, its potential will go unrealized without a major infusion of funds from the college, grants, city, etc. |

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| Needs |
| Please describe any **equipment, material and supply** needs.  Currently all equipment, material, and supply needs are incorporated into our annual budget allocation request to the Alameda County Workforce Investment Board. These budget line items are modest and can be covered under existing funding.  It is anticipated however, that desktop computers for staff (8) as well as resouce room computers for clients (7) will need to be replaced over the next two years: resouce room computers are approximately 6 years old; 2 staff computers 6+ years old; 4 staff computers are 4years old; 2 staff computers are 3 years old. It is unclear where the financial resources will come from for these necessary technology replacements. |
| Please describe any **classified/student assistant** needs.  Currently the Center has only two full-time and three part time staff—all funded through a contract with the Alameda County Workforce Investment Board (ACWIB). Due to reductions in the annual allocation, increased costs of benefits, and the absence of prior year stimulus (ARRA) funding, the Center has been forced to scale back on those services—especially vocational counseling, job development, and business services—that the community and student body expects us to provide. Student assistants may be able to provide some administrative support for the Center; nevertheless, increased funding must be secured if we are to be able to truly serve the needs of the College, business community, and community members.  Classified level staff (as well as additional hours given to faculty staff) positions are need in business services and job development. Case mangement is currently being provided by mulitple staff members though most one stop career centers do have designated (and funded) case manager positions. |
| Please describe any **facilities** needs.  Current facilities are acceptable. It should be noted that clients are frequently surprised that there are no restroom facilities located in the building. A more ideal situation would be a larger space to co-locate more community services. |

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| Course SLOs and Assessment | |
| N/A |  |
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| Describe types of assessment methods you are using | |
| Describe results of your SLO assessment progress | |

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| Program Learning Outcomes and Assessment | |
|  | Fall 2011 |
| Number of degrees and certificates in your discipline | N/A |
| Number with Program Learning Outcomes |  |
| Number assessed |  |
| % Assessed |  |
| Describe assessment methods you are using  The One Stop Career Center utilizes an annual EastBay Works survey (see above section 2 quantitative assessment for more information). This survey is currently being revised and will soon be administered on a continuous basis using the new EastBay Works Online system. When this system is in place, survey data will be readily available on a regular basis.  In addition, a request had been put in to system administrator to be able to identify COA student usage so that we can better quantify student data including service satisfaction and employment outcomes. | |
| Describe results of assessment  See Above | |