

# Peralta Community College District

## STUDENT SERVICES ANNUAL PROGRAM UPDATE

Academic Year 2014-2015

This presents the common elements to be addressed by each student services unit/area in its annual program update. Depending on College preferences, elements may be formatted or addressed slightly differently.

### I. OVERVIEW

		<b>Date Submitted:</b>	11/24/14
<b>College</b>	College of Alameda	<b>Administrator:</b>	Dr. Alexis Montevirgen
<b>Unit/Area</b>	Student Services / One Stop Career Center		
<b>Completed By:</b>	Michael Goldberg		
<b>Mission/History and Description of Service Provided</b> <i>Brief, one paragraph.</i>	<p>The one-stop career center system concept was introduced by the Department of Labor in 1993 as the organizing vehicle for transforming the fragmented array of employment and training programs into a coordinated information and service delivery system for individuals seeking first, new, or better jobs and for employers seeing to hire new workers. In the fall of 1996 the Alameda County, Oakland, Richmond, and Contra Costa County Private Industry Councils became partners and received a \$3 million grant to develop a one-stop career center system for the East Bay (EastBay Works).</p> <p>College of Alameda host the Alameda One-Stop Career Center, which started operating in March 1997 in cooperation with the city of Alameda and the Alameda Private Industry Council (now Workforce Investment Board) in order to meet the employment needs of residents and employers in the city of Alameda. The Alameda One-Stop Career Center is part of EastBay Works, a network of employment services throughout Alameda and Contra Costa Counties.</p> <p>The implementation of the Workforce Investment Act in 2000 further extended the services of the One Stop by requiring the participation of the following partners:</p> <ul style="list-style-type: none"> <li>• Wagner-Peyser (EDD)</li> <li>• Vocational Rehabilitation</li> <li>• TANF</li> <li>• Programs under Title V of Older Americans</li> <li>• Perkins Act Post-secondary Vocational Education</li> <li>• Trade Act activities (i.e., NAFTA)</li> <li>• Veterans</li> <li>• Unemployment Insurance Benefits</li> <li>• Community Services Block Grants</li> <li>• HUD Employment and Training</li> </ul> <p>The creation of the One Stop Career Center at COA also provided much needed career services for students. College of Alameda never had a full operation career center until the Alameda One-Stop Career Center opened and replaced the Resources and Supportive Services program, supported by VATEA Single Parent and Sex Equity funds, which provided single parent and re-entry students with career services.</p> <p>In 2014, Peralta CCD was awarded a contract to provide services to a five city region including the Cities of Albany, Emeryville, Piedmont, Berkeley, and Alameda. To provide services to this larger region, a new Center was established at the Berkeley Adult School in Berkeley.</p>		

<p><b>Student Learning Outcomes (SLOs)</b>  <i>(or Service Area Outcomes-SAOs, or Program Learning Outcomes-PLOs)</i></p>	<p><b>Meet contract requirements for enrollment into intensive services</b></p> <p>Program participants will enroll into intensive services meeting contract plan goals.</p> <p><b>Program participants will exit (enter employment) meeting or exceeding contract placement goals.</b></p> <p>Contract states number of program participants that must be exited with employment</p>
<p><b>SLO/SAO/PLO Mapping to Institutional Learning Outcomes (ILOs)</b></p>	<p>See responses later in APU</p>

## II. ASSESSMENT, EVALUATION AND PLANNING

Quantitative Assessments	
<p><i>Include service area data such as number of students served by your unit/area. Include data and recommendations from program review.</i></p> <p><i>Include data used to assess your SLO/SAO/PLOs.</i></p>	<p>Funding is determined on an annual basis with refunding tied to meeting performance goals. The ACWIB MIS Reports will be used to determine whether the North Cities One Stop Career Centers met the criteria. ACWIB staff will review the reports when they are available in late April to determine if the Centers met the refunding criteria. If the North Cities One Stop Career Centers meet goals, we will be recommended for funding.</p> <p>If the Centers fall short of the minimums but appear to have the chance of making the goals by June 30 they will be given the additional time to do so. An allocation will be set aside and its performance will be closely monitored. If it should meet its goals prior to June 30, contracting can begin. If not, ACWIB Staff will use the June 30 MIS data in July to determine if the North Cities One Stop Career Centers have met their performance. If met, a contract will be executed. If it hasn't, an item will be prepared for a special ACWIB Executive Committee meeting for further action.</p>

Qualitative Assessments																																	
<p><i>Present evidence of community need based on advisory committee input, student surveys, focus groups, etc.</i></p> <p><i>Include data used to assess your SLO/SAO/PLOs.</i></p>	<p><b>STATEMENT OF NEED</b></p> <p>1. Communities to be Served and Workforce Needs</p> <p>The North Cities One-Stop Career Centers (OSCCs) will serve the cities of Berkeley, Alameda, Albany, Emeryville and Piedmont, with a combined population of approximately 231,000 residents. As the chart below illustrates, unemployment rates in the North Cities are lower than the state average yet impact significant numbers of residents, particularly in Berkeley and Alameda:</p> <table border="1" data-bbox="305 1430 1588 1640"> <thead> <tr> <th></th> <th>Alameda</th> <th>Albany</th> <th>Berkeley</th> <th>Emeryville</th> <th>Piedmont</th> <th>TOTAL</th> <th>CA</th> </tr> </thead> <tbody> <tr> <td><b>Population (2012)</b></td> <td>75,641</td> <td>18,969</td> <td>115,403</td> <td>10,335</td> <td>10,893</td> <td>231,241</td> <td>38,041,430</td> </tr> <tr> <td><b>Unemployment Rate (#) (Nov. 2013)</b></td> <td>4.6% (1,900)</td> <td>2.8% (300)</td> <td>6.4% (3,800)</td> <td>4.8% (200)</td> <td>3.5% (200)</td> <td>6,400</td> <td>8.5%</td> </tr> <tr> <td><b>Poverty (2008-2012)</b></td> <td>9.4%</td> <td>10.4%</td> <td>18.1%</td> <td>9.8%</td> <td>3.5%</td> <td></td> <td>15.3%</td> </tr> </tbody> </table> <p>Source: CA Employment Development Department, Monthly Labor Force Data for Cities and Census Designated Places, November 2013; U.S. Census Bureau, State and County Quick Facts, 2008-2012.</p> <p>While the North Cities have not experienced layoffs or restructuring in specific industries at mass scale in the past year, the subregion saw a sustained increase in unemployment of between 1.5% and 2.99% resulting from job losses during the recession in 2012.<sup>1</sup> Nevertheless, this subregion demonstrates its resiliency and continues to drive economic</p>		Alameda	Albany	Berkeley	Emeryville	Piedmont	TOTAL	CA	<b>Population (2012)</b>	75,641	18,969	115,403	10,335	10,893	231,241	38,041,430	<b>Unemployment Rate (#) (Nov. 2013)</b>	4.6% (1,900)	2.8% (300)	6.4% (3,800)	4.8% (200)	3.5% (200)	6,400	8.5%	<b>Poverty (2008-2012)</b>	9.4%	10.4%	18.1%	9.8%	3.5%		15.3%
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<sup>1</sup> East Bay Economic Development Alliance (EDA), Special Report on the East Bay Workforce, 2013. 09/04/2014- ASM

growth through its major employers and expanding industries. The subregion inclusive of Oakland and San Leandro hires over 20 percent of East Bay workers within eight top industry clusters: Healthcare, Energy, ICT, Transportation & Logistics, Life Sciences and Advanced Manufacturing.<sup>2</sup> Nearly 50 percent (17,959) of East Bay Transportation & Logistics employees work in Northern Alameda County – with the Port of Oakland, the fifth largest international port in the United States, a major employer -- as do 45,000 Healthcare cluster workers employed by more than 125 large employers. High-skilled positions such as those in Professional, Scientific and Technical Services and in clean technology are supported by the region’s rich education ecosystem, which offers career ladder postsecondary training from the community colleges to the University of California, Berkeley. And the housing market in the subregion is expected to boom in the coming years, fueling new hiring in Construction and related industries.<sup>3</sup> In all, the North Cities house 28,600 firms, many of them drawn here by the subregion’s skilled workforce.<sup>4</sup>

The vibrant East Bay economy can mask the workforce challenges of subpopulations and the skills mismatch faced by employers and job-seekers. Significant numbers of North Cities residents do not possess a postsecondary certificate or degree, as the chart below illustrates, and many have not mastered basic English language and math skills. An aging population above the state average risks dislocation as workers’ skills and experience lose relevancy, while employers face the need for job replacement as these individuals retire. High numbers of veterans (10,047), particularly around Alameda’s base conversion sites, face particular workforce challenges, as do the 9.2% of residents with a disability.

	<i>Alameda</i>	<i>Albany</i>	<i>Berkeley</i>	<i>Emeryville</i>	<i>Piedmont</i>	<i>TOTAL</i>	<i>CA</i>
<b>Population (2012)</b>	75,641	18,969	115,403	10,335	10,893	231,241	38,041,430
<b>% &gt;= age 65 (2010)</b>	13.5%	10.0%	11.7%	10.0%	15.4%		11.4%
<b>% BA degree</b>	47.2%	72.5%	69.5%	70.2%	82.4%		30.5%
<b>% speak other than English at home</b>	35.7%	37.8%	26.5%	30.0%	17.2%		43.5%
<b>Veterans</b>	4,549	633	3,973	436	456	10,047	1,957,910
<b>Disabled</b>						9.2%	10%

Source: U.S. Census, State and County Quick Facts, 2008-2012. Disability data is for Alameda County and is derived from U.S. Census Bureau, Selected Social Characteristics in the United States, 2008-2012.

## 2. Target Populations of the North Cities Specialized One-Stop Career Centers

The Peralta CCD will build upon the strengths of the existing College of Alameda OSCC, its sister community colleges – Berkeley, Laney and Merritt --, the subregion’s Adult Education providers, and diverse partners to tailor OSCC services to the North Cities and workforce needs of its residents. Based upon the community profile above, the following target subpopulations have been identified for North Cities OSCC specialization:

- Individuals with insufficient basic and vocational skills to compete in the local job market, including recent high school graduates or drop-outs; adults with English and Math skills below college level; Limited English Proficient (LEP) individuals; dislocated or older workers requiring skills upgrading; and individuals employed at wages below the self-

<sup>2</sup> Ibid.

<sup>3</sup> East Bay EDA, East Bay Economic Outlook, 2013.

<sup>4</sup> U.S. Census Bureau, State and County Quick Facts, Survey of Business Owners, 2007.

sufficiency level who require skills to advance in the workforce

- Veterans
- Persons with Disabilities

### 3. Barriers to Employment Faced by the Target Populations

The primary barrier to employment faced by North Cities Specialized OSCC customers is anticipated to be a lack of skills relevant to the local labor market. These may include occupational skills in priority industry sectors; basic English, Math and English-as-a-Second Language (ESL) skills necessary to pursue technical training; skill upgrading, particularly in basic or advanced technology-related skills required of increasing numbers of occupations; and “soft” skills essential across sectors and often the key to initial hiring, promotion and advancement. In addition, job search skills themselves are expected to be a major barrier for many OSCC clients, who without OSCC services would struggle to map and pursue a path to employment and career growth. The barriers specific to veterans transitioning to the civilian workforce, and to disabled veterans or other individuals with disabilities who require accommodations in the job search and in the workplace will also be addressed by the North Cities specialized OSCCs.

The North Cities One Stop Career Centers collaborates with various agencies to offer clients a seamless menu of services, and refers clients to appropriate entities for expanded services. Center manager participates in monthly COA student services council meetings and communicates regularly with other student services coordinators. Following is a list of the mandated and non-mandated partners and a description of their collaboration with the One Stop:

#### a. Mandated Partners:

- **Alameda Adult School:** The goal of this partnership is to provide Alameda Adult School and One-Stop job seekers with job search and career assessment tools and techniques to equip them to successfully compete in the labor market. A series of courses, including Job Search Success Strategies and Career Exploration are offered onsite at the center.
- **Alameda County Social Services Agency:** Provides access to offsite Workforce and Benefits Administration staff with multilingual capabilities. Informs the One Stop on routine, but important information about the CalWORKs program, new services offered, or other issues that are pertinent to One Stop clients.
- **Alameda Housing Authority:** Provides information and resources regarding affordable housing for low-income individuals and families.
- **City of Alameda, Development Services Department:** The City of Alameda Development Services Department works closely with the center in providing business development services to employers. They assist the One-Stop with employer outreach and marketing of employment placement services for new and existing businesses in Alameda.
- **City of Oakland, Department of Adult and Aging Services, Assets Senior Employment Program:** ASSETS contributes to the center by providing clerical support through the referral of their Senior Aides, who are assigned a workload based upon the site’s needs and the skills, abilities and career goals of the aides.
- **Department of Rehabilitation:** A counselor is co-located at Alameda One-Stop Career Center one day a week. The counselor conducts orientations

	<p>and provides individual counseling appointments to discuss vocational rehabilitation services determined necessary for individuals with a disability to achieve an employment outcome, including assessment, career planning, guidance and referral services, and job search and placement assistance.</p> <ul style="list-style-type: none"> <li>• <b>Employment Development Department:</b> There is an on-going collaboration with EDD to provide job seekers with information regarding Unemployment Insurance, CalJOBS, TAA services and Veteran Services.</li> <li>• <b>Job Corps:</b> An Admission Counselor is co-located at the center 4 hours a week and provides information regarding Job Corps and other youth programs.</li> <li>• <b>Peralta Community College District:</b> PCCD provides the fiscal operation for the Alameda One-Stop Career Center located on the College of Alameda campus. COA contributes to the operation and maintenance of the center, and funds the salaries of the career counselor and clerical staff. Our partnership allows for cross referral of students for academic and employment services, and provides clients access to information regarding program and services offered on Peralta campuses.</li> </ul>
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### Identifying Strengths, Weaknesses, Opportunities, and Limitations

<p><b>Strengths</b> <i>What are the STRENGTHS of your unit/area?</i></p>	<p>Status as a certified One Stop Career Center with linkages to the community, including local business community, community members and community-based organizations. Strong support at Berkeley Adult School.</p>
<p><b>Weaknesses</b> <i>What are the current WEAKNESSES of your unit/area?</i></p>	<p>Reliance on WIA funding, which fluctuates from year to year; no direct financial support from COA / Peralta CCD.</p>
<p><b>Opportunities</b> <i>What are the OPPORTUNITIES in your unit/area?</i></p>	<p>The Centers could be a major partner in the college and district's workforce development initiatives.</p>
<p><b>Limitations</b> <i>What are the current LIMITATIONS of your unit/area?</i></p>	<p>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. and a well-developed COA workforce development committee and plan.</p>

## **Action Plan for Continuous Improvement**

*Please describe your plan for the continuous improvement of your unit/area.*

The North Cities One Stop Career Centers can play an integral role in providing services to students and campus departments; build stronger collaboration with community organizations; and assist businesses and City of Alameda economic development activities. Needs and actions are listed here:

**Increase the number of students** utilizing the Center resources, including career assessment, access to internships, developing internship opportunities, and education/training related employment.

Specific action steps:

- Coordinate outreach and education activities with COA vocational program dept. heads, student services coordinators, and One Stop Career Center staff.
- Assist with recruitment of new students through community outreach and retention of current students by providing access to career and employment services.

**Increase the visibility** and reach of One Stop Career Center activities in Alameda and with CBO's.

Specific action steps:

- Utilize mandated partner relationships, COA One Stop Career Center Advisory Group, and relationships with CBOs to develop strong working partnerships and increased visibility in the community.

**Strengthen ties** to the business community and City of Alameda economic development activities.

- Continue to strengthen ties to the Alameda Chamber of Commerce, West Alameda Business Association, Greater Alameda Business Association, Alameda Landing, and individual businesses / City of Alameda Economic Development through business mixers, the COA Career Center seminar series, and City meetings.

## Additional Planned Educational Activities Toward Strategic Goals and Institutional Objectives

*Describe your unit/area's plan to meet district and college strategic goals and institutional objectives.*

*Refer to the provided documents for district and college Strategic Goals and Institutional Objectives 2014-2015.*

<p><b>A. Advance Student Access, Equity, and Success</b></p>	<p>A.3 Student Success—Provide an array of career / employment related services to both the general student body as well as program graduates in CTE areas.</p>
<p><b>B. Engage and Leverage Partners</b></p>	<p>B.2. Partnerships—The North Cities One Stop Career Centers are primed to be an intermediary between COA / Peralta CCD and a broader community of adult schools, local government, CBO's, and regional industries and businesses.</p> <p>Partners meetings, coordination with the Alameda County Workforce Investment Board, City of Alameda Economic Development Division, and many as yet unmet partners in the Cities of Albany, Piedmont, Berkeley, and Emeryville allow for strengthening partnerships in education and employment areas.</p>
<p><b>C. Build Programs of Distinction</b></p>	<p>C.2 Through the collaboration between ad CA community college and an adult school, we intend to build a program of distinction—one that provides career pathways between BAS and Peralta CTE programs; enrolls students into WIA in order to provide financial and employment support; and one that develops expertise in the biosciences, healthcare, and IT / ICT sectors.</p>
<p><b>D. Strengthen Accountability, Innovation and Collaboration</b></p>	<p>D.1 The California Workforce Association, ACWIB, CA Career Café, and Eastbay Works all provide conferences, meetings, and trainings that support professional development in the area of workforce development. The director of workforce systems sees value in having staff attend these meetings and highly encourages staff to take advantage of these training opportunities.</p>
<p><b>E. Develop and Manage Resources to Advance Our Mission</b></p>	<p>E.3—Continue to seek outside support / funding for services. The Alameda County Refugee Employment sub-contract with Alameda County Social Services Agency not only links the Centers to the refugee communities, it provides much need financial support leading to increased staffing levels.</p>



### III. RESOURCE NEEDS

#### Human Resource/Personnel

Please describe any human resource/personnel needs for your unit/area.

<b>Current Staffing Level:</b>		<b>Headcount</b>	<b>FTE Equiv.</b>
	<b>Faculty (Permanent) Extra service</b>	2	.25
	<b>Faculty (PT/Adjunct)</b>	0	0
	<b>Classified Staff (Permanent)</b>	1	1
	<b>Classified Staff (Hourly)</b>	0	0
	<b>Students</b>	2	.25
	<b>ICC/Consultant/Other</b>	6	5
<p><b>Narrative:</b>  <i>Describe the current staffing level in relation to the relative need for effective delivery of your unit/area's programs and services.</i></p> <p><i>Discuss any current position vacancies, the need for additional personnel, the need for permanent faculty/staff instead of adjunct/hourly personnel, etc.</i></p> <p><i>Describe implications of the current staffing level in your unit/area to overall service delivery.</i></p>	<p>The North Cities One Stop Career Centers has expanded staff due to much larger contract award for 2014-2015. The Peralta hiring process is lengthy creating delays in quickly and efficiently hiring both permanent classifies staff as well as independent contractors. Currently two vacancies are in the process of being filled.</p> <p>Dependent entirely contracts with outside funding sources, the Center is challenged in maintaining staffing and budget development due to uncertainty of yearly budgets. Funded to serve WIA clients, the Center cannot offer a full array of career services to the COA student body.</p> <p>In order to provide a full range of services to students, COA and / or the District will need to provide financial support to the Center. With an increase in funding available to the District / College through bond monies, career pathways related contracts, and larger general fund budgets, it appears that resources can be targeted in areas that will support student career success.</p>		
<p><b>Human Resource/Personnel Requests</b>  <i>List your human resource/personnel requests in prioritized/ranked order.</i></p> <p><i>Human resource/personnel requests will go through the established College and District planning and budgeting process.</i></p>	<p>1 FT classified program specialist or program assistant to serve students in a job developer / placement capacity. This person will engage directly with the COA student body to assist with placement into both PT employment as well as career related employment post-graduation.</p> <p>.25 FTE career counselor (classified) to provide career related counseling and services to the COA student body.</p>		

## Facilities/Infrastructure

Please describe any facilities/infrastructure needs for your unit/area.

<p><b>Narrative:</b> <i>Describe the current facilities/infrastructure of your unit/area in relation to the relative need for effective delivery of programs and services.</i></p> <p><i>Describe implications of the current state of facilities/infrastructure in your unit/area to overall service delivery.</i></p>	<p>Current site at COA is acceptable though lacking in adjacent bathroom facilities. Expansion at current site is not feasible.</p> <p>Space is acceptable at BAS site though not contiguous and lacking in defined staff work space / resource room. Planned expansion in summer 2015 should alleviate these space limitations and may lead to a doubling of space dedicated to the North Cities One Stop Career Center.</p>
<p><b>Facilities/Infrastructure Requests</b> <i>List your facilities requests in prioritized/ranked order.</i></p> <p><i>Facilities requests will go through the established College and District planning and budgeting process.</i></p>	<p>N/A</p>

## Technology

Please describe any technology needs for your unit/area.

<p><b>Narrative:</b> <i>Describe the technology needs of your unit/area in relation to the relative need for effective delivery of programs and services.</i></p> <p><i>Describe implications of the current state of technology in your unit/area to overall service delivery.</i></p>	<p>The North Cities One Stop Career Centers operate out of sites at COA and BAS. Resource rooms open to public use have 7 computer stations (COA) and 10 computer stations (BAS). BAS has all new (2014) computers while COA has a mix of computers including many that are at end of life.</p> <p>While functional, older computers are less reliable and have more service needs. New, updated computers offer a better user experience for both clients and staff.</p>
<p><b>Technology Requests</b> <i>List your technology requests in prioritized/ranked order.</i></p> <p><i>Technology requests will go through the established College and District planning and budgeting process.</i></p>	<p>14 new computers for staff / resource room.</p>

**IV. OTHER**

*Please feel free to provide any additional information about your unit/area below.*