

Workforce Development Advisory Committee Update – 11/29/17

Olympic College Enrollment Update:

See additional handout.

Workforce Development and Basic Studies

Basic Studies

The HS21+ high school diploma program continues to grow. There were just a handful of students enrolled at its inception in 2015. This quarter, there are 150 students registered between the Bremerton/Poulsbo and Shelton campuses. HS21+ provides another alternative for adult learners to meet the goal of gaining a high school diploma, while continuing their individual careers. According a fall 2016 graduate of the program, Lyle Candia, "...the program offers adult students nontraditional ways to complete classes." *NOTE: See the April 11 headlining article in the Kitsap Sun, "*OC's 21+ program gives adults avenue to high school diploma.*"

Basic Food Employment & Training

BFET was awarded \$258,232 for FY 16-17, and then an additional \$162,837 bringing the total award to \$420,069 for the year.

FY 17-18 funding is \$596,398 which includes a student assistance portion of \$560,000.

WFD staff is modifying current practices, modeled after successful programs in the Washington CTC system, to capture and track more accurately, hours spent college-wide serving students in the program. Those hours are submitted for matching funds and the program should see increased funding due to these new efforts.

Career Center

The Career Center held its 24th Annual Job Fair on Wednesday, May 2 from 12 – 3pm. With more than 50 employers registered for the event, it was at capacity for its space in the Bremer Student Center. The advertising sponsors were The Kitsap Sun, Westbay Auto Parts, Bremerton School District, Curvy Q.T., and Lucky Star Clothing.

Career Center staff have conducted Employer Panels for the Culinary, Medical Assisting and Fashion Marketing programs. Over twenty local employers participated in the events. Staff also held the Annual Internship and Volunteer Fair on November 2nd, with over 40 local agencies and employers participating.

See additional handouts.

Career & Technical Teacher Certification Program

The Career & Technical Teacher Certification (CTTC) program has an unduplicated headcount total of over 150 teacher candidates participating. Efforts continue to bring the program to Central Kitsap. On June 9, 9 participants received their Certificate of Completion for the program.

CTTC offered a “Quick Jump” program in Shelton this summer to get participants through the entire program in one quarter. Twenty students enrolled in the initial class. The basic CTE program continued at the OC Bremerton campus, with an enrollment of 26 students in four classes. Offerings this fall include seven classes.

Spring quarter the program held a graduation celebration for the most current (9) students (13 completers to date). Michael Brenner of Silverdale WA, an engineer with over 30 years of experience, wanted a career change and started teaching in September 2016 at Central Kitsap Middle School in Central Kitsap School District on a CTE conditional certificate. Mike says of the program: “What I am learning through the CTE program at Olympic College is highly rewarding and very relevant to what happens in the classroom on a daily basis. This is a wonderful opportunity for anyone who wants to contribute positively to our young critical thinkers and problem solvers. They are, ultimately the future.”

CTE Dual Credit (Tech Prep)

The State Board for Community and Technical Colleges has officially re-branded Tech Prep as the CTE Dual-Credit program. The name change is an attempt to align more fully with the language and practices of the K-12 system.

The May 19th Career and Technical Directors meeting included an industry partner tour of Starbucks Headquarters in Seattle. The building and the tour was amazing. Participants were given an insiders perspective on their daily activities as well as what opportunities Starbucks offer their employees and what they look for when hiring. Participants were surprised to learn Starbucks roasts their beans locally in a facility in Kent and that those workers need manufacturing degrees/experience. In fact, a former OC manufacturing student is employed there.

Next year, CTE Dual-Credit is slated to begin using the new SERS system which will be ADA compliant, significantly less vulnerable to hacking and more compatible with internet browsers.

For the school year 16-17, Tech Prep registered 3,749 duplicated high school students and 2,787 unduplicated students.

Outreach

WFD/BS staff organized and staffed the first annual “*Career and Technical Expo - Where Opportunity Meets Innovation*” on Tuesday, May 23rd, 2017. Estimates show there were well over 200 participants. The event featured hands-on activities, student clubs and student services. It highlighted the professional-technical programs, provided faculty and employer access, featured student and club projects (such as the Mini-Baja Buggy, Manufacturing in the 21st Century, a Fashion Show and more), as well as what Student Services are available at OC. A permanent OC committee is being formed to conduct the event as a college-wide effort.

The Employer Survey, “Has your company hired someone from Olympic College?” launched on April 10, 2017. The survey objective is to collect information regarding local employer satisfaction with employees who received their education at Olympic College. The survey was open through June 30, 2017. In partnership with OC’s Instructional Support Services, results will be compiled and available by the end of December.

WFD staff obtained an additional booth at the Kitsap County Fair to highlight Professional-Technical programs. Along with a student designer/project manager, WFD staff created a “prof-tech sculpture” to encourage conversation with fair patrons about the various prof-tech programs offered at OC. Large tablets featuring stills and promotional videos, as well as an electronic landing page, were used to capture nearly thirty student leads which electronically generated emails to faculty advisors.

Workforce Development’s Awareness, Communication, and Marketing Team has undertaken a number of outreach actions to increase professional-technical FTEs and headcount. These actions include:

The fall enrollment ‘Come Back’ campaign to former professional-technical students included:

- Funding support information
 - For those qualified for the Early Achievers Scholarship.
 - Referrals from the Veteran Center to WFD programs for active duty, veteran and family members.
 - Reminders that WFD has financial support throughout fall quarter.
 - Application assistance for childcare and food stamp programs.
- Outreach and advertising via phone calls, postcards, emails and various online and social media.
- Mail contact: A new “We Miss You” post card was sent to 1750 former professional-technical students who have not registered in summer/fall nor completed a certificate or degree.

The winter enrollment campaign started in early fall, and now includes:

- A new direct mail piece targeted at recruiting new and former students to enroll in professional-technical programs. The mail piece is a cooperative effort between WFD and the Communications Office.
- Advertising and outreach to stimulate enrollment in professional-technical programs via social media, Facebook, , and enhanced graphics for internal TV screen information, BKAT, Kitsap Transit, the SeeFilm theatre complex, and the *Kitsap Sun*.
- Distribution of WFD funding information to high traffic areas such as DSHS, food banks, WorkSource, AmeriCorps locations, KCR, and others.

Outreach also included advertisements in *The VIEW*, *Kitsap Sun/USA Today* online news outlets, Mentor highway readerboards, internal digital TV screens, readerboards, updated posters and flyers, Twitter, Instagram and FaceBook.

A year-long Kitsap Transit bus ad campaign will begin in early December and run for one year.

WFD staff and professional-technical faculty attended high school career night events at Bremerton High School, Central Kitsap High School and South Kitsap High School, reaching nearly 300 students and parents.

Worker Retraining

Worker Retraining was awarded a \$1.2 million allocation from SBCTC for FY 17-18. OC obtained an additional \$112,750 by taking on an additional 22 FTEs, bringing our new target for the year to 265 FTEs.

In FY 16-17, OC awarded nearly \$660,000 in Worker Retraining funds allocated for tuition, books and supplies. To date for FY 17-18, over \$141,000 has been awarded.

This fall, in an effort to combat declining enrollments, WRT staff instituted a survey to be conducted in professional-technical classes. With the help of faculty, WRT collected over 300 surveys and is in the process of conducting call-backs to students who may be eligible for either WRT or BFET funding.

In order to better serve students and minimize the stress students frequently experience by entering college, Worker Retraining staff, along with BFET and WorkFirst, have moved their offices to the second floor, Humanities and Student Services building.

Worker Retraining funding for a MS Office Suite instructor at the Bremerton WorkSource continues. OC is reviewing requests from both the Bremerton and Shelton WorkSources to have a team member on campus. There is much support for this from WFD/BS as we see the benefit of having other partners available for students on a predictable schedule. Our hope is to make this work as well.

Worker Retraining staff continue to urge employers to partner with OC to “stretch their training budgets” by funding their eligible full-time workers in career and skill advancement classes as part-time students. Print and online ads support the campaign and efforts this year will focus on partnering with local employers, such as Taco Bell and Safeway/Albertson’s to offer WRT benefits to their employees

Content continues to be developed for the new mobile monitors, sandwich boards and flip stands to be distributed throughout the college.

New Program Development

- The final finish line has been crossed! Olympic College successfully received the much anticipated approval for the Bachelor’s in Applied Science in Digital Filmmaking from the Northwest Commission for Colleges and Universities. OC will be enrolling its first class in Fall of 2017.
- Research and administrative support was provided to several programs.
- Business Technology deactivated several certificates, including Legal Support, due to feedback from employers that prefer to do their own on-the-job training. Workplace Technology Skills and MS Office Suite Specialist were also deleted. Select courses from those programs were added to an existing program to streamline student progression.

- The Computer Information Systems program has begun the process to split their current Information Systems Specialist two-year degree (with four distinct pathways) into four separate degrees with the pathways in the names of the degrees—IT Networking, IT Front-end Web Development, IT Software Development and IT Security. Additionally, faculty developed a fifth degree—IT Support Specialist from existing classes offered. The efforts reflect a need for students to be able to list their specific skills more clearly when seeking employment.
- Organizational Leadership and Resource Management has a new 12-credit certificate in Servant Leadership.
- Olympic College and Central Washington University (CWU) have signed an articulation agreement whereby 6 out of the 8 Fashion Marketing courses will be accepted and applied toward the CWU Bachelor of Science Degree in Apparel, Textiles and Merchandising. This agreement is based on the evaluation of the rigor and course content and student learning outcomes of the OC Fashion Marketing courses.
- The Evergreen State College has made a policy change to improve transfer pathways for students earning technical associate degrees at any one of Washington’s 34 community or technical colleges.
- Students earning a technical associate degree can qualify for a block of 90 transferable quarter credits through the [Upside Down Transfer Option](#). The Upside Down Transfer Option (formerly referred to as the Upside Down “Degree” program) has long been available, but only to a limited number of students completing “approved” technical degrees. Now, students earning *any technical associate degree* can qualify as long as they meet eligibility criteria. Eligibility criteria are now determined by the individual student’s academic achievements, not by whether or not they have completed an “approved” technical degree.

Community Partnerships and Customized Training

Workforce Development and Basic Studies hosted an Advisory Committee Appreciation and Professional Development Dinner on May 18th in the Bremer Student Center to celebrate the work of the volunteers, showcase their impact on students, and provide some required training.

A new, two-year contract was signed to continue the Tribal Enterprise Gaming Certificate with Port Madison Enterprises (PME). Effort was made to modify the courses in an effort to broaden the scope to all of PME’s employees, not restricting the focus to Casino Gaming. PME requested an additional class be developed for Food & Beverage and added to the contract. To support the growth of their organization, Port Madison Enterprises has indicated interest in OC’s OLRM, OLTM and Basic Studies classes.

WorkFirst staff members represented Olympic College at the *Mason County Resource Fair* in May. The event focused on professionals serving WorkFirst parents and families with the goal of ensuring awareness of all available supports, services, and opportunities.

WorkFirst

WorkFirst and Career Center teams are in collaboration to start WorkFirst-Workstudy (WFWS) Off-campus in the near future, hopefully, by Winter 2018. Kelley Sutherland, WFWS Program Specialist, is in the process of contacting several CTC schools who are currently providing WFWS Off-campus

opportunities. By doing this, the process will be smoother for both employers and OC students, which will allow addition of off-campus employment sites and various places for students to gain valuable work experience in line with chosen educational program.

WorkFirst had a Monitoring Visit from SBCTC and DSHS on June 6th. There were several commendations and recommendations. Jennifer Dillinger, WorkFirst Policy Associate at SBCTC, stated that OC's WorkFirst Program is one of the best programs in the CTC System. It is the 2nd highest funded grant, currently at \$1,018,893. The timely submission of students' participation hours was very commendable. Collaborative partnerships with other agencies was also mentioned, as well as the dedication of the team to serving WorkFirst students.