

# Central Mother Lode Regional Consortium



## For More Info

[Visit CRC's Website!](#)

[Community Colleges](#)

[Bakersfield College](#)

[Cerro Coso College](#)

[Clovis Community College](#)

[College of the Sequoias](#)

[Columbia College](#)

[Fresno City College](#)

[Merced College](#)

[Modesto](#)

Welcome to the February  
Central/Mother Lode Regional Consortium monthly Newsletter.  
Be sure to visit our website to see more details and  
CRC information!

### Central/Mother Lode Regional Consortium

#### Annual Planning Conference

June 12th – 14th, 2017

12:00 p.m. – 12:00 p.m.

Monterey, CA

[tinyurl.com/CRCConference](http://tinyurl.com/CRCConference)

**Accommodations:** Monterey Marriott Hotel, 350 Calle Principal, Monterey, CA 93940 Please call 1.831.649.4234 for reservations.

When making reservations, confirm that you are part of the Central/Mother Lode Regional Consortium Steering Committee.

To RSVP for the meeting, please contact  
[Monique.Solomon@sccd.edu](mailto:Monique.Solomon@sccd.edu) or (559)324-6444

[Junior College](#)

[Porterville College](#)

[Reedley College](#)

[San Joaquin Delta College](#)

[Taft College](#)

[West Hills College, Coalinga](#)

[West Hills College, Lemoore](#)



## CRC Strong Workforce Regional Plan Now Available

On January 31, 2017, as required by the Strong Workforce legislation, the CRC submitted its regional plan to the California Community Colleges Chancellor's Office (CCCCO). A copy of the plan can be found on the CRC website (<http://tinyurl.com/CRCSWP>), as well as on the CCCCCO website along with copies of all the other regional plans (<http://tinyurl.com/SWP-all-regions>).

The purpose of this regional plan is to identify and solidify the opportunities for growth of existing CTE programs, potential development of new programs, and regional opportunities for collaboration to capitalize on the SWP funding provided by the State of California which will better serve the communities within the Central/Mother Lode Region, as well as the micro-economies that are driven by higher education, business, and industry. The plan is intended to be a living document and intended to meet the intent of the SWP to expand the availability of quality community college CTE and workforce development courses, programs, pathways, credentials, certificates, and degrees; and responsive to labor market data. It will be annually reviewed and updated annually.

On behalf of the CRC please accept our sincere appreciation for the countless hours you have invested in this process and for sharing your expertise and unique perspective. The CRC and its member colleges are intensely working on new and expanded programs and leveraging collaboration with stakeholders in response to the SWP.

For current updates on SWP and to link to important information, visit the CCCCCO's website at <http://doingwhatmatters.cccco.edu/StrongWorkforce.aspx> or contact the CRC.

Want to learn more about the  
**Strong Workforce Program** Go to:  
[doingwhatmatters.cccco.edu/StrongWorkforce.aspx](http://doingwhatmatters.cccco.edu/StrongWorkforce.aspx)

Want to learn more about the **CRC?**  
Go to: [crconsortium.com](http://crconsortium.com)

## **CCCAOE Board Of Directors Nominations!**

The deadline is February 24, 2017!

The California Community College Association for Occupational Education (CCCAOE) is seeking nominations for open Board positions. Elected Board Members serve as liaisons between the board and its membership. Their role is to assist members in promoting and implementing the vision, mission and goals of the Association as identified in the strategic plan. Elected Board Members are expected to contribute and enhance the educational and training needs that focus on community college and workforce and economic development.

Please look around at your regional colleagues and recruit nominees for:

- President Elect
- Communications Officer
- RVP for:
  - LA/Orange County
  - South Central
  - SF Bay Area

<https://www.cccaoc.org/ca//--nominations-2017-ccoae-board-directors>

## **CCCCO Workforce & Economic Development Division Update**

Click [HERE](#) to view CCCCCO Robin Harrington's report, Perkins lead, covering our major workforce projects and funding. Links to deeper dives in the document, including the Governor's Education Budget proposal: workforce funding until 2023.

## **Two CRC Districts each awarded \$1.5M to implement the California College Promise Innovation Program**

Congratulations to KCCD and SCCCCD for being award recipients of the California College Promise Innovation Grant Program. This grant will provide financial support to these districts who are interested in implementing new or expanding existing College Promise programs. Generally speaking, College Promise programs are partnerships which align local K-12 school districts, community colleges, and public university segments to provide clear pathways for students to follow in

order to achieve their educational goals. In addition, a successful program should also improve college readiness, access, and the overall success of its participants.

A list of the California community college districts recommended for funding is attached and available on the Chancellor's Office website on the [College Promise Innovation Grant Program](#) page.



CALIFORNIA COMMUNITY COLLEGES  
CHANCELLOR'S OFFICE

### California Community Colleges and Workforce Development System Join in Partnerships to Unlock Social Mobility

"To help Californians increase earning and social mobility, the California Community Colleges, California Workforce Development Board and California Workforce Association have joined forces to roll out Partnerships that unlock Social mobility. A series of 17 events will be held throughout the state, offering Student Services departments with America's Job Centers of California staff to explore how to better connect services and serve their communities."

[link to press release](#)



### The California Community Colleges joins with others this month to celebrate its workforce mission as part of the national [Career and Technical Education \(CTE\) Month](#).

Of note, local colleges and their regions this week submitted plans on how best to deliver "more and better CTE" toward the goal of creating one

million more middle-skilled workers thanks to an infusion of [\\$200M in Strong Workforce Program](#) funds.

- View summary reports on [uses of local shares](#) here. Data is shown by college, by region, and/or by sector. Colleges will have until the end of March to further refine their submissions.
- In terms of uses for regional shares, view [copies of regional plans](#) here. Summary analytics reports will soon be posted [here](#).
- See overview of [accountability metrics](#).

More great news! I am pleased to share the announcement below on our progress against [Strong Workforce Task Force recommendation 17B](#) which focuses on generating awareness of the tremendous value of CTE to both students and employers.

Regards,  
Van Ton-Quinlivan, Vice Chancellor  
Workforce & Economic Development Division  
Chancellor's Office, California Community College



We are excited to inform you that the Chancellor's Office has awarded a contract for a statewide effort to re-brand and market Career Technical Education as called for in the Strong Workforce Program.

The purpose of the two-pronged campaign is to 1) define and raise awareness among students, their influencers, key stakeholders and others about the variety of career pathways available through career technical education programs at California community colleges that can lead to good-paying jobs; and 2) increase awareness and engagement by employers for community college career technical education programs.

The annual budget for the overarching statewide campaign is \$2.7 million, and \$3 million of Strong Workforce Regional Shares as [matching](#)

[resources](#) for regions to leverage the statewide brand while customizing strategies and materials to serve local needs. Our office is partnering with a talented team led by Ogilvy PR, whose Sacramento office's work on social marketing campaigns such as Covered California make them a good fit. The creative lead is Mering Carson, whose best known work is for the California Tourism Commission. Another partner, Young Invincibles, is best known for their work on the Affordable Care Act and is dedicated to advancing the cause of millennials through grassroots efforts with community-based organizations and employer and union outreach.

All work will be closely coordinated with the California Community College's Chancellor's Office Communications and Workforce & Economic Development divisions to develop and implement a comprehensive and integrated campaign to effectively reach the key target audiences. The initial contract term will begin in mid-February and runs through June 2017, with an option to renew for up to two additional one-year contract extensions.

The campaign will include baseline research, new creative advertisements, community and faith-based outreach, social media, media relations, elected official outreach as part of the statewide campaign; however, customizable template materials and toolkits will be developed for use by the local regions for their student and employer outreach efforts. Within the next several weeks, we will be developing a more detailed scope and timeline and as that is solidified we will share that with you.

We will be sure to keep you up-to-date as the initiative moves forward. For further information about this initiative, please feel free to contact me (Paul Feist, Vice Chancellor for Communications and Marketing, 916.327.5353) or our campaign manager, Jessica Sorensen, at [Jessica.Sorensen.is@gmail.com](mailto:Jessica.Sorensen.is@gmail.com).

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**Ag students spend a day on possible future jobs**  
**The Modesto Bee**

Published: February 03, 2017 |

BY JOHN HOLLAND

[jholland@modbee.com](mailto:jholland@modbee.com)

One student sat in the driver's seat of a nut harvester being assembled at Flory Industries in Salida. Another saw how Hilmar Cheese Co. ensures that its products are safe to eat. Still another learned how Duarte Nursery in Hughson produces young fruit and nut trees for farmers. Thursday provided a chance for job shadowing through Doing What Matters, a state program based in part at Modesto Junior College. Some of the students were videotaped as part of the effort to spread the idea among high schools.

Read more here:

<http://www.modbee.com/news/business/agriculture/article130720709.html#storylink=cpy>

## Centers of Excellence Updates

Labor Market Information Guides

Demand and Supply Data Tools

Business Information Workers Study



### CoE is your go-to source for Labor Market Information

Recently, the number of data sources for LMI has grown considerably, making it difficult to know which are best suited to the questions most often asked by community colleges. Guides on how to use labor market data and other resources can be found by [clicking here](#).

## EVENTS

College of the Sequoias will be Hosting a

## College and Career & Expo

Friday March 24, 2017

There will be Student Competitions  
Awards for 1st, 2nd and 3rd Places  
plus Student Activities  
Please see flyer for more detailed information  
[www.tkexpo.org](http://www.tkexpo.org)

**Central California Women's Forum – Don't Miss Out on a day long program that features California's issues and trends regional perspectives important to the central valley.**

**March 29th, 8:00am – 4:00pm**

**Fresno Pacific University**

*"The Education Challenge"*

KEYNOTE:

UC Merced Chancellor *Dorothy Leland*

PANEL: Moderator: *Karen Yelverton-Zamarripa*, President/CEO, K-Zamarripa Consulting and former CSU Assistant Vice Chancellor, Advocacy & State Relations; *Sonia Rodriguez*, Executive Director, Kern County Regional Office, Parent Institute for Quality Education (PIQE); *Kristin Olsen*, Member, Stanislaus County Board of Supervisors, District 1 and former State Assembly Member, District 12

\* "Education to Workforce: Pipeline to Success"

KEYNOTERS: *Karri Hammerstrom*, Regional Chair, Central/Mother Lode Community Colleges Regional Consortium; *Carole Goldsmith*, Ed.D., President, Fresno City College

\* "Economic Development: Valley Team Approach"

PANEL: *Cheryl Scott*, Kern County Economic Development Corporation; *Lee Ann Eager*, President & CEO, Fresno County Economic Development Corporation

\* "Lessons Learned on the Journey"

[CLICK HERE FOR MORE INFORMATION](#)



This is an exciting opportunity to build connections with California's most accomplished women leaders as you explore the big issues and trends of California's Big Valley.

## **Thriving in the Valley – 2017 Manufacturing Summit +PLC Training Workshop**

**Fresno Convention and Entertainment Center**

**April 20, 7:30am**

This training will consist of a full day of a hands on approach summarizing the core principals of "smart Factory". Workshops include experience connecting and programming a CompactLogix PLC, a HMI and setting up a simple SCADA system and designing a basic project using High Performance HMI principals and rapid application developmental tools. **Be sure to register soon, space is limited.**

for more information [click here](#) for flyer

or register at [mfg\\_summit\\_plc\\_workshop.eventbrite.com](http://mfg_summit_plc_workshop.eventbrite.com)

## **ASCCC Events and Meetings, 2017**

The Academic Senate for California Community Colleges will host the following events for their 2017 Calendar Year. Please click on the links to the website registration for more information as it becomes available. Please contact [edie@asccc.org](mailto:edie@asccc.org) for questions or further information.

### [2017 Accreditation Institute](#)

February 17–18, 2017

Napa Valley Marriott

### [2017 Instructional Design and Innovation](#)

March 17–18, 2017

San Jose Marriott

### [2017 Spring Plenary Session](#)

April 20–22, 2017

San Mateo Marriott

[2017 CTE Leadership Institute](#)

May 5–6, 2017  
San Jose Marriott

[2017 Fall Plenary Session](#)

November 2–4, 2017  
Irvine Marriott

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## Upcoming CRC Meetings and Events

### Steering Committee Meetings

#### **May 9, 2017**

Immediately preceding CCCAOE Spring Conference, (Wed–Fri, May 10–12, 2017)  
Sacramento, CA

#### **June 12–14, 2017**

CRC Annual Planning Conference,  
Monterey, CA

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If you have events or news that you would like to share with colleagues in the region, please let us know!

Best,

Karri Hammerstrom, M.P.A., Chair,  
Central/Mother Lode Region Consortium

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