

**STUDENT OUTCOMES COMMITTEE OF THE  
BOARD OF TRUSTEES**

**MINUTES**

**Thursday, November 1, 2018**

**1:30 p.m.**

**Conference Room M2-34**

**Presiding:** Ms. Hernández Vélez

**Committee**

**Members:** Mr. Clancy, Ms. Ireland, Ms. Jean-Baptiste, Ms. Posoff, Rep. Roebuck

**College**

**Members:** Ms. de Fries, Dr. Gay, Dr. Generals, Dr. Hirsch, Dr. Roberts

**Guests:** Dr. Carter, Mr. Coleman, Ms. Freeman

**(1) Executive Session**

There were no agenda items for the Executive Session.

**(2) Public Session**

**(a) Approval of the Minutes of October 4, 2018**

The minutes were approved unanimously.

**(b) Academic Program Review Update: Computer Information Systems-  
Information Technology, Network and Systems Administration Proficiency  
Certificate, Computer Science, Computer Programming and Software  
Development Proficiency Certificate**

Ms. Freeman provided an update on the programs' assessment efforts. She described how the course learning outcomes data had been compiled into program learning outcomes data, which was forwarded to the dean and placed into a repository. Dr. Carter gave an overview of the alignment between program learning outcomes, course learning outcomes, and course assignments. Ms. Freeman also explained the programs' efforts to recruit more female students, including that female Computer Technology faculty are attending more recruiting events and marketing materials are showing more female representation. The programs are also in the process of revamping the advisory committee to include a CTE representative from the high schools; Cisco and Comcast have been invited to attend the next meeting in

December. For recruiting students, the College uses a customer relationship management (CRM) software, which allows programs to learn about students' interests and then target communications with specific students. Committee members suggested working with technology-minded organizations with experience in outreach to raise interest.

**Action: The Student Outcomes Committee unanimously recommended that the Board of Trustees accept the program reviews with approval for five years, contingent on annual update reports on efforts related to assessment and recruitment of female students.**

**(c) Committee Orientation**

Ms. de Fries provided an overview of the Division of Workforce and Economic Innovation (WEI). She introduced Mr. Coleman, the Assistant Vice President for Workforce and Economic Development, who oversees Corporate Solutions. Corporate Solutions used to be part of the academic division for Business and Technology, but under Dr. Generals, Workforce Development has a separate division and leadership and is an important component of the College's mission. Ms. de Fries described high level accomplishments since the division was formed. The division has widened its breadth from Corporate Solutions to encompass more Workforce Development options, viewing opportunities through two lenses: the students' perspective and their needs, and the area employers' perspective and their needs. In addition to Corporate Solutions, the division also has Entrepreneurship Programs (to help area small businesses) and Career Connections (to prepare students for careers).

Ms. de Fries summarized the certificate programs offered by WEI. These encompass programs in healthcare, education and wellness (Dental Assisting, Child Development Associate); in technology; in manufacturing, energy, and trades (Advanced Manufacturing, Gas Distribution Pipeline Mechanic); and business and finance (Bookkeeping, Mobile Food Management). These include many new programs and the list is continually expanding. There are several new programs developed for 2019, with technology (such as Amazon Cloud Service and Adobe Creative Workshops) and health care programs (e.g., Massage Therapy) prioritized for the coming year. The division is also developing a Diversity Institute to have eight workshops in various areas; these will be designed by College faculty who already provide training to College faculty and staff, or a consultant.

Several non-credit programs have certification as exit points. In the WEI catalog, credit proficiency certificates related to WEI programs are advertised. Ms. de Fries is working with the Dr. Hirsch, Vice President for Academic and Student Success, on bridging more non-credit to credit programs. In regards to modality, some programs are very hands-on and are therefore offered in person; other programs are offered online or as a hybrid when possible.

Ms. de Fries discussed that alignment with area companies is underway. Ms. Posoff said that she would like to see what programs could map to Comcast needs and Ms. Ireland said her company might have opportunities for training via the WEI division around customer service and their work with the City's 311 Call Center. Dr. General described how the division has made significant progress and its offerings are seen as viable options by area industry. Ms. Posoff asked about the division's top two or three outcomes where it is trying to move the needle and show the largest impact. Ms. de Fries said that the division is trying to create a pipeline for entry-level workers to positions that do not require post-secondary credits and have a family-sustaining wage. WEI has made progress in getting area companies involved in developing curricula. The division is also mapping ways it can fit into the City's workforce strategy. In regards to area high schools, WEI has worked on a limited basis with the Philadelphia School District as part of the Advanced Manufacturing program and has also done some presentations at area high schools. WEI also developed micro-credentials for soft skills. Based on feedback from employers, the division has developed training to address soft skills and help workers define their own career goals.

**(d) New Business**

There was no new business.

**Next Meeting**

The next meeting of the Student Outcomes Committee of the Board is scheduled for February 7, 2019 at 1:30 p.m. in Conference Room M2-34.

**Attachments:**

Minutes of October 4, 2018

Division of Workforce and Economic Innovation – Description

Division of Workforce and Economic Innovation – Update

**STUDENT OUTCOMES COMMITTEE OF THE  
BOARD OF TRUSTEES**

**MINUTES**

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1:30 p.m.  
Conference Room M2-34**

**Presiding:** Ms. Hernández Vélez

**Committee**

**Members:** Mr. Clancy, Ms. Fulmore-Townsend, Ms. Ireland, Ms. Jean-Baptiste, Ms. McPherson, Ms. Posoff, Rep. Roebuck

**College**

**Members:** Ms. de Fries, Dr. Gay, Dr. Generals, Dr. Hirsch, Dr. Roberts

**(1) Executive Session**

There were no agenda items for the Executive Session.

**(2) Public Session**

**(a) Approval of the Minutes of September 6, 2018**

The minutes were approved unanimously.

**(b) Academic Program Review Update: Computer Information Systems-  
Information Technology, Network and Systems Administration Proficiency  
Certificate, Computer Science, Computer Programming and Software  
Development Proficiency Certificate**

Due to an unexpected absence, the update and recommendation were postponed to the next meeting.

**(c) Committee Orientation**

Dr. Hirsch provided an overview of various College activities and initiatives to the Committee.

Academic Program Review Process: The Academic Program Review has gone through iterations over time based on Student Outcomes Committee members' input. The Student Outcomes Committee receives the Executive Summary; the full report

averages 20-30 pages. The report covers topics such as program analysis, program description, faculty, key performance indicators (such as headcount; full-time/part-time enrollment; demographics; five-year trend for retention, etc.; degrees awarded; and transfer at departure), learning outcomes and assessment, environmental scan, and resources. Dr. Gay explained that the report is a collaboration and results from conversations between the Assessment staff, program faculty, the dean, and the Academic and Student Success Council. A goal of the report is to give the Student Outcomes Committee the information they need to make decisions about the program. There is an abbreviated process for accredited programs, which builds on work they already do for accreditation.

**Student Demographics and Guided Pathways Areas of Focus:** Dr. Hirsch provided slides which summarized demographic data for the College's students. He highlighted the number of students enrolled at the College and the most popular programs. He noted that students have been getting younger since the recession peaked several years ago. The College disburses close to \$90 million annually in financial aid via grants and loans. The College has undertaken transformative work to move in a certain direction under the umbrella of Guided Pathways. For instance, academic programs are organized within the context of Academic Pathways and student services are more intentionally designed. Guided Pathways efforts also encompass "the Student Experience." Dr. Hirsch explained that the student experience begins before recruitment and runs through commencement and then through transfer and/or employment. The College's Guided Pathways work is comprised of four pillars: clarifying the path; helping students get on a path; helping students stay on their path; and ensuring students are learning. Dr. Hirsch highlighted several areas of work under each pillar. Clarifying the path encompasses work related to program maps; career and transfer outcomes; and aligning core coursework. To help students get on a path, the College has implemented first-year experience courses; redesigned the intake process; revamped its developmental education; and strengthened integrated supports. To help students stay on their path, the College has developed an intensive advising model and built systems to track students' progress and identify students at risk for possible interventions. Ensuring students are learning includes efforts related to assessment and faculty-led improvements of teaching practices. With these efforts, a goal is for students to have to tell their story only once. The communication tools that the College utilizes help support this goal.

**CCRC-AACC Pathways Project Momentum Data:** The Community College Resource Center is the premier research body for community colleges and is one of the partners in the Guided Pathways work. The focus of these data is credit momentum. CCRC has research that indicates that the more College credit that students earn early on, the more likely they are to succeed. The College has been making progress in increasing the number of students who are reaching key momentum points, such as earning 6+ or 12+ college credits in a student's first term; earning 24+ or 30+ college credits in a student's first year; completion of college-level math and English in the first year; persistence; and total college credits completed and earned. As pertains to completing college-level math and English in the first year, Rep. Roebuck said that remediation is

an important factor and that there needs to be a strong relationship between the College and the K-12 system in the city with more communication between the two. Dr. Generals noted that the College is actively addressing the K-16 pipeline, including dual enrollment, early college, pockets of faculty working with teachers to align programs, etc. These efforts are contributing to a shift in the paradigm. Regarding the increase in college-ready students as part of the momentum data, Dr. Generals noted that contributing factors include recalibrating placement exams and dual enrollment efforts.

Board Dashboard: Dr. Hirsch explained that the Dashboard was created over time based on critical indicators of success as identified by the Student Outcomes Committee. The Dashboard contains data related to enrollment and completion, among other areas. IPEDS data is used because it is a national benchmark. He highlighted some areas of focus, such as the three-year completion rate. This outcome has increased three points over the past year and the College expects continued improvements.

**(d) New Business**

There was no new business.

**Next Meeting**

The next meeting of the Student Outcomes Committee of the Board is scheduled for November 1, 2018 at 1:30 p.m. in Conference Room M2-34.

**Attachments:**

Minutes of September 6, 2018  
2018 Executive Summary Template APR  
Dashboard  
KPI Data for Pathways Project

## **Division of Workforce and Economic Innovation**

Carol J. de Fries

Vice President

[cdefries@ccp.edu](mailto:cdefries@ccp.edu)

215-496-6122

### **Vision:**

The College's Workforce and Economic Innovation unit is an integral partner in the success of Greater Philadelphia as a top tier global region known for its talent, business growth, diversity, economic opportunity, and innovation.

### **Mission:**

The role of the Workforce and Economic Innovation (WEI) unit is to serve as a catalyst for the robust development of our City, regional, and State economy by:

- training and educating a highly prepared workforce matched with Philadelphia's growing industries;
- providing our business community with the tools to improve operations, grow revenue and jobs;
- developing programs that reflect the future of Philadelphia's economy;
- partner with employers and other organizations to create workplace opportunities that align with students' fields of interest and match the skills and talent needs of our businesses.

*FT and PT Staff Reports: 29*

### **Corporate Solutions**

Waverly Coleman,

Associate Vice President

[wcoleman@ccp.edu](mailto:wcoleman@ccp.edu)

215-496-6161

*FT & PT Staff Reports: 13*

- Contract Training
- Corporate College
- Continuing Education/Professional Development
- Workforce Development
- WEDnetPA
- Testing Center
- Wanamaker Program
- Budget Management and Financial Planning
- Special Initiatives and Grants: Micro-Credentials; JOIN, CAEL

### **Power Up Your Business Program**

Pearl Wang Herrera, Director

[pwangherrera@ccp.edu](mailto:pwangherrera@ccp.edu)

215-496-6008

*FT & PT Staff Reports: 4*

- Power Up Peer Learning Program
- Power Up Storefront Series
- Power Up Industry Business Best Practices Series
- Community, Library, and Other Targeted Workshops
- Center for Small Business
- Student Innovation Center

## Division of Workforce and Economic Innovation

Carol J. de Fries

Vice President

[cdefries@ccp.edu](mailto:cdefries@ccp.edu)

215-496-6122

### **10,000 Small Businesses**

Joan Chrestay, Executive Director

[jchrestay@ccp.edu](mailto:jchrestay@ccp.edu)

267-299-5901

*FT Staff Reports: Seven*

- Outreach and Visibility
- Recruitment and Pipeline Development
- Education Program
- Business Advising
- Alumni Management
- Partner Coordination
- Small Business Resource Development
- Grant Management

### **Career Connections**

Ayanna Washington, Director

[awashington@ccp.edu](mailto:awashington@ccp.edu)

215-496-6176

*FT Staff Reports: Three*

- Employer Services
  - On Campus Recruitment
  - Employer Resource Fairs

- On Campus Interviews
- Job Postings
- Job Placements
- Internships, Externships, Experiential Learning Opportunities
- Career Education Programs/Mock Interview

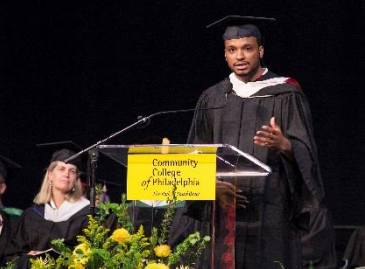
#### • Student Services

- Career Fairs
- Career Advising
- Resume Reviews
- Student Interview Prep
- Career Readiness Workshops

#### • Faculty and Academic Support

- Classroom Presentations
- Linkages to Employers
- Employer Advisory Board Recommendations and Engagement





# Community College of Philadelphia

## Workforce and Economic Innovation (WEI)

### Update



## WORKFORCE & ECONOMIC INNOVATION

**Corporate Solutions** – Working with Philadelphia's businesses to upskill, train, and educate its existing and future workforce; training Philadelphians for family sustaining jobs matched with the City's growing industries.

**Entrepreneurship Programs** – Providing Greater Philadelphia's small businesses with the education and tools to improve operations, and grow revenue and jobs.

**Career Connections** – Preparing our students for the world of work; partnering with employers to create workplace opportunities aligned with students' field of interest; assisting businesses in their search for talent.



# WORKFORCE & ECONOMIC INNOVATION

## Program Updates:

### Advanced Manufacturing:

- Enrollments increased from 19 in 16/17 to 28 in 18/19 47% increase.
- Fall 18 Enrollments at 29, includes 11 SEPTA Transit Entry Level Trades.
- Gross Revenue increased 63% from \$103,120 in 16/17 to \$168,440 in 17/18.
- Operational costs of program high due to costs to lease Ben Franklin High School; requires subsidy.
- Average wages of students reporting employment wages from \$16.50 - \$30/Hour.
- Welding and Electro-Mechanical assessed for 15 Block Credits; CNC targeted next.
- Received a \$188,000 equipment grant from DCED.
- Awaiting facility improvements at WRC to receive CNC equipment.
- Finalizing JOIN \$100,000 Grant; supports for Program Cost, specialized marketing.
- College submitted a \$200,000 Manufacturing Training-to-Career Grant.
- Instructional Provider for the SEPTA Entry Level Trades funding by Philadelphia Works to the Collegiate Consortium for Workforce and Economic Development (CCWED).

### Gas Distribution Pipeline Mechanic Program:

- CCP has run 2 additional sections since last year's pilot; primarily funded by Philadelphia Works. Hiring by sub-contractors has slowed; adjusting program to coincide with hiring process for employers; working with PGW primarily and adjusting program to meet their expectations. Should run in Spring when work is more readily available.



# WORKFORCE & ECONOMIC INNOVATION

## Program Updates Continued:

Philadelphia Works Inc. – Enhanced relationship with PWI resulting in the award of training contracts for Vocations Skills Training for Gas Distribution, Bookkeeping, Certified Nurse Assistant, ComptiaA+, Pharmacy Technician, and Bookkeeping Programs.

- Negotiating a CareerLink Satellite Office at NERC, Targeting Spring 2019.

Penn Medicine High School Pipeline Program – West Philadelphia High School students provided with college classes, a paid work experience, job readiness training, and professional development. Juniors and seniors are placed in paid positions at one of Penn Medicine's hospitals or Health System facilities. Program moved back to the College 16/17 with a structured cohort model allowing juniors and seniors to earn up to 15 credits. Entering 2<sup>nd</sup> full year since returning to the College.

Bookkeeping: New Program introduced as a pilot program with PWI and 4 enrollments; 22 enrolled in FY17-18; 17 Enrollments FY18-19 to date

### FY17-18

- Revenue: \$1.6M; 20% Growth over last year. Up 40% from FY15-16; 56% over last five years (FY13-14)
  - Corporate College increased 33%; Open Enrollment up 26%; Contract Training up by 17%
- Enrollments: 3298 Total Corporate College, Contract Training, Open Enrollment. Increased 10% over last year. Up 3%

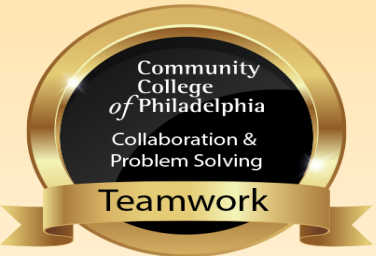


# WORKFORCE & ECONOMIC INNOVATION

## Program Updates Continued:

Microcredentials – 4-year grant serving unemployed/underemployed or opportunity youth. Classes are on a cohort basis and include 57 hours of basic workplace skills and career readiness in order to get them into career pathway non-credit certificate programs that align with our degree programs.

- Program targeted Developmental Education Students; social service partners
- Training Ends December 2018
- Fifteen cohorts with 133 participants
- 91 completed Phase I soft skills (72%) to date
- 53 students enrolled in non-credit training (58%)
- 28 Completed (76%) Phase 2 (through Cohort 11; Cohorts 12-15 are actively enrolled)
- 17 currently enrolled in programs
- Digital Badging Agreement completed and issuing 9 micro-credentials and 4 digital badges to all who completed Phase I – Soft Skills to date.
- Added job developer to the program in March '18 to help all participants obtain employment upon completion.
  - The new job developer contacted 42 active participants, resulting in 13 participants choosing to take advantage of job development services (31%). The job developer contacted 24 employers on their behalf, resulting in 14 interviews and 10 job placements. Seven (7) additional participants found jobs on their own. Two (2) Enrolled at the College.



# WORKFORCE & ECONOMIC INNOVATION

## Certificate Programs:

### *Healthcare, Education & Wellness*

- **Dental Assisting** (New in 2015)
- **Pharmacy Technician with Externship**
- **Certified Nursing Assisting w/Clinical** (New in 2016)
- **Child Development Associate**
- **Phlebotomy (contract training only)**
- **Personal Trainer**

### *Technology*

- **CompTIA A+**
- **Microsoft Office Specialist**
- **Digital Mapping** (New in 2016-17)
- **Social Media Marketing Certificate**
- **AutoCad**
- **Amazon Cloud Services** (New Spring '19)

### *Manufacturing, Energy & Trades*

- **Advanced Manufacturing** (New in 2016-17)
  - Welding
  - Electro-Mechanical
  - CNC Precision Machining – WERC Lab Spring 2019

### *Manufacturing, Energy & Trades (Cont.)*

- Robotics (New in 2018)
- Blueprint Reading, Shop Math
- **Gas Distribution Pipeline Mechanic** (New in 2017-18)

### *Business & Finance*

- **Bookkeeping** (New in 2017-18)
- **Customer Service & Sales**
- **Call Center**
- **Mobile Food Management**
- **Office Manager** (New 2018-19)

### *Other Certifications*

- **PennDOT Emissions & Safety**
- **ServSafe Food Protection**
- **OSHA 10**







# WORKFORCE & ECONOMIC INNOVATION

## Program Development:

### *Introduced Since WEI Formed*

- **2015:** *Dental Assisting; Mobile Food Management*
- **2016:** *Certified Nursing Assistant; Digital Mapping; Welding; CNC Precision Machining; Electro-Mechanical/Industrial Technician*
- **2017:** *Social Media Marketing Certificate; Gas Distribution; Bookkeeping; Contextualized Math and Literacy Prep Programs for VST Contracts*
- **2018:** *Office Manager; Robotics Module*
- **2019:** *CDL; Amazon Cloud Services; Auto-Cad; Adobe Creative Workshops*

### *In Development*

- *Massage Therapy* – In curriculum development; working with Massage Envy Franchisee Owner and 10KSB Massage Business for program development, curriculum review and internship opportunities; NERC location; targeted Fall 2019
- *Diversity Institute* – In development for 8 workshops for contract training offerings
- *Surgical Processing Technician* – Seeking Additional Employer Partners for Curriculum Development and Internships; reaching out to CHOP, Penn, Einstein
- *Apple Swift Coding Camp*
- *Process Operator Training* – Philadelphia Water Department and Philadelphia Energy Solutions on board, additional employers sought





# WORKFORCE & ECONOMIC INNOVATION

## Fueling Philadelphia's Talent Engine

**Goal 1: Prepare Philadelphians with the skills employers need for a world-class workforce.**

- **Increase apprenticeships and other industry driven work-based learning opportunities to close the skills gap and support career advancement to middle-skill jobs.**
  - WEI currently offers entry-level post-secondary training programs in all 7 industry sectors
  - 11 Programs offered
  - Enrollments: 345 in FY16-17; Inflated due to influx of training funds from City for CDA programs before soda tax litigation. (166 CDA enrollments in FY16-17 vs. 74 for FY17-18)
  - Workforce Program Enrollments 294 in FY17-18; Growth in enrollments in Bookkeeping; Gas Distribution, Advanced Manufacturing Programs
  - WEI has several new programs in development and several new programs that will launch in Spring 2019
  - Corporate College supports Communities in Schools pre-Apprenticeship and Apprenticeship Programs and will begin supporting JEVS IT Apprenticeship Program
  - WEI Expanding Program Offerings aligned with City Sectors
  
- **Connect all Philadelphia public school students to a high-quality work experience before graduation to prepare them for college and career.**
  - Division of Access and Community Engagement (DACE) leads dual enrollment activities; WEI assisting with P-Tech model and employer engagement; helped coordinate Career Discovery Day with City's Commerce Department at CCP; HirePhilly Participation



# WORKFORCE & ECONOMIC INNOVATION

## Fueling Philadelphia's Talent Engine

**Goal 2: Address the underlying barriers that prevent Philadelphians from accessing meaningful career opportunities.**

- **Strengthen work-related supports for Philadelphians living in poverty.**
  - Academic and Student Success leads most of the efforts under this goal including:
    - Single-Stop
    - Center for Male Engagement
    - Re-Entry Program
    - DACE Programs
- **Address reading, writing, numeracy, and digital skill barriers in all adult workforce education and training.**
  - WEI has worked to create contextualized math and literacy programs into its workforce programs offered under the Vocations Skills Training (VST) contracts with Philadelphia Works.
  - Developmental Education Reform at CCP
  - ESL, HISET, Adult Basic Education Programs

**Goal 3: Build a Workforce System that is more coordinated, innovative, and effective.**

- **Increase and align public and private dollars in support of shared workforce goals.**
  - VP of WEI and President sit on steering and subcommittees
  - Enhanced Relationship with Philadelphia Works Inc.



# WORKFORCE & ECONOMIC INNOVATION

## Entrepreneurship Programs:

**Power Up Your Business Grant** – Funded by the City annually via College Appropriation

- Assists neighborhood-based commercial corridor businesses. Free programming; \$800,000 annually, three year commitment; Funding up for renewal June 2019.

Results January 2017 – September 2018

- **Tier 1:** 10-week 30 Hour Peer learning Experience - Program topics: Entrepreneurship, Marketing, Financials, Financing; Shifting to 12 weeks  
Creates a Tactical Improvement Plan (TIP); Supported by a business and financial coach
  - 96 Businesses; 101 Participants (6 Cohorts – NWRC, Main, WRC, NERC, NWRC, South)
  - 35 zip codes, all 10 Council Districts
  - 84% Minority-owned; 72% Women Owned (up from last report at 82% Minority-owned; 68% Women Owned)
  - 198 FT Employees; 157 PT Employees; 65 Temporary Workers
  - Graduation Ceremonies have included Councilman Curtis Jones (West Philadelphia), Councilman Bobby Henon (NERC), Councilwoman Cherelle Parker (NWRC)
  - Councilman Dwight Evans Briefed; City Council Outreach event in Spring
  - Main Campus Graduation Nov. 14th

<https://youtu.be/UKD72VtKTL0>

- **Tier 2:** Store Owner Series - Workshops at all 4 campuses and South Philadelphia;
  - Over 30 Workshops and 377 Businesses and Entrepreneurs Participating; 689 attendees
  - 47 of 48 zip codes represented; all 10 Council Districts
  - 12 community-based workshops, 284 participants
  - Industry Best Practices Series Started in October focused on Child Care



**FREE** training to small business owners in Philadelphia—like you.

Register at [ccp.edu/powerup](http://ccp.edu/powerup).

# WORKFORCE & ECONOMIC INNOVATION

## Goldman Sachs Ten Thousand Small Businesses

- Program Moved under WEI in July 1, 2016
- Secured extension for a 6<sup>th</sup> year for \$1.4M through September 2019; Year 5 closed September 2018. New Program Officer.
- With Cohort 16, graduated over 430 alumni. First Power Up Graduate to Complete 10KSB
- Cohort 17 Starts 9/13 with a class of 33; Recruitment for Cohort 18 ongoing
- Significant Personnel Changes since WEI oversight:
  - New Executive Director and Director of Outreach and Partnerships (2017) have re-established robust pipeline bringing Cohort size back up to 31 in Cohort 15, 27 for Cohort 16; 31 for Cohort 17 (Highest enrollment within a grant year since program started in 2013).
  - 2018: Connie Williams, New Education Services Director (former CCP faculty and existing 10KSB Module Faculty), new Business Advisor (internal promotion), New Alumni Manager.
- Significant increase in both the number of women owned businesses and businesses from underserved communities, relative to other sites.
  - WDBE: Moved from 48% to 53% in 2018. Underserved moved from 38% to 45%.
- 183 Alumni attended the National Summit in Washington, DC with over 2000 of the 7000 alumni in attendance. Philadelphia had the only Cohort with 100% attendance at the Summit.
- Held event with the Mayor, Congressman Dwight Evans at Lil Baby's Ice Cream in North Philadelphia, MaKen Studios. Working on maintaining 50% Philadelphia Based Businesses.
- Program continues to outperform National metrics for revenue and job growth:
  - 71% CCP Average vs. 69% National Average - % Who Increased Revenues at 6 Months
  - 53% CCP Average vs. 48% National Average - % who created jobs at 6 months
- Evaluations since alignment within WEI: 6.7 average (National Average is 6.5) vs. 6.4
- Cohort 17 to graduate December 14<sup>th</sup>.





# WORKFORCE & ECONOMIC INNOVATION

## Career Connections

### Strategic Plan Goals

- Student Engagement- Real-time customer service feedback, single sign-on capabilities for new software tools, Career Peer Connector Leadership Program, more robust employer engagement activities to connect our students.
- Experiential Learning Program Development- Engage the College (deans, faculty, instructors) and Employers in the development of internship & externship opportunities.
- Internal/External Partnerships- Create collaborative partnerships with the faculty, staff, deans and department heads to ensure that we are providing comprehensive and relevant career readiness services and employment opportunities to credit, non-credit students and alumni.
- Innovation and Technology- To create a customer service friendly experience for students, employers, faculty and staff.
- Staff Development- Establish Accountability Model, Training for New Software Tools, Identify ongoing training and professional development opportunities.



# WORKFORCE & ECONOMIC INNOVATION

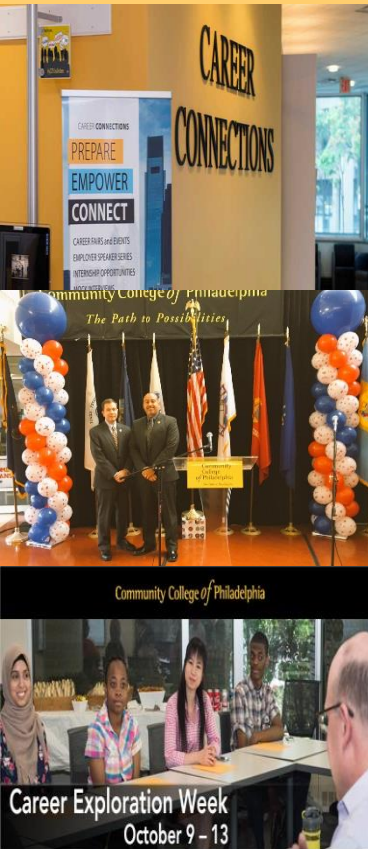
## Career Connections:

### What's New

- Major Job Fairs at all four campus locations; Consistently scheduled On Campus Recruitment Activities; Mock Interview Series; Empowerment Workshops
- New Software Tools: Virtual Job Shadow, Big Interview, 12 Twenty
  - Embedded in all FYE Courses; active use in AH101, FYE101, Most BUSL101
  - 12 Twenty – More dynamic, predictive analytics, and user friendly job portal for students and employers
- Career Peer Connector Leadership Program
- Partnerships with our Counseling, Law & Society Week, CAHM, Financial Aid, Student Life
- Employer Engagement position added and in recruitment
- Work Study Program – Supervisor Training, Opportunity Listings, Matching
- Student Ambassador Customer Service Skills Training; Summer Bridge Engagement Program
- Partnership with WEI Workforce Programs: Linkages to Employers; Student Preparation

### *Other Initiatives Coming Soon*

- Mentors Matter Partnership with NC100BWPA, Parx Casino, Career Connections, Women's Center, and the AAWCC/P. Launch in January 2019, "Nat'l Mentor Month."
- Pilot 10KSB Experiential Learning Initiative
- Alumni Experiential Learning Initiative
- Internship or (Experiential Learning) Toolkit for Employers



# WORKFORCE & ECONOMIC INNOVATION



## Career Readiness Facts

Serving Size for Success:	1 EVENT	45 MIN
Servings Per Semester:		About 16

**Location:** Center for Business & Industry- Career Connections C1-34  
**Time:** Tuesday, 9:45 – 10:30 am / Wednesday, 3:00 – 3:45pm

### Empowerment Workshop Ingredients

		<i>% Professional Development Value</i>
Resume 101	9/12	6.25%
Online with Career Connections	9/18	6.25%
Online with Career Connections	9/19	6.25%
Online with Career Connections	9/25	6.25%
Online with Career Connections	9/26	6.25%
How Career Ready Are You?	10/2	6.25%
Resume 101	10/9	6.25%
Resume 101	10/10	6.25%
Job Search Strategies	10/16	6.25%
Interview Techniques	10/24	6.25%
Job Search Strategies	11/7	6.25%
Interview Techniques	11/13	6.25%
LinkedIn 101	11/21	6.25%
Resume 101	11/20	6.25%
LinkedIn 101	11/27	6.25%

### FALL SEMESTER CAREER CHATS

Center for Business and Industry	September 10 <sup>th</sup> @ 11:30 am
Winnet Lounge	October 25 <sup>th</sup> @ 11:30 am
Pavilion 2nd floor	October 31 <sup>st</sup> @ 2 pm
<b>CONTACT: Career Connections 215-496-6176</b>	



# WORKFORCE & ECONOMIC INNOVATION

## Experiential Learning Programs:



### Division of Math Science & Health - ALLIED HEALTH

- BioMedical Research Technician Apprenticeship – **Wistar** and CCP train students to be biomedical research technicians in research laboratory environments and earn an associate degree over two years. *First registered non-traditional apprenticeship in Pennsylvania.*

### Division of Liberal Arts - EDUCATION

- Early Childhood Education Teachers Apprenticeship – Partnered with the **Philadelphia District 1199C Training & Upgrading Fund**, provides workers who hold a Child Development Associate (CDA) certificate credit for prior experience and on the job learning, enabling them to finish the College's Associate's in Education, while working full-time.

### WEI - Corporate Solutions

- National Machining & Tooling Association (NMTA) Tri-State Machinist (CNC) Apprenticeship Program – A competency based program administered by a third party allowing small to mid-sized manufacturers to participate; the College offers shop math and blueprint reading classes.

# WORKFORCE & ECONOMIC INNOVATION

## Experiential Learning Programs:

### WEI - Corporate Solutions:



- Urban Technology Project Computer Support Specialists (CSS) Registered IT Apprenticeship and Digital Services Fellows Pre-Apprenticeship Program – A Public-Private partnership by the **School District of Philadelphia and Communities in Schools**, the Community College of Philadelphia provides credit courses in information technology to participants in this program.
- Philadelphia Information Technology Opportunities Collaborative (PITOC) – The College has joined JEVS in its new registered apprenticeship program providing technical instructional support for apprenticeship positions for JEVS employees and for employers participating in the **JEVS Collaborative**.
- Penn Pipeline High School Program – High School Juniors and Seniors who attend high school in West Philadelphia are provided a paid work experience in **Penn Medicine**, job readiness training, professional development, and college courses. to encourage them to continue with their studies after the program.



# Contact Information

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