



Work-Based Learning (WBL) Initiative

Introductions/Overview

- ◆ Who are we?
- ◆ Work-Based Initiative Overview & Activities Defined

Work Plan: What Are Our Goals?

- ◆ Phase 1: Research
- ◆ Phase 2: Employer & Community Engagement
- ◆ Phase 3: Facilitation & Support

Q & A / Small Group Activity

Conclusion

Who Are We?:

A team of Work-Based Learning Specialists
hired specifically to implement the WBL Initiative at Las Positas College

◆ **ANNE KENNEDY: Business & Entrepreneurship**

- ✧ Business/Marketing/Accounting, Early Childhood Development, Interior Design, Viticulture & Winery Technology

◆ **JILL MACLEAN: Information, Communication & Technology**

- ✧ Mass Communications, Visual Communications/Digital Media, Theater Stage Technician, Applied Photography

◆ **JEAN O'NEIL OIPARI: Public Safety & Biological Sciences**

- ✧ Administration of Justice, Administrative Medical Assistant, Bio Medical Sciences, Fire Sciences/Paramedic/EMS

◆ **CARYL SHILL: Advanced Manufacturing & Transportation**

- ✧ Automotive Technology, Engineering Technology, Engineering Transfer, Welding Technology, Occupational Safety & Health

What is the Work-Based Learning Initiative?

The Work-Based Learning Initiative is a collaboration with local business and industry to develop career and work experience opportunities, internships and mentoring programs, and community work and study placements directly related to a vocational field of training.

This partnership benefits both employers and students, ensuring a talent pipeline of skilled workers from our college to the workplace and reinforcing and expanding students' classroom learning.

Work-Based Learning (WBL) Activities

- ◆ **Internships.** Internships are sustained work-based learning experiences designed to enrich and expand classroom learning, showing students how their learning is applied beyond the classroom and offering access to tools, equipment, facilities, and expertise that generally are not available at the college. Las Positas College promotes paid internship programs for its students. Students may also be eligible to receive college credit for their internship service.
- ◆ **Job Shadowing.** Job shadowing is an unpaid experience where a student follows an employee for a short period of time to learn about a particular occupation or industry. This activity helps students explore the world of work and the range of opportunities found within an occupational area.
- ◆ **Field Trips.** A field trip is an off-campus educational and instructional experience. Generally hosted by an employer, a field trip offers students the opportunity to observe, ask questions, and learn from the experience of being on a worksite.
- ◆ **Guest Lectures.** Guest lectures are a valuable asset to a student's education. Las Positas College welcomes professionals to our campus to showcase their industry and/or worksite.
- ◆ **Other activities.** Career-related student competitions (ex: Shark Tank), service learning, and faculty externships.

Benefits of Work-Based Learning

Work-Based Learning Benefits to Employers

- ◆ Influence curriculum development to meet industry requirements
- ◆ Improve the quality of life and work skills in the community
- ◆ Obtain an expanded pool of qualified potential employees
- ◆ Evaluate potential employees in work settings, prior to hiring
- ◆ Develop a quick, reliable source of skilled labor
- ◆ Reduce turnover of entry-level employees

Work-Based Learning Benefits to Students

- ◆ Gain individualized support for educational and professional needs and goals
- ◆ Develop contacts to broaden employment options
- ◆ Earn income and gain work experience while attending college (internships)
- ◆ Build self-confidence and experience success at college and work
- ◆ Gain access to jobs and career pathways

Work-Based Learning Specialist Work Plan Objectives

PHASE ONE: RESEARCH

- ◆ **1: Collaborate with Faculty to develop WBL within Career Technical Education (CTE) Programs.**
- ◆ **2: Research Labor Market Information for occupations within our industry sectors**
- ◆ **3: Develop marketing materials to promote the WBL initiative**

PHASE TWO: EMPLOYER & COMMUNITY ENGAGEMENT

- ◆ **1: Target and meet with key employers to identify WBL relationships and opportunities**
- ◆ **2: Coordinate with community partners (such as the Tri-Valley One Stop) that prepare students to successfully enter the workforce**

PHASE THREE: FACILITATION & SUPPORT

- ◆ **1: Track student placement outcomes and evaluation of student experiences through College Central Network (CCN).**
- ◆ **2: Attend and participate in employer related business events and high school/ROP and WBL functions in the community**

PHASE 1

RESEARCH: Collaborate with Faculty

- ◆ Learn about program/discipline/student progress & industry trends
- ◆ Review WBL activities and identify those we want to incorporate into the program
- ◆ Identify Advisory Board Members for recruitment

PHASE 1

RESEARCH: Labor Market Info

- ◆ Which occupations will have demand, and how will this impact how we create our program/courses/training offered at the college (and high school?)
- ◆ We are creating Occupational Environmental Scans that contain data from three sources to get the clearest picture of job & wage projections:
 - ◆ Employment Development Department (EDD)
 - ◆ Economic Modeling Specialists International (EMSI)
 - ◆ Bay Area Community College Consortium (BACCC)

PHASE 1 RESEARCH: Labor Market Info: Sample Data: Chart with numbers from EDD, EMSI and BACCC

Area	Estimated Year— Projected Year	Employment		Employment Change		Annual Average Openings
		Estimated	Projected	Number	Percent	
Oakland-Hayward-Berkeley Metro Division	2012-2022	2,020	2,750	730	36.1%	120

Median Hourly Wage
 \$24.32 (BACCC)
 \$26.25 (EMSI)
 \$39.85 (EDD)

Growth for Multimedia Artists and Animators (27-1014)

2012 Jobs	2022 Jobs	Change (2012-2022)	% Change (2012-2022)
638	746	108	16.9%

BACCC							
2013 Jobs	2016 Jobs	Change	% Change	Average Annual % Change	Replacements	Open-ings	Annual Open-ings
1,166	1,139	(27)	(1.8%)	(0.6%)	138	138	46

PHASE 1

RESEARCH: Develop Marketing Materials

- ◆ Based on our research of Labor Market data and faculty needs, we are developing a packet of material to bring with us to the employers that outlines our initiative and the benefits of partnership.

- ◆ Packets include:
 - ◆ District's Annual Plan
 - ◆ WBL definitions
 - ◆ College Central Network (portal to connect students & employers)
 - ◆ Tri-Valley Educational Collaborative

PHASE 2

Employer & Community Engagement

- ◆ Identifying who to approach
 - ◆ Advisory Boards
 - ◆ City Economic Development Departments
 - ◆ Chamber of Commerce
 - ◆ Referrals
 - ◆ Cold calling, if necessary

- ◆ Employer Talking Points
 - ◆ Overview of the WBL Initiative & what value we can add to them
 - ◆ Informal survey – what trends/needs are you seeing?
 - ◆ Matchmaking with our faculty/program needs, gauging interest in WBL activities

PHASE 2

Employer & Community Engagement

BusinessU: tool we'll use to further engage with employers in the community using the tools they have.

BusinessU Tools for Maximizing Business Engagement for Economic Development

- ◆ Assessment
- ◆ Professional Development
- ◆ B2B Engage: Technology
- ◆ Business Engagement Plan
- ◆ Research & Facilitation

TEC has access to the “BusinessU” resource
WEBSITE: www.business-u.net

PHASE 2

Employer & Community Engagement

Tri-Valley One Stop (TVOS)

- ◆ Dublin location
- ◆ Satellite location at LPC Career Center

WEBSITE: <http://www.trivalleyonestop.org>

PHASE 3

Facilitation & Support

College Central Network (CCN):

A portal for connecting students and employers for WBL activities

PHASE 3

Facilitation & Support: CCN

WELCOME



.....to the College Central Network Services at Las Positas College!

These services are available to students, alumni and employers.

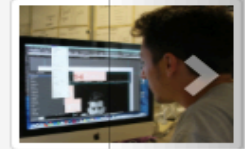
Students and Alumni may post resumes and search internship opportunities.

Employers may post internships and search student résumés.

Las Positas College is promoting specific work-based learning opportunities such as Internships, Shadowing, Field Trips, Externships, and Mentoring. Available services, help guides, and announcements of interest can be accessed through the icons below.

PHASE 3

Facilitation & Support: CCN



Student Services

Announcements **3**

Events & Programs **1**



LAS POSITAS
COLLEGE

You must register with College Central Network to use our services.

If you have already registered, or if you have been pre-registered by Las Positas College, sign in to begin using our services.

Complete all requested information on the registration form. Employers will search this information to choose appropriate candidates, so be as thorough as possible.

Be sure to select the degree and major that you are pursuing so that you may be notified of internships posted that match your interests.

Sign in

Forgot your [User ID](#) or [Password](#)?

Not registered? [Sign up!](#)

Create Account

PHASE 3

Facilitation & Support: CCN



Employer Services

Announcements **3**

Events & Programs **1**



LAS POSITAS
COLLEGE

Our online Employer Services are available 24 hours a day, seven days a week.

You must register your organization via the College Central Network prior to accessing these services.

Once your registration is reviewed, if it is approved you will receive an email which includes your Access ID and Password and defines your Access Level.

Sign in

Forgot your [User ID](#) or [Password](#)?

Not registered? [Sign up!](#)

Create Account

PHASE 3

Facilitation & Support

ONGOING SUPPORT & ENGAGEMENT:

- ◆ **Career College Network**
- ◆ **Invite to special program and campus events**
 - ◆ Majors Fair (April 27, 2016 10am-2pm)
 - ◆ Job Fair (May 2016, LPC Campus, Tri-Valley One Stop)
 - ◆ Employer Engagement Event (Fall 2016)
 - ◆ CTE Open House (Fall 2016)
 - ◆ 5th Annual Manufacturing Day (October 7, 2016)

Small Group Activity

1. Which WBL activities do you already, or would you like to, incorporate in your classes?
2. Do you have any tips for identifying, creating and maintaining relationships with industry partners?
 - ◆ Share a successful partnership experience if you have one
 - ◆ Referrals

Useful Resources & Websites

LABOR MARKET INFO

EDD: <http://www.labormarketinfo.edd.ca.gov>

O-NET: <https://www.onetonline.org>

BACCC : <http://www.baccc.net>

TRI-VALLEY ONE STOP (TVOS): <http://www.trivalleyonestop.org>

CAL JOBS: <https://www.caljobs.ca.gov/vosnet/Default.aspx>

COLLEGE CENTRAL NETWORK: <https://www.collegecentral.com/laspositascollege/>

EARN and LEARN: <http://wdbccc.com/youths/earn-learn-east-bay>

BUSINESS U: www.business-u.net