



CALIFORNIA COMMUNITY COLLEGES

Doing What MATTERS™

FOR JOBS AND ECONOMY



The Opportunity

For community colleges to become essential catalysts to California's economic recovery and jobs creation at the local, regional and state levels.

The Strategy

Doing What MATTERS for jobs and the economy is a four-pronged framework to respond to the call of our nation, state, and regions to close the skills gap. The four prongs are:

- Give Priority for jobs and the economy
- Make Room for jobs and the economy
- Promote Student Success
- Innovate for jobs and the economy



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DESERT REGIONAL
CONSORTIUM

Why Advanced Manufacturing?*

- The manufacturing sector is critical to California's economy.
- For every one job created in manufacturing, at least two and a half jobs are created to support the sector.
- Further, manufacturing firms create regional wealth by producing a product that is exported across the state, nation and/or world.
- This attracts additional funds to the region — building wealth for businesses, individuals and community.
- Because of this ripple effect, manufacturing firms have a deeper impact on the state of the economy than most other industries

*Doing What Matters for Jobs & the Economy-Sector Profile

Recommendations

Advanced Manufacturing Industry Skills Panel

November 2013

- 1) Since employers expressed a specific need for qualified workers to fill the jobs of maintenance mechanic, machinist, and electrical and electronics repairers of industrial equipment, **local community colleges are advised to respond to this need by creating more program offerings in these areas. They should develop program content in cooperation with manufacturing employers.**
- 2) The manufacturing industry may be characterized by an outdated stigma that the work is not glamorous. Education institutions and employers can work together to shed light on the “new” manufacturing industry and encourage students to consider jobs in manufacturing. Some specific suggestions from the panelists included **holding an “awareness” event to introduce students to careers in manufacturing, utilize and create digital and social media content to educate students about the “new” manufacturing in the classroom, and foster more frequent communication between educators and employers for career awareness.**
- 3) To address manufacturing employers’ concern with the lack of soft skills among their new hires, such as communication, punctuality, conflict resolution, and interview skills, high school and **community college programs should embed soft and employability skills training into existing curriculum related to manufacturing.**

Recommendation #1

“local community colleges are advised to respond to this need by creating more program offerings in these areas.”

Work Plan

- Complete an inventory of programs related Advanced Manufacturing available in the region including K-12, ROP, and 4-year institutions
- Alignment with nationally recognized industry certification where feasible
- Provide stipends are possible to revise existing curriculum to include this recommendation.

➤ Draft available for review at:

http://desertcolleges.org/dsn/advanced_manufacturing.html

Recommendation #2

“holding an “awareness” event to introduce students to careers in manufacturing, utilize and create digital and social media content to educate students about the “new” manufacturing in the classroom, and foster more frequent communication between educators and employers for career awareness.”

Work Plan

1. Host 3 to 5 Manufacturing Day (October) events around the region similar to the one held in Chino last fall. Over 200 high school students attended the event.
2. Develop print, digital and social media content to be available in the classroom
3. Host forums where educators and employers can meet to discuss methods and techniques to solve this issue

Recommendation #3

“community college programs should embed soft and employability skills training into existing curriculum related to manufacturing.”

Work Plan

- 1.** Work with faculty and trainers to develop methods and techniques to embed the requested soft and employability skills training into the curriculum.
- 2.** Provide stipends are possible to revise existing curriculum to include this recommendation.
- 3.** Provide professional development to assist faculty and trainers with skills and techniques to facilitate the implementation.

Questions?