

# CTE Employment Outcomes Survey



**Inaugural Research Academy**  
**August 3–4, 2017**

*Hosted by the Office of Institutional Research  
Santa Rosa Junior College, Petaluma*

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## Welcome Message



Welcome to the inaugural CTEOS Research Academy!

I'd like to personally welcome each of you to Petaluma and to Santa Rosa Junior College for this special event. It's an exciting time for the CTE Employment Outcomes Survey, as the project has quickly grown. Commencing this year, 2017, all California Community Colleges are participating (thanks to sponsorship by the Data Unlocked Initiative of the Workforce & Economic Development Division of the Chancellor's Office).

Employment outcomes of community college students have gained importance as a valid, meaningful measure of CTE students who either earn a degree or certificate, or just take classes to build their skills. From the micro (program review) to the macro (state and federal reporting), CTE Employment Outcomes data is being relied upon more and more. Most recently, data from the CTEOS is featured as the outcome measure for one of the Chancellor's six "Vision for Success" goals (to

increase the percent of existing CTE students who report being employed in their field of study). The Chancellor is asking colleges to set their own goal on this metric, using the CTE Outcomes Survey to measure employment in the field of study.

In the two days of this conference, you can expect to learn more about how you can use your CTEOS data at your college and regionally to strengthen and promote CTE programs. We have some sessions designed for Research Analysts, and other discussion sessions designed more for CTE administrators. We expect to draw on the expertise and experiences of all of you as we learn together.

I'd like to thank each of you for attending this Research Academy and contributing to the success of the CTE Outcomes Survey.

KC Greaney, Ph.D.  
Executive Director,  
California Community College CTE  
Employment Outcomes Survey  
Director of Institutional Research,  
Sonoma County Junior College District

## About the Survey

The California Community College CTE Employment Outcomes Survey (CTEOS) began as a pilot project with fifteen colleges in 2012. CTE Deans, frustrated at the lack of relevant outcomes measures for CTE students, determined to pool resources and to scale up employment outcomes surveys that had been conducted by some individual colleges. The Bay Area Community College Consortium and other practitioners from around the state partnered with the RP Group and the Office of Institutional Research at Santa Rosa Junior College to conduct the first California Community College CTE Employment Outcomes Survey (CTEOS) in 2012.

The CTE Outcomes Survey has grown to include all 113 California Community Colleges, and several non-credit CTE programs. Data files are given to each participating college, and findings are being used by practitioners to improve CTE programs locally and regionally and results have been shared at annual meetings of the California Community College Association for Occupational Education (CCCAOE), the Research & Planning Group of California Community Colleges (RP Group), the California Association of Institutional Researchers (CAIR), the national Association of Institutional Researchers (AIR), the National Council for Workforce Education (NCWE), and the Strengthening Student Success conference.

For more information about the CTE Outcomes Survey, please visit [cteos.santarosa.edu](http://cteos.santarosa.edu) or contact the Director of the CTE Outcomes Survey, Michael Pham:



Michael Pham, Ph.D.  
Director, California Community College CTE  
Employment Outcomes Survey  
Research Analyst, Santa Rosa Junior College  
[mpham@santarosa.edu](mailto:mpham@santarosa.edu)  
707-778-3933

# Academy Information

## Research Academy

### **Santa Rosa Junior College, Petaluma Campus**

680 Sonoma Mountain Pkwy, Petaluma, CA 94954

707-778-2415

[cteos.santarosa.edu/cteos-research-academy](https://cteos.santarosa.edu/cteos-research-academy)

**\*Note: You do not need to pay for parking on the SRJC Petaluma campus during the days of the Research Academy.**

## Hotel

### **Sheraton Sonoma County—Petaluma**

745 Baywood Drive, Petaluma CA 94954

707-283-2888

### **Hotel Petaluma**

205 Kentucky St, Petaluma, CA 94952

707-559-3393

## Nearby Airports

### **San Francisco Airport (SFO)**

### **Oakland Airport (OAK)**

### **Sonoma County Airport (STS)**

## Ground Transportation

[Airportexpressinc.com](http://Airportexpressinc.com)

Airport Express: Petaluma Fairgrounds Stop  
175 Fairgrounds Dr., Petaluma, CA 94952  
707-837-8700

The Airport Express provides shuttle services between airports (SFO and OAK only) and the Petaluma Fairgrounds—which is the closest stop to the hotels. Upon arriving to the Fairgrounds, you can take a taxi/Uber to your destination (hotel or Research Academy).

[petalumataxis.com](http://petalumataxis.com)

[Uber.com](http://Uber.com)

The Research Academy has prepaid for the Uber rides of our attendees. In the Uber app, tap the upper-left button to open the side menu, then tap “Payment”, then tap “Add Promo/Gift Code”, then enter code **en1bsm7**. When you request an Uber ride, please make sure that the payment method you use is the promo code (and not any other payment method that may be selected by default in your personal Uber account). Please use either the “UBERX” or “UBERXL” options when requesting a ride. **THIS CODE IS ONLY VALID ON AUGUST 2 THROUGH AUGUST 4, AND ONLY ON TRIPS WITHIN PETALUMA, CA.** Uber rides that use the prepaid promo code do not need to be included in the reimbursement request.

*Note: The promo code is good for up to \$25 per ride, and up to 4 rides per Uber account.*



### **Car Rentals**

Car rentals are available at each of the three nearby airports. You will be reimbursed for expenses associated with your car rental, including bridge tolls you cross.

### **Personal Auto**

For those taking your own car, you will be reimbursed at the IRS mileage rate of 53.5 cents per mile, as well as for any bridge tolls you cross and parking fees. Parking is free on the SRJC Petaluma campus during event days.

### **SRJC Shuttles**

SRJC is providing shuttles between the Research Academy and the two hotels (Sheraton Petaluma and Hotel Petaluma). Please see the full schedule for details. If you are unable to board the shuttle, then you can either drive to the Research Academy or secure a taxi/Uber.

## Airport Express Shuttle Schedule

Airport Express schedule between San Francisco Airport  
(SFO) and Petaluma Fairgrounds Terminal

From SFO to Petaluma			From Petaluma to SFO	
Depart SFO	Arrive Petaluma		Depart Petaluma	Arrive SFO
5:30 am	7:00 am		3:30 am	5:00 am
6:30 am	8:00 am		4:30 am	6:00 am
7:30 am	9:00 am		5:30 am	7:15 am
8:30 am	10:00 am		6:30 am	8:30 am
9:30 am	11:00 am		7:30 am	9:30 am
10:30 am	NOON		8:30 am	10:15 am
11:30 am	1:00 pm		9:30 am	11:15 am
12:30 pm	2:00 pm		10:30 am	12:15 pm
1:30 pm	3:00 pm		11:30 am	1:15 pm
2:30 pm	4:00 pm		12:30 pm	2:15 pm
3:30 pm	5:00 pm		1:30 pm	3:15 pm
4:30 pm	6:00 pm		2:30 pm	4:15 pm
5:30 pm	7:00 pm		3:30 pm	5:15 pm
6:30 pm	8:00 pm		4:30 pm	6:15 pm
7:30 pm	9:00 pm		5:30 pm	7:15 pm
8:30 pm	10:00 pm		6:30 pm	8:15 pm
9:30 pm	11:00 pm		7:30 pm	9:00 pm
11:00 pm	12:30 am		9:00 pm	10:30 pm
12:30 am	2:00 am		10:30 pm	MIDNIGHT

Airport Express schedule between Oakland Airport (OAK) and Petaluma Fairgrounds Terminal

From OAK to Petaluma			From Petaluma to OAK	
Depart OAK	Arrive Petaluma		Depart Petaluma	Arrive OAK
5:30 am	7:00 am		3:30 am	5:00 am
7:30 am	9:00 am		5:30 am	7:15 am
9:30 am	11:00 am		7:30 am	9:30 am
11:30 am	1:00 pm		9:30 am	11:15 am
1:30 pm	3:00 pm		11:30 am	1:15 pm
3:30 pm	5:00 pm		1:30 pm	3:15 pm
5:30 pm	7:00 pm		3:30 pm	5:15 pm
7:30 pm	9:00 pm		5:30 pm	7:15 pm
9:30 pm	11:00 pm		7:30 pm	9:15 pm

**Airport Express Shuttle fare is \$34 one-way. Please keep your receipts for reimbursement. SRJC Shuttles will take attendees to the Airport Express stop (Petaluma Fairgrounds) after the conclusion of the closing session.**

**For more information about the Airport Express, please visit [www.airportexpressinc.com](http://www.airportexpressinc.com)**

## Local Petaluma Eateries

The following is a list of local venues for dinner and drinks that are personally recommended by the staff at SRJC Petaluma.

### **Lagunitas**

World famous Brewery. Also serves burgers, sandwiches, salads, and appetizers.

### **O! Sushi**

Sushi, tempura, teriyaki and udon.

### **Caffe Giostra**

Traditional Italian, cozy setting.

### **Mary's Pizza Shack**

Hometown Pizza parlor

### **Pongo's**

Thai and Thai fusion burgers

### **Pub Republic**

Gastropub, great burgers. Try the brussel sprout tacos!

### **Dempsey's**

Local Brewery and new American food

### **The Block**

Rotating selection of food trucks and beer taproom

### **Brewster's Beer Garden**

Brews and BBQ

**Wild Goat Bistro**  
Pizza, New American

**Lily Kai**  
Traditional American Chinese food

**Speakeasy**  
Small plates, open late

**Volpi's Ristorante & Bar**  
Italian hearty portions and a speakeasy style bar

**Cucina Paradiso**  
Trattoria offering old-school Italian dishes,  
plus a broad wine list

**Mi Pueblo**  
Mexican food and margaritas

**Seared**  
Seafood and steakhouse. Good happy hour

**Crocodile**  
French and French inspired

**The Shuckery**  
Seafood, especially oysters

**Central Market**  
New American, good wine selection

**Giacamo's Ristorante**  
Italian

## SRJC Petaluma Campus map

■ Shuttle Location ■

■ Event Parking ■

■ Registration ■

■ (300) Ellis Auditorium ■

■ (400) Dining Commons ■

■ (600) Call Building ■



■ Luggage Storage ■



### Other buildings

(100) Jacobs Hall

(200) Doyle Hall

(500) Campus Bookstore

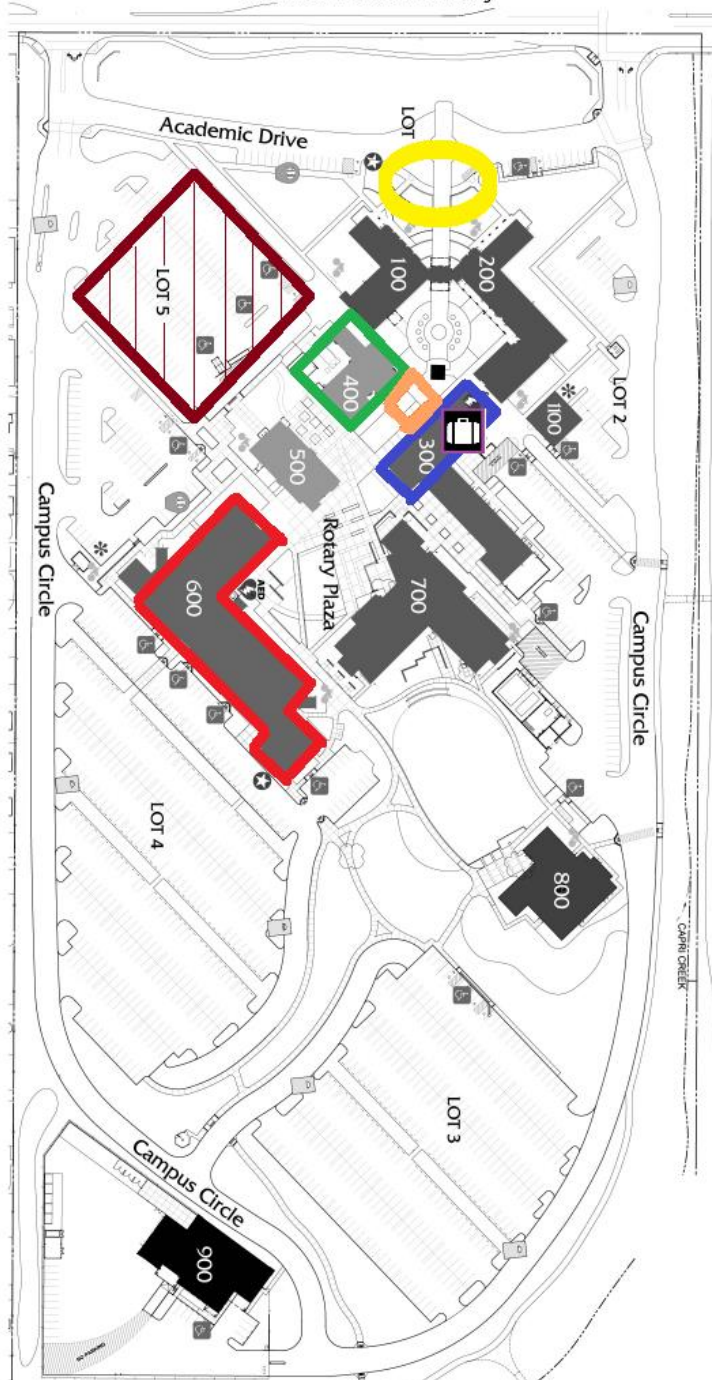
(700) Mahoney Library

(800) Fitness Center

(900) Maintenance Compound

(1100) Capri Creek Classroom

Sonoma Mountain Parkway



## Schedule at a Glance

Time	Event	Location
<b>Thursday, August 3</b>		
10:15am-11:00am	SRJC Shuttle	Hotel Front Entrance
10:30am-12:30pm	Registration	Breezeway
11:30am-12:30pm	Lunch	Dining Commons
12:30pm-2:00pm	Opening Session	Ellis Auditorium
2:15pm-3:30pm	Breakout Session #1	Call Building Rooms
3:30pm-4:00pm	Refreshment Break/ Group Photo	Dining Commons
4:00pm-5:15pm	Breakout Session #2	Call Building Rooms
5:30pm	SRJC Shuttle	Campus lot
<b>Friday, August 4</b>		
7:45am-8:30am	SRJC Shuttle	Hotel Front Entrance
8:00am-9:00am	Breakfast	Dining Commons
9:00am-10:15am	Breakout Session #3	Call Building Rooms
10:15am-10:30am	Coffee Break	Dining Commons
10:30am-11:15am	Breakout Session #4	Call Building Rooms
11:30am-1:00pm	Closing Session/ Boxed Lunch	Ellis Auditorium
1:00pm	SRJC Shuttle	Campus lot



## Full Conference Schedule

**Thursday, August 3rd**

**10:15am-11:00am—SRJC Shuttle Service**

**Location: Front Entrance, Sheraton Petaluma and Hotel Petaluma**

*Attendees will be picked up in front of their hotel and dropped off at the Research Academy at SRJC Petaluma. First departure is at 10:15am and last departure is at 11:00am.*

**10:30am-12:30pm--Registration**

**Location: Registration (Breezeway, SRJC Petaluma)**

*Attendees first arriving to the conference should check in at registration where they will receive their Research Academy materials, and have their questions answered by Research Academy staff.*

**11:30am-12:30pm—Lunch**

**Location: Dining Commons**

**12:30pm-2:15pm—Opening Session**

**Opening Session for the CTEOS Research Academy  
Facilitator: KC Greaney  
Location: Ellis Auditorium**

*We will begin the Research Academy with words of welcome, introductions, an overview of the CTEOS, and an outline of the schedule for the Research Academy.*

**2:15pm-3:30pm—Breakout Session #1**

**Exploring CTEOS Data Online**

**Location:** Call Building, Room 644

**Facilitator:** KC Greaney & Kathy Booth

*Your CTEOS data is available in interactive web-based formats! The LaunchBoard now includes a revamped CTEOS tab that provides easy access to survey results. Using hands-on exercises, you'll learn how to view results by student type (completers, transfers, skills-builders, all), by institution type (college, region, statewide), and how to toggle between a question-and-answer or data table format. In addition, the CTEOS Project Website has data visualizations for you to explore. You'll leave with ideas for how this information can be used to support program review and planning processes. (Note: This presentation is repeated during Breakout Session #3 on Friday)*

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**Discussion: Promoting College Awareness of CTEOS**

**Location:** Call Building, Room 640

**Facilitator:** Dave Wahl & Michael Pham

*Is the CTE Outcomes Survey one of the best-kept secrets on your campus? Wouldn't it be great if there was a PowerPoint template that would easily display your college's outcomes? **There is.** Wouldn't it be great if each of your program chairs could drill down into their own outcomes? **They can.** Participants will learn and*

*share tried-and-true as well as “what if” methods of sharing CTEOS data with their college community, local business and industry and future students. We will also brainstorm strategies to increase student awareness of CTEOS to increase survey response rates.*

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### **Introduction to the CTEOS Survey**

**Facilitator: Lara Abel**

**Location: Call Building, Room 656**

*This session is designed for those who have never previously worked with CTEOS data. You will learn the entire process of how student contact information and CTEOS data are collected, what the variables mean, how to request your college’s data, and navigating the Data Element Dictionary.*

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**3:30pm-4:00pm—Refreshment Break**

**Location: Dining Commons**

**4:00pm-5:15pm—Breakout Session #2**

### **Leveraging CTEOS for More Funding and Meeting Statewide Goals**

**Location: Call Building, Room 656**

**Facilitator: Kathy Booth**

*The CTEOS has become a critical source of information for issues as diverse as Strong Workforce Program funding, veteran’s benefits, and system-wide goals on employment outcomes. This session will walk through*

*the ways that the survey informs these statewide success measures. Additional time will be devoted to answering your questions about the Strong Workforce Program funding formula.*

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**Introduction to SPSS**

**Location: Call Building, Room 644**

**Facilitator: Michael Pham**

*This hands-on session is for those who are new to working with SPSS. You will use CTEOS data to navigate some basic tools in SPSS: Importing data, reading and producing variable and response labels, using appropriate variable types, selecting cases, producing quick graphs and crosstabs, and creating derived variables.*

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**Discussion: Local Program Review**

**Call Building, Room 640**

**Facilitator: Dave Wahl**

*One college describes a complete program review cycle as, 1) Description, 2) Evaluation, 3) Planning, 4) Implementation and 5) Evaluation. How powerful would it be to add a 6<sup>th</sup> element of “Student Outcomes Survey”? This interactive workshop examines how CTEOS data can be used to “supercharge” your college’s program review process. You will leave with a list of best practices to share with your career education colleagues.*

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**5:30pm—SRJC Shuttle Service**

**Location: Santa Rosa Junior College, Petaluma**

*Shuttles depart from the pickup location marked on the campus map and dropped off at the Sheraton and at Hotel Petaluma.*

**Friday, August 4th**

**7:45am-8:30am—SRJC Shuttle Service**

**Location: Front Entrance, Sheraton Petaluma and Hotel Petaluma**

*Attendees will be picked up in front of their hotel and dropped off at the Research Academy at SRJC Petaluma. First departure is at 7:45am and last departure is at 8:30am.*

**8:00am-9:00am—Breakfast**

**Location: Dining Commons**

**9:00am-10:15am—Breakout Session #3**

**Regional Reporting of CTEOS**

**Facilitator: Zhenya Lindstrom & Michael Goss**

**Location: Call Building, Room 656**

*The Career and Technical Education Outcome Survey (CTE OS) offers a powerful dataset for analyzing student employment outcomes at the regional level. A regional*

*analysis of the CTE OS informs strategic decisions within the Strong Workforce Program, the Perkins Act, and other critical investments in California Community College's Career Education. This session will cover the efforts of one Regional Consortium in analyzing CTE employment outcomes for the whole region, including: the process for organizing the work, the development of products and analyses, the uses of the results, and identified challenges and lessons learned. Join us for this presentation followed by the discussion of opportunities that regional analyses offer to advance our collective work in career education.*

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**Exploring CTE Data Online**

**Facilitator: KC Greaney**

**Location: Call Building, Room 644**

*Your CTEOS data is available in interactive web-based formats! The LaunchBoard now includes a revamped CTEOS tab that provides easy access to survey results. Using hands-on exercises, you'll learn how to view results by student type (completers, transfers, skills-builders, all), by institution type (college, region, statewide), and how to toggle between a question-and-answer or data table format. In addition, the CTEOS Project Website has data visualizations for you to explore. You'll leave with ideas for how this information can be used to support program review and planning processes. (Note: This presentation is repeated during Breakout Session #1)*

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## **Introduction to Inferential Statistics**

**Facilitator: Michael Pham**

**Location: Call Building, Room 640**

*This session is for those who are new to inferential statistics. Survey data (including CTEOS data) contains information on a sample drawn from a broader population. Inferential statistics helps us draw conclusions about that broader population. We will cover the logic behind inferential statistics, and broadly overview several inferential tests as it applies to CTEOS data (t-tests, correlations, non-parametric tests, various regression tests, proportion tests, dimension reduction)*

**10:15am-10:30am—Coffee Break**

**Location: Dining Commons**

**10:30am-11:15am—Breakout Session #4**

## **Discussion: Engagement with Industry and Advisory Councils**

**Facilitator: Rock Pfothenhauer**

**Location: Call Building, Room 640**

*Several of us have shared EOS results with the employers on our advisory committees and have found that it has catalyzed essential, and sometimes painful conversations. We will share our experiences and we'd like to hear yours. If time permits we will also explore the question of whether and how the Strong Workforce Program metrics can also be brought into advisory committee conversations with employers.*

## **Accreditation and Calculating Employment in the Field of Study with the CTEOS**

**Location:** Call Building, Room 644

**Facilitator:** Craig Hayward

*This interactive workshop session uses an IEPI Data Disaggregation tool to show participants how to calculate employment outcomes and disaggregate them by program of study using their own data from the 2016 CTE Outcomes Survey. Participants will be provided with SPSS syntax to derive the proportion of respondents who are in the labor force, those who are employed, and those who have employment related to their field of study. Participants will have time to run scripts on their own data sets, ask questions, and troubleshoot any issues that may arise.*

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## **Discussion: Non-Credit CTEOS**

**Location:** Call Building, Room 643

**Facilitator:** Raine Hambly

*This is a round-table discussion session where we cover issues and solutions that influence how CTEOS will be deployed for non-credit students.*

<b>11:30am-1:00pm—Closing Session</b>
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## **Closing Session**

**Facilitator:** KC Greaney

**Location:** Ellis Auditorium

*We will conclude the Research Academy with closing remarks about the future of CTEOS and our collaborative vision for its continued growth. We will*



*also ask collaborative college teams to report out how they intend to use information from the CTEOS upon return to their campuses. **Reimbursement forms and information will be distributed during this session. Boxed lunches are also provided.***

**1:00pm-2:00pm—Shuttle Service**

**Location: Santa Rosa Junior College, Petaluma**

*Shuttles depart from the pickup location marked on the campus map. Attendees can choose to be dropped off at either the Sheraton Petaluma, the Hotel Petaluma, or the Petaluma Fairgrounds (Airport Express station).*

## Reimbursements

### **Air Travel**

Provide a receipt for travel to and from your destination. This will normally be an itinerary receipt for airfare showing proof of payment from a travel agency, airline, or online booking tool.

### **Airport Shuttle**

Please provide one roundtrip receipt or a receipt for each trip (to and from the airport).

### **Rental Car**

Please provide the final receipt from the rental agency, showing mileage and total costs.

### **Personal Auto**

Please write on the form how many miles were driven in total, to, from and around the conference. Please also provide receipts for tolls and parking. No receipts or proof needed for miles driven.

### **Taxi/Uber**

Please provide receipts for any taxi and Uber services you paid for.

## **Meals**

No receipts are needed for meals. We will reimburse up to the following amounts:

Breakfast - \$10

Lunch - \$15

Dinner - \$20

Claim forms can be accessed [HERE](#)

Claim forms must be received by August 15th. Please allow 60 days for processing.

### **Email form and receipts to:**

Karen Maddux at [kmaddux@santarosa.edu](mailto:kmaddux@santarosa.edu)

### **Or mail to:**

Institutional Research  
680 Sonoma Mountain Parkway  
Petaluma, CA 94954

Call Karen at (707)778-3922 with any questions.

## Acknowledgments

**California Community Colleges Chancellor's Office**

**CTE Data Unlocked Initiative**

**Santa Rosa Junior College, Petaluma**

**Denise Cooper**

**SRJC Petaluma Student Ambassadors**

**Nate Beale**

**Will Coole**

**Mickey Jacobucci**

**Jasdeep Singh**

**CTEOS Advisory Committee**

**Gary Adams  
Kathy Booth  
John Carrese  
Michelle Fischthal  
Ryan Fuller  
Martha Gutierrez  
Raine Hambly  
Craig Hayward  
Todd Hoig**

**Zhenya Lindstrom  
Jessica Luedtke  
Kit O'Doherty  
Rock Pfothenhauer  
Virginia Rapp  
Julius Sokenu  
Dave Wahl  
Terrence Willett**



# SRJC PETALUMA



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