



CTE Employment Outcomes Survey



Research Academy
Putting Data to Work
August 3, 2018

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

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Welcome Message



Putting Data to Work!

Welcome to the second annual CTEOS Research Academy – so glad you are here!

As the survey enters its eighth year of existence, it is proving more important than ever as a source of otherwise unavailable data and information on the employment outcomes of CTE students after they exit community colleges. Employment in Field of Study and Wage Gain are the two data points that have garnered the most interest, but those who have worked with the data know that this survey is a rich source of additional data elements to help our CTE programs improve and thrive, for completers as well as skill builders.

At this Research Academy you will learn more about how to put CTEOS data to work, while you interact with colleagues from across the state. Once again, welcome!

KC Greaney, Ph.D.
Executive Director, CTEOS
Director of Institutional Research
Sonoma County Junior College District

Academy Information



Santa Rosa Junior College, Petaluma Campus

680 Sonoma Mountain Pkwy, Petaluma, CA 94954

707-778-2415

cteos.santarosa.edu/research-academy-2018

cteos.org




Campus parking is free on August 3rd.



Connect to the “SRJC Public Wireless” network. No password required. You’ll need to go through a login portal page before getting online.



Install the “SRJC Petaluma campus” app. Open the app, choose “sign up” and then “visitor” (no login needed). Select the CTEOS Research Academy tile. 



San Francisco Airport (SFO)

Oakland Airport (OAK)

Sonoma County Airport (STS)



Sheraton Sonoma County—Petaluma

745 Baywood Drive, Petaluma CA 94954
707-283-2888

Hampton Inn by Hilton--Petaluma

450 Jefferson St, Petaluma, CA 94952
707-397-0000

Hotel Petaluma

205 Kentucky St, Petaluma, CA 94952
707-559-3393



[Uber.com](https://www.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 **eurm4tj**. 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 AND AUGUST 3 AND ONLY ON TRIPS WITHIN PETALUMA.** 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 3 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.

Personal Auto

For those driving your own car, you will be reimbursed at the IRS mileage rate of 54.5 cents per mile, as well as for bridge tolls and parking fees. Parking is free on the SRJC Petaluma campus on August 3rd.



Airport Shuttle

Airportexpressinc.com

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

The Airport Express provides shuttle services to and from SFO and OAK and the Petaluma Fairgrounds —which is the closest stop to the hotels. Upon arriving at the Fairgrounds, you can take a taxi/Uber to your destination.

SRJC Shuttles

SRJC is providing morning shuttles from the Sheraton to the Research Academy, and afternoon shuttles from the Research Academy to the Airport Express stop.

Full Conference Schedule

Each breakout session is categorized into these tracks. Look for these icons next to each breakout title to discover which session is right for you.

Data and Analysis

Dig deep into the data with these hands-on analytic workshops where you'll build some technical skills.

Discussion Groups

Shape the future of CTEOS by voicing your thoughts. Learn the latest news about the survey.

CTEOS and Its Uses

In this lecture series, discover from these speakers how CTEOS is being used by a diverse range of stakeholders.

The LaunchBoard

Learn about all the exciting features of LaunchBoard, including its integration with CTEOS data.

Friday, August 3rd

8:00am-12:00pm—Registration

Registration (Clock Tower Breezeway)

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

9:00am-10:00am—Opening Session

Opening Session (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.

10:10am-11:10am—Breakout 1



Using Tableau to Visualize Survey Data (Call Bldg. 644)

Grzegorz Drukala, Santa Rosa Junior College

Increase in earning potential of the students taking CTE courses is an important measure of effectiveness in these programs so it is always necessary to correctly interpret these particular data from the CTEOS. We will demonstrate some methods to calculate statistical significance of the CTE Survey earnings data and to present them in Tableau in a straightforward, user friendly way. Basic knowledge of Tableau and the process of hypotheses testing may be useful but is not essential to attend this presentation.



Introduction to the CTEOS Survey (Call Bldg. 656)

Lara Abel, Santa Rosa Junior College

This session is designed for those who have never previously worked with CTEOS. You will learn about what makes CTEOS so valuable, how CTEOS is unique from other data sources, the entire process of how CTEOS data are collected, what the variables mean, how to request your college's data, and navigating the Data Element Dictionary.



Uses of CTEOS Data (Call Bldg. 697)

KC Greaney, Santa Rosa Junior College

How has your college and your region used CTEOS data to better understand student career trajectories and improve programs? Come share your stories and learn from your colleagues across the state.



New Features of the LaunchBoard (Call Bldg. 657)

Kathy Booth, WestEd

This session will provide a walk-through of the LaunchBoard's new look and feel, including highlighting new functionality in the Community College Pipeline and the tabs on Guided Pathways, the Strong Workforce Program, and K-14 CTE Pathways.

11:10am-11:40pm—Refreshments

Location: Rotary Plaza

11:40am-12:40pm—Breakout 2



Visualizing CTEOS Data with Tableau (Call Bldg. 644)

Coleman Wagoner, Tableau

Mike Hujet, Tableau

Tableau is empowering EVERYONE with data! In this non-technical session, we will provide a brief overview of the Tableau Platform and provide a Tableau product demonstration to visually analyze CTEOS Survey data. Come learn how Tableau can help you see and understand your data.



Fins to Legs: CTEOS Evolution from Local to State (Call Bldg. 656)

Terrence Willett, Cabrillo College

Leila Jamoosian, Cabrillo College

The CTE Outcomes survey was born at Cabrillo College as the brainchild of CTE Dean Rock Pfothenhauer. For over 15 years, Cabrillo performed a local administration of the survey before joining the RP Group and Santa Rosa Junior College to establish the current statewide effort. Recently, Cabrillo conducted its last local administration and joined the rest of the state in the SRJC administration. This session will focus on comparing responses from the local versus state administered surveys to help inform questions about respondent consistency and the influence of survey administration details.



Promoting College Awareness of CTEOS (Call Bldg. 697)

Dave Wahl, Los Medanos College

Michael Pham, Santa Rosa Junior College

We will brainstorm strategies to increase college awareness of CTEOS, increase survey response rates, and share promotional material (e.g., infographics).



LaunchBoard in Action (Call Bldg. 657)

Karen Beltramo, WestEd

Louis Quinden, Laney College

How are colleges using the LaunchBoard to support local improvement efforts? This session will feature two on-the-ground examples, one from Laney College, which is using the LaunchBoard for program review and SWP planning, and one from the Bay Region, which leveraged LaunchBoard data to help inform new program development.

12:40am-1:40pm—Lunch

Location: Dining Commons

1:50pm-2:50pm—Breakout 3



CTEOS and EMSI: A Comparison (Call Bldg. 656)

Daniel Martinez, College of the Desert

Several items on the CTEOS have correlates with EMSI data. This presentation identifies these commonalities and compares the survey results with EMSI as a means to validate the survey findings for the college.



Using IBM SPSS Custom Tables to Summarize CTEOS Results
(Call Bldg. 644)

Nicole Alioto, Alla Breve Educational Consulting

For many analysts, IBM SPSS Statistics provides a wide variety of descriptive and inferential statistics. For survey researchers, techniques like defining multiple response sets and generating custom tables are timesavers. In this session, participants will explore common data preparation and analysis options that expedite survey analysis. The CTEOS survey dataset will be used as an example, and attendees are encouraged to bring laptops with IBM SPSS software to work along with the presenter.



Engaging Local Employers and WEDD Grantees with CTEOS
(Call Bldg. 697)

Andrea Vizenor, Skyline College

Mark Martin, DSN (Mfg.), Bay Area Community Colleges

CTEOS data provide a wealth of valuable information on CTE students moving from community college programs to the workforce. Over the years, deans and researchers have become increasingly engaged and fluent with CTEOS data. In this session, we will brainstorm strategies on how to engage local employers and other WEDD grantees (e.g., sector navigators, DSNs, regional consortia) with CTEOS data, as well as promoting overall data fluency among these stakeholders.

**Pairing LaunchBoard and CTEOS Data to Support
Economic Mobility (Call Bldg. 657)**

Karen Beltramo, WestEd

Michael Pham, Santa Rosa Junior College

When striving to improve students' economic mobility, a nuanced understanding of employment and earnings outcomes is essential. This session will walk you through three scenarios of how to use LaunchBoard and CTEOS data to support college improvement efforts: identifying which programs lead to a living wage, determining the factors that constrain living wage attainment, and evaluating the impact of self-employment on employment and earnings outcomes.

3:00pm-4:00pm—Breakout 4



**How IBM SPSS Modeler Can Enhance Your Analytics Efficiency
and Effectiveness (Call Bldg. 644)**

Nicole Alioto, Alla Breve Educational Consulting

Considering a data scientist often spends 60–80% of one's time cleaning data, finding the most efficient and effective ways to prepare and analyze your data is essential. What if you had a solution that not only equipped you with a wide array of modeling algorithms but also provided an easy to use interface and techniques to streamline data preparation? In this session, attendees will use CTEOS or related educational datasets to explore aspects of IBM SPSS Modeler that will streamline their data quality work and facilitate model building, such as combining disparate data sources, creating new fields, screening for poor quality inputs, and running multiple models to determine best fit, without the need for programming.



Comparing Completers vs. Skills Builders (Call Bldg. 656)

Daniel Martinez, College of the Desert

This presentation will explore the differences and similarities between Completers and Skills Builders and their responses to the CTEOS. Visualizations that were created for my campus will be shared along with how the information is informing decisions at the college.



Three Data Conversations Using the LaunchBoard

(Call Bldg. 657)

Kathy Booth, WestEd

Jenni Abbott, Modesto Junior College

Access to data is just the first step in educational improvement efforts—it is also essential to help practitioners engage with the information to inform planning. This session will model how to lead three data conversations using information from the LaunchBoard: how can we align program offerings with our various student populations; how can we increase retention; and how can we link CTE programs to longer-term pathways?

About The Survey

For more information about the CTE Outcomes Survey, please visit cteos.org or contact the Director of the CTE Outcomes Survey, Michael Pham:



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Acknowledgments

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CTE Data Unlocked Initiative

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Notes

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CALIFORNIA COMMUNITY COLLEGES

Doing What MATTERS™
FOR JOBS AND THE ECONOMY



LaunchBoard^{1.0}

Data-Backed Decisions