

CTE Employment Outcomes Survey: Results from the Pilot Year

CCCAOE

Fall 2012

Why this Survey?!

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Rock Pfotenhauer

Chair, Bay Area Community College Consortium /
Dean, Career Education & Economic Development,
Cabrillo College

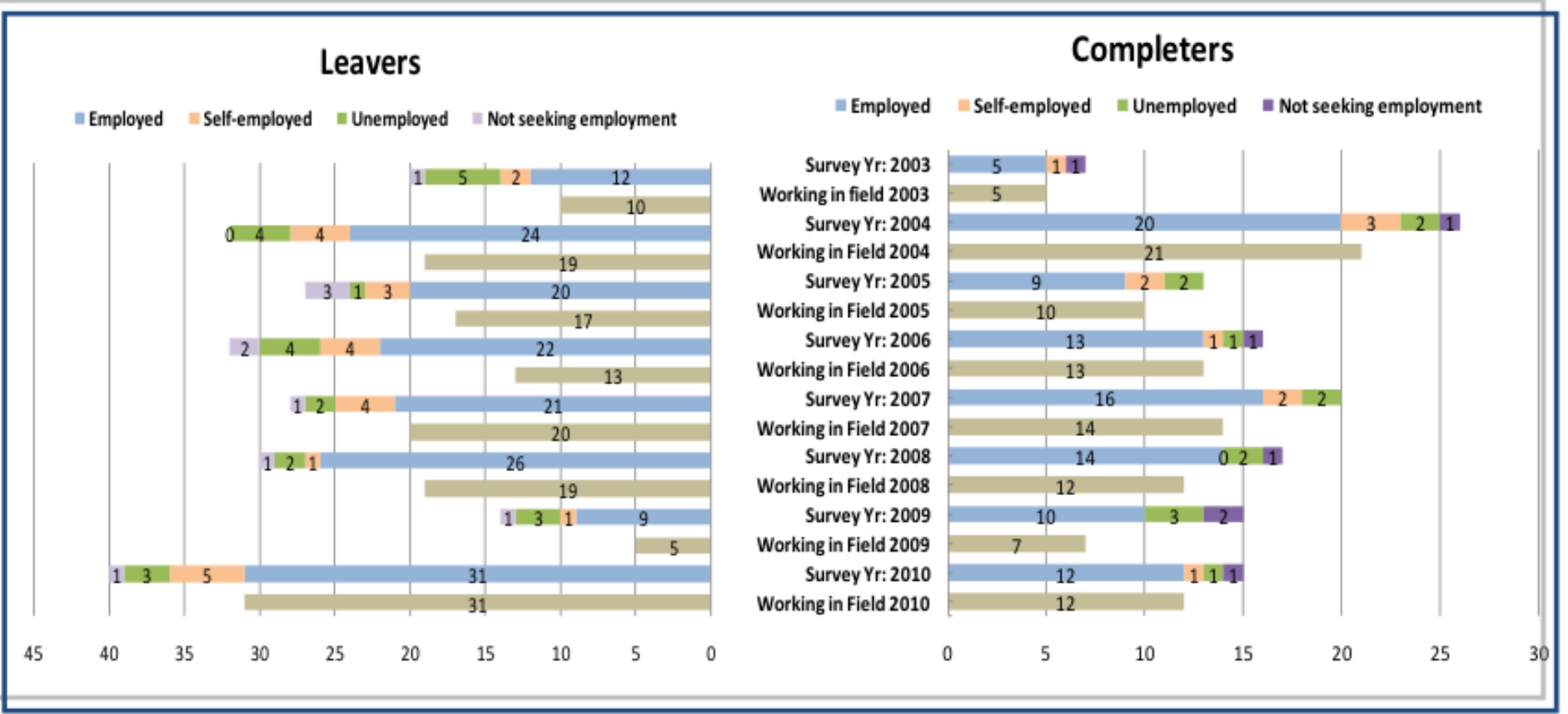
\$1,000,000,000

2,700 hours

Stewardship

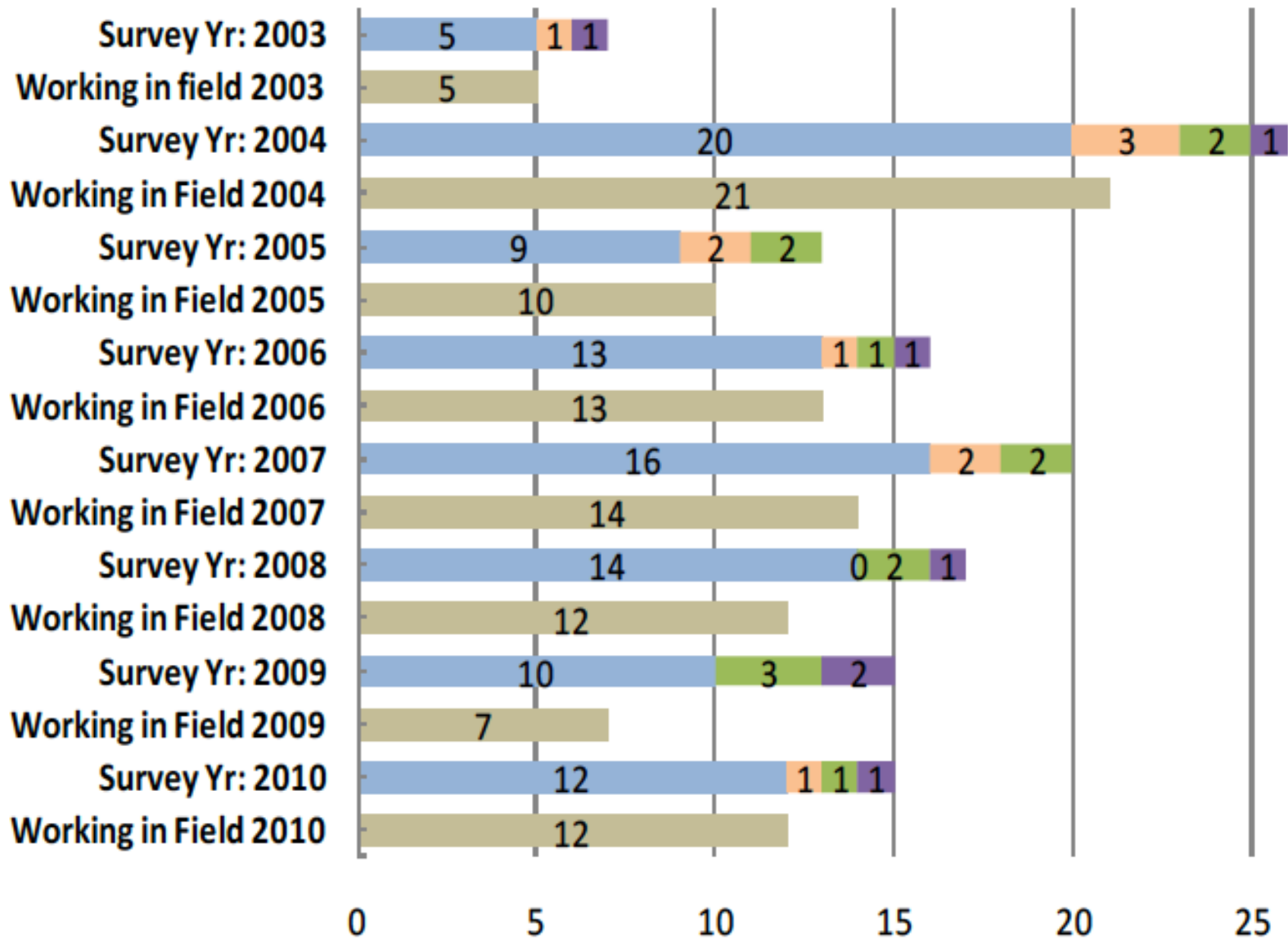
Career Technical Education (CTE)

I. Employment Status

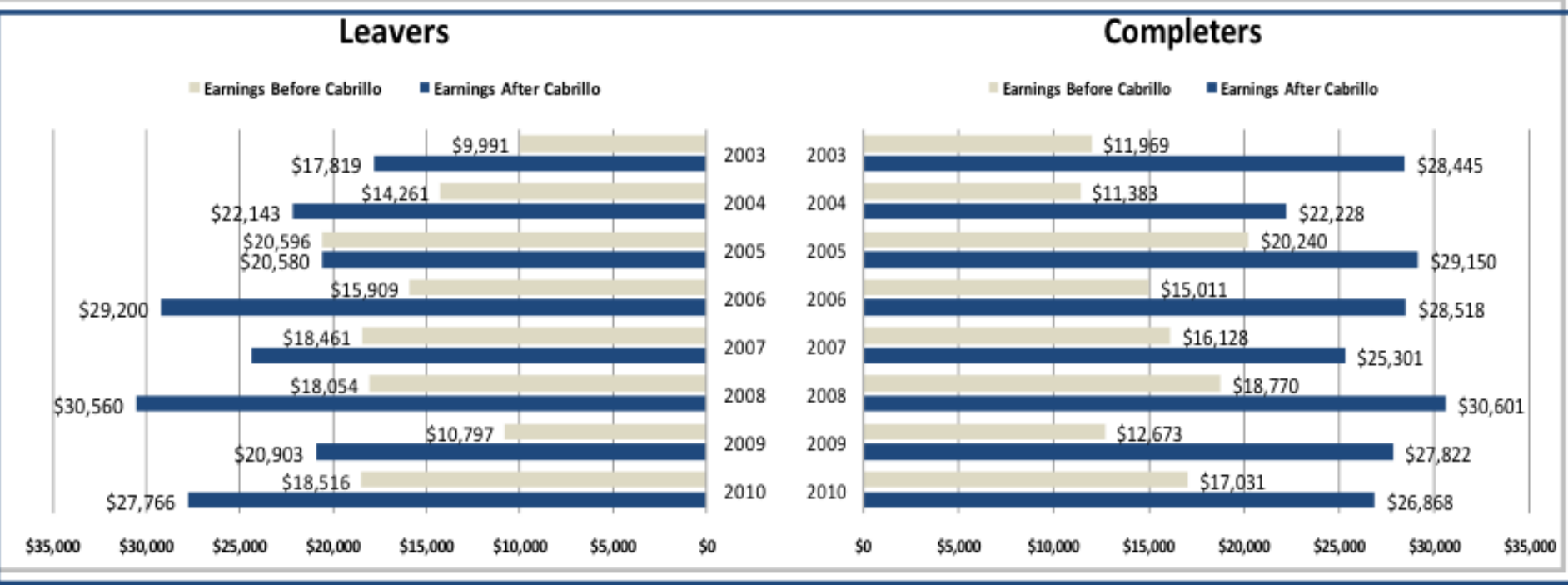


Completers

■ Employed
 ■ Self-employed
 ■ Unemployed
 ■ Not seeking employment

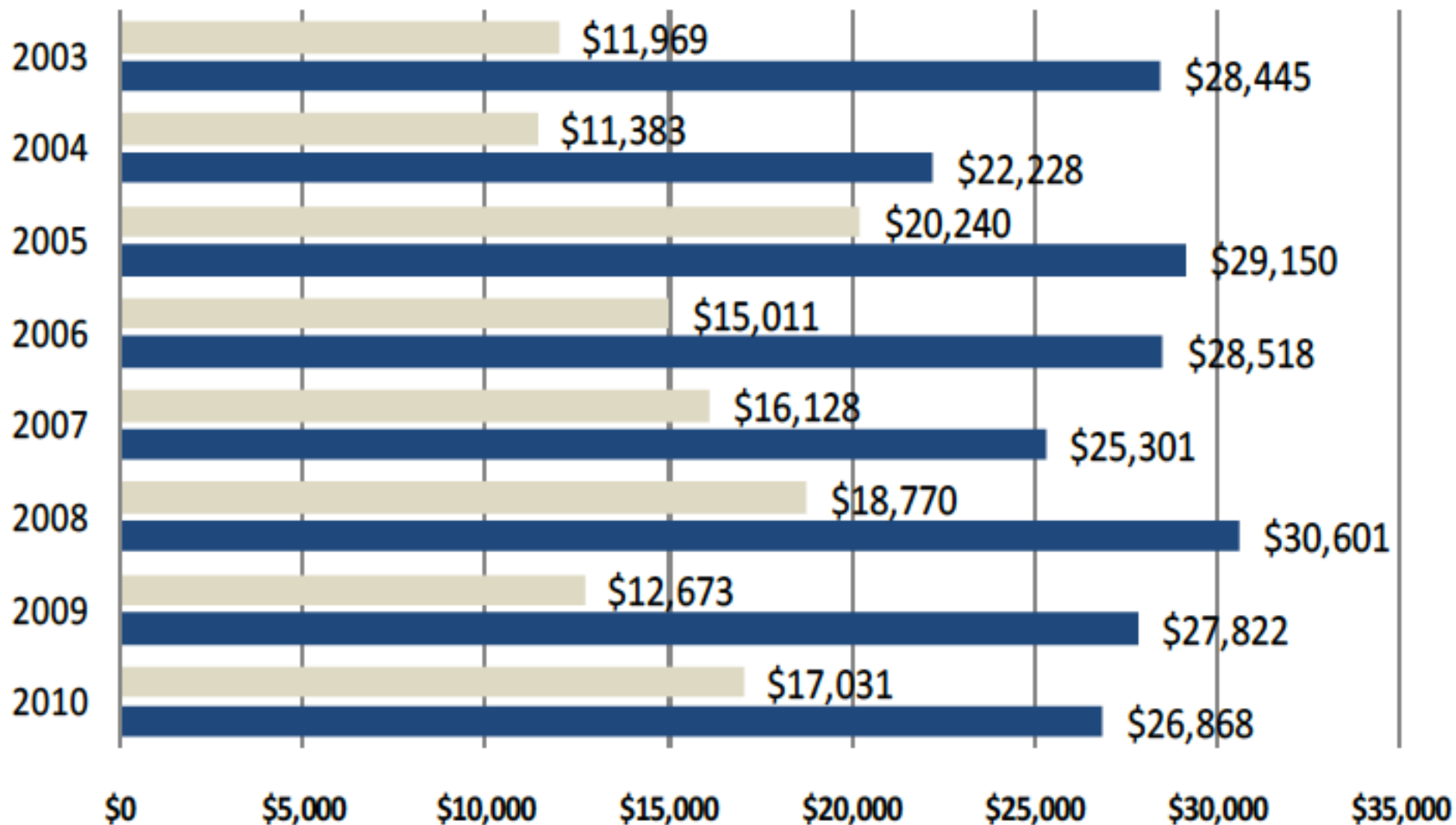


II. Earnings Analysis

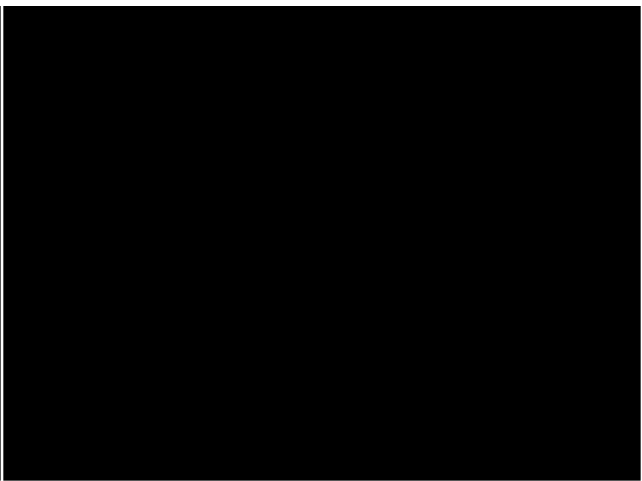
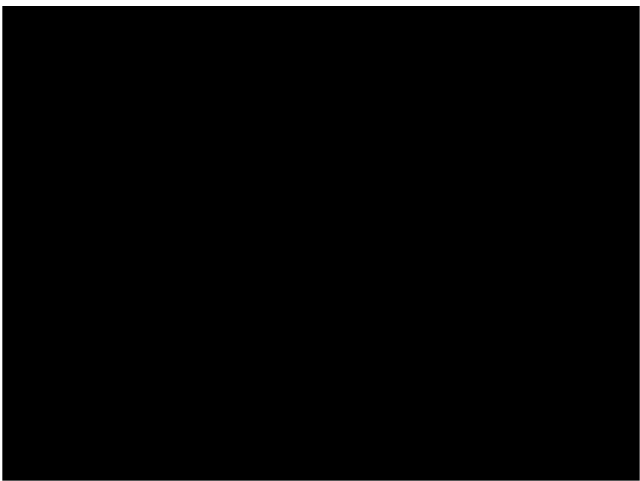
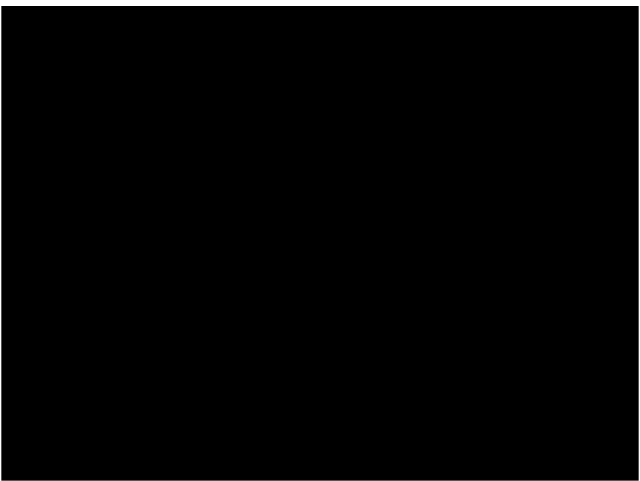


Completers

Earnings Before Cabrillo Earnings After Cabrillo



Motivating Program Improvement		



MA

Perkins:
95% Job Placement

MA

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95% Job Placement**

**Completer/Leaver
Survey:
40% in the field**

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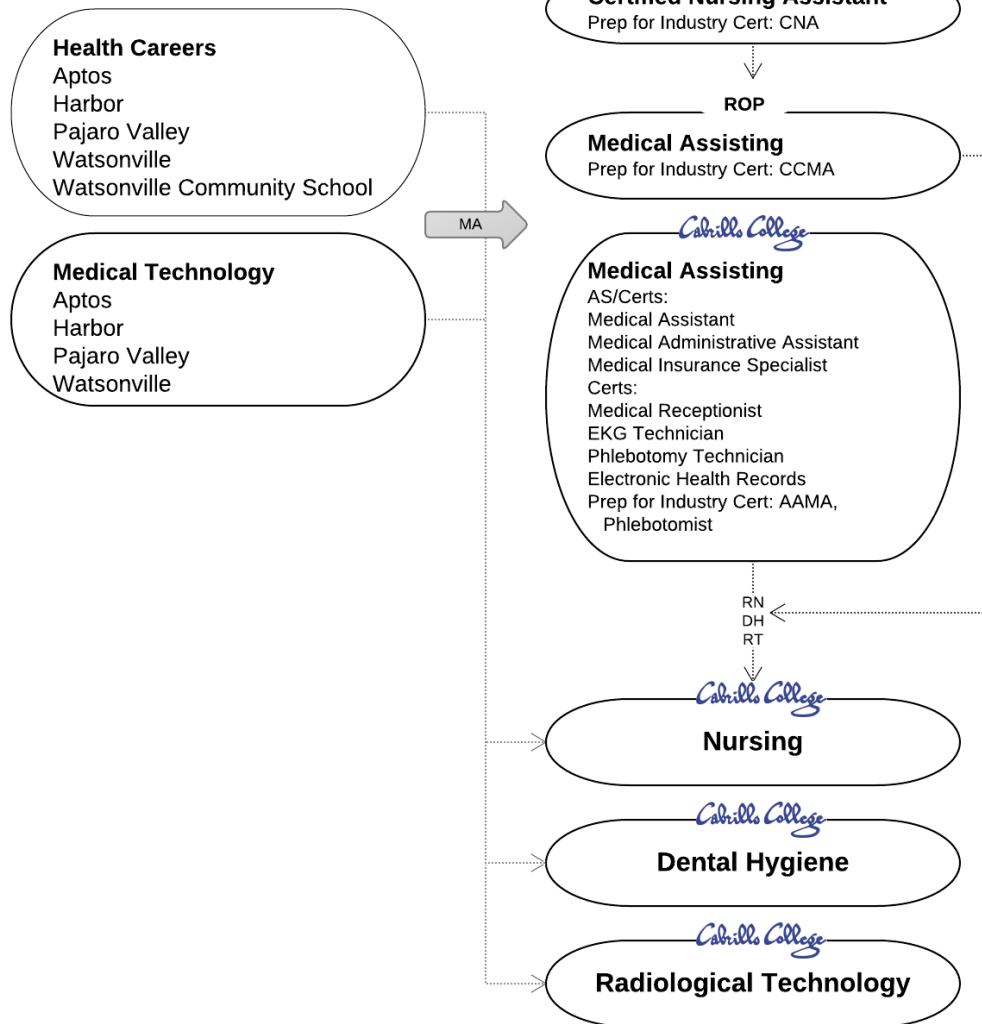
Demand: 55
Supply: 110

Medical Assisting Career Pathway

High School/ROP

Post-Secondary

Work



Medical Assisting Program of Study Indicators

Secondary

	# of High School Students	Annual Budget	Source
High School/ROP (2009-2010)	137	\$98,000	ROP
Medical Technology	276	\$151,000	ROP
Health Occupations	413	\$249,000	
TOTAL			

\$35,000 annually

Increasing Completion Rate
Decreasing Placement Rate
Increasing Wages

Post Secondary

Watsonville/Aptos Adult Ed	Annual Completers	Annual Budget	Completion Rate	Job Placement Rate
Healthcare VESL	15	student fee	75%	40%
Certified Nursing Assistant (2009-10)	65 supported			

ROP Medical Assisting (2009-10)	Annual Completers	Annual Budget	Completion Rate	Job Placement Rate
	26	\$66,000		

Cabrillo (2009-10)	Enrollments	Majors	Annual Budget	AS Degrees	Certs of Achievement	Skills Certificates	Total Awards
Medical Assisting	1,012	248	\$340,000	18	21	14	53

MA classes are prerequisites for Cabrillo's other Allied Health programs raising enrollment numbers

Employment Outcomes

Cabrillo MA Completers

Year of Completion	2007	2008	2009
Number of Completers (AS degree or Cert of Achievement)	15	35	40
Percent working in MA field	64%	35%	22%
Estimated Annual Earnings Before	\$12,945	\$25,274	\$14,990
Estimated Annual Earnings After	\$28,115	\$30,173	\$33,293
Percentage increase in earnings	117%	19%	122%

Mean increase for 2008 skewed by one individual with substantial reduction in wages

DRAFT 3/9/2011

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**Perkins:
95% Job Placement**

**Completer/Leaver
Survey:
40% in the field**

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**Employers:
Graduates have
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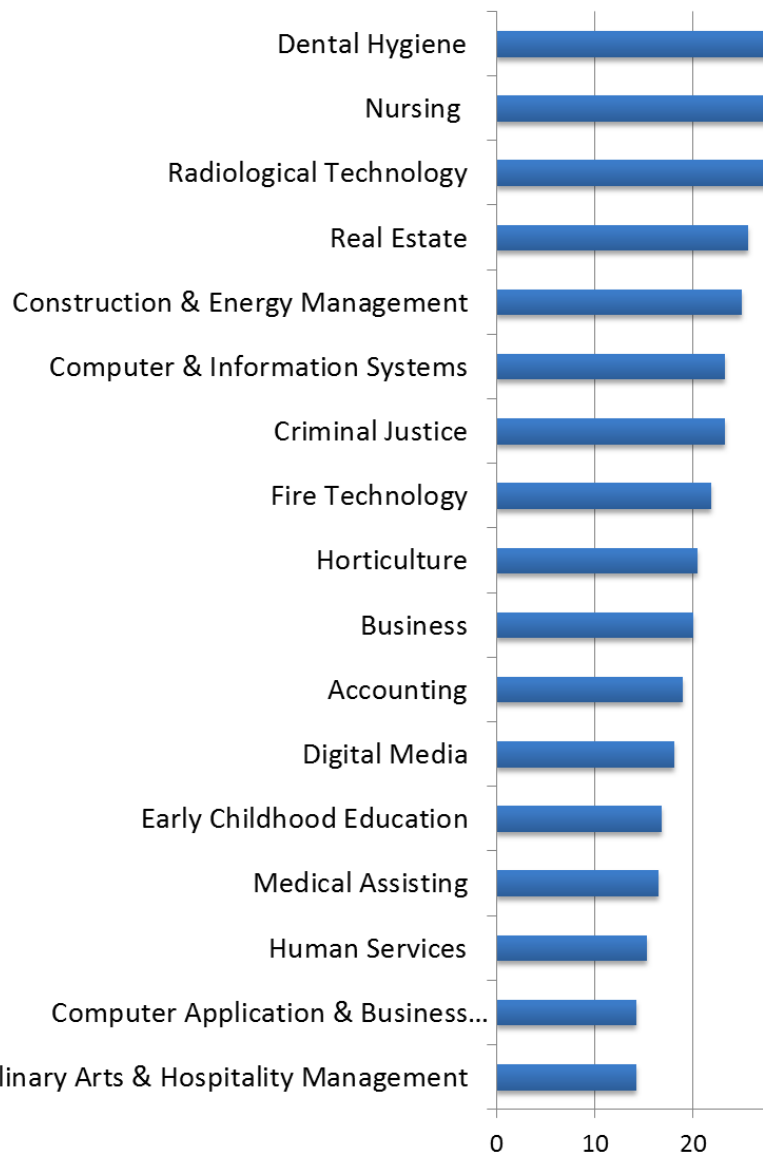
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- Smaller cohort-based program
- Contextualized basic skills bridge semester

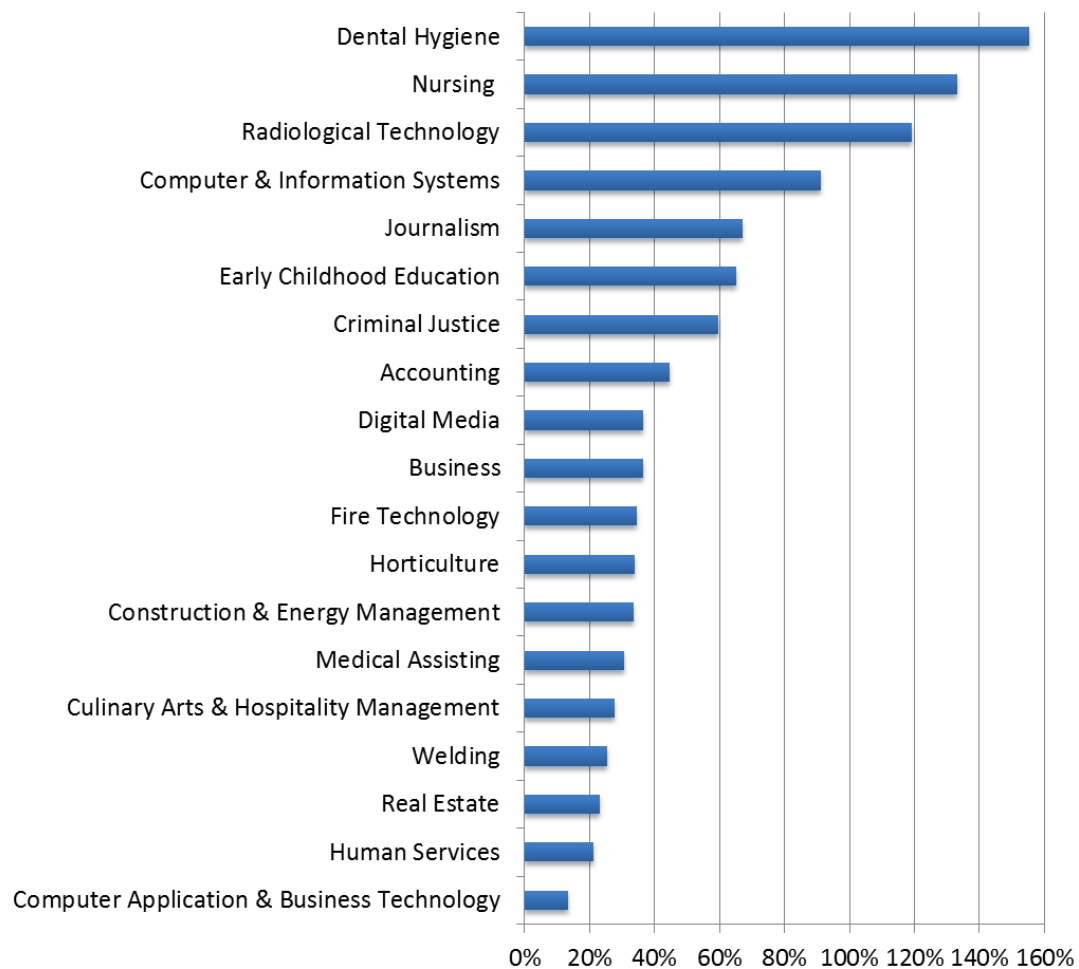
Tune offerings to labor market using real-time LMI & local/regional dialog with employers & other programs

Protecting
programs
with data

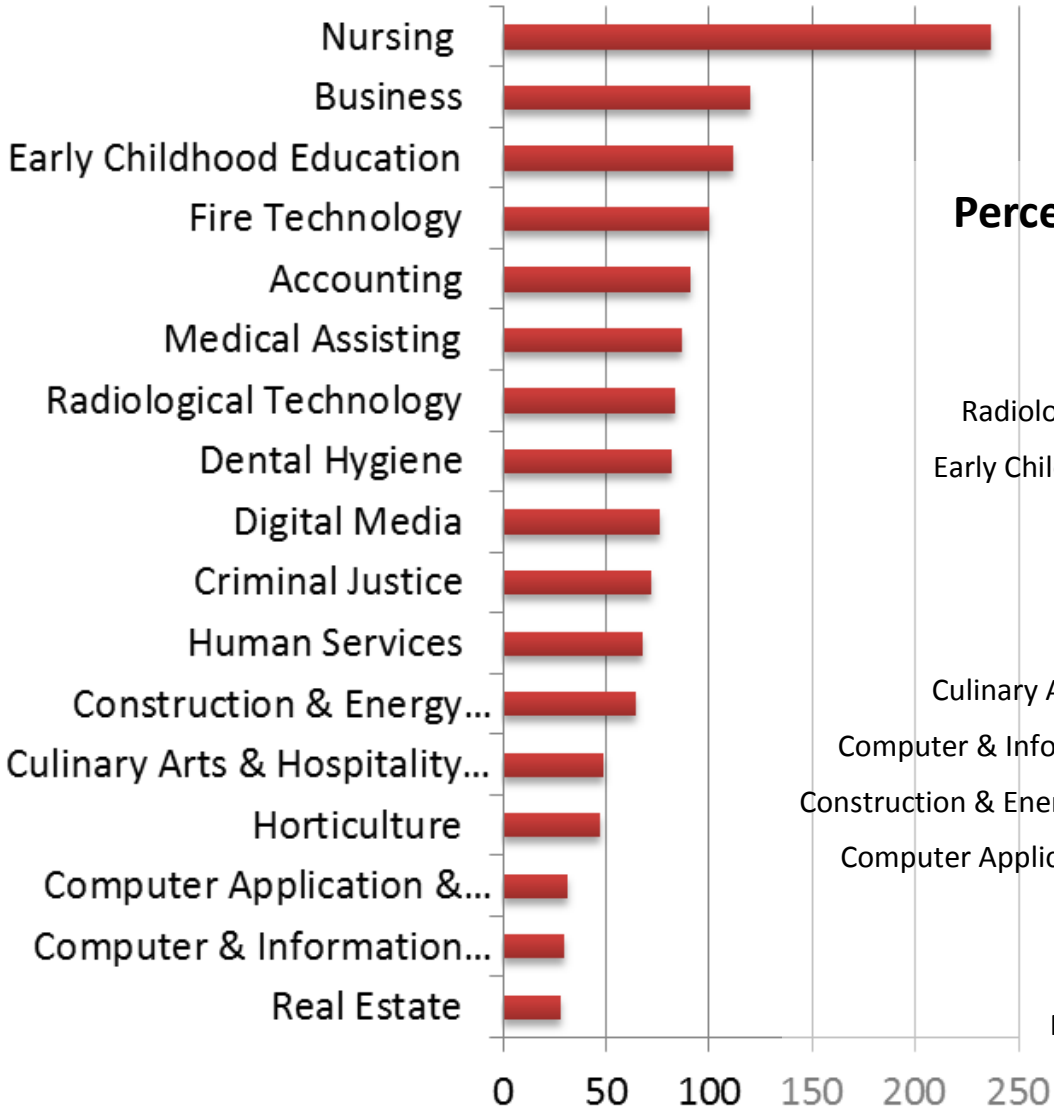
Median Wages 2006-10



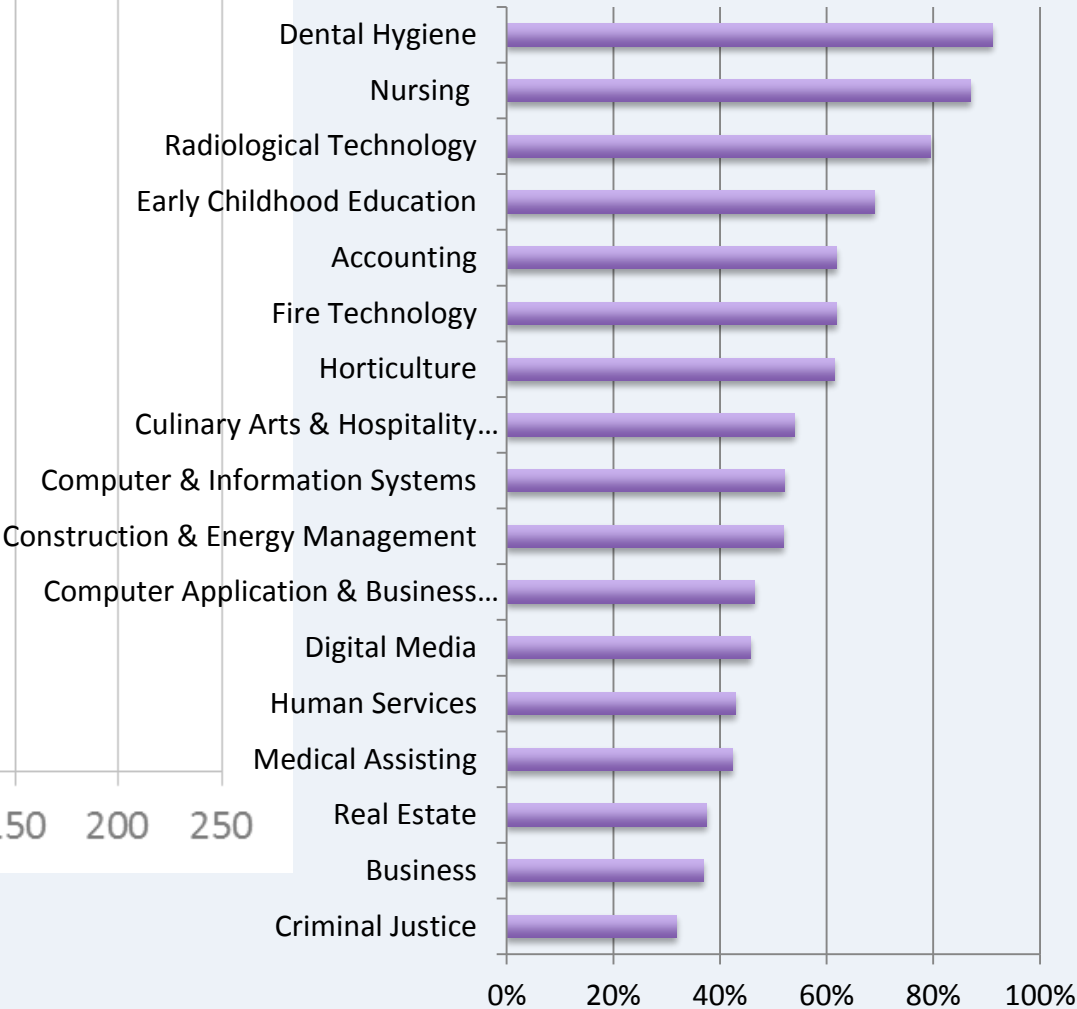
% Increase in Wages



Estimated Count of Employed



Percent Reporting Employment in Field



		Informing budget reductions

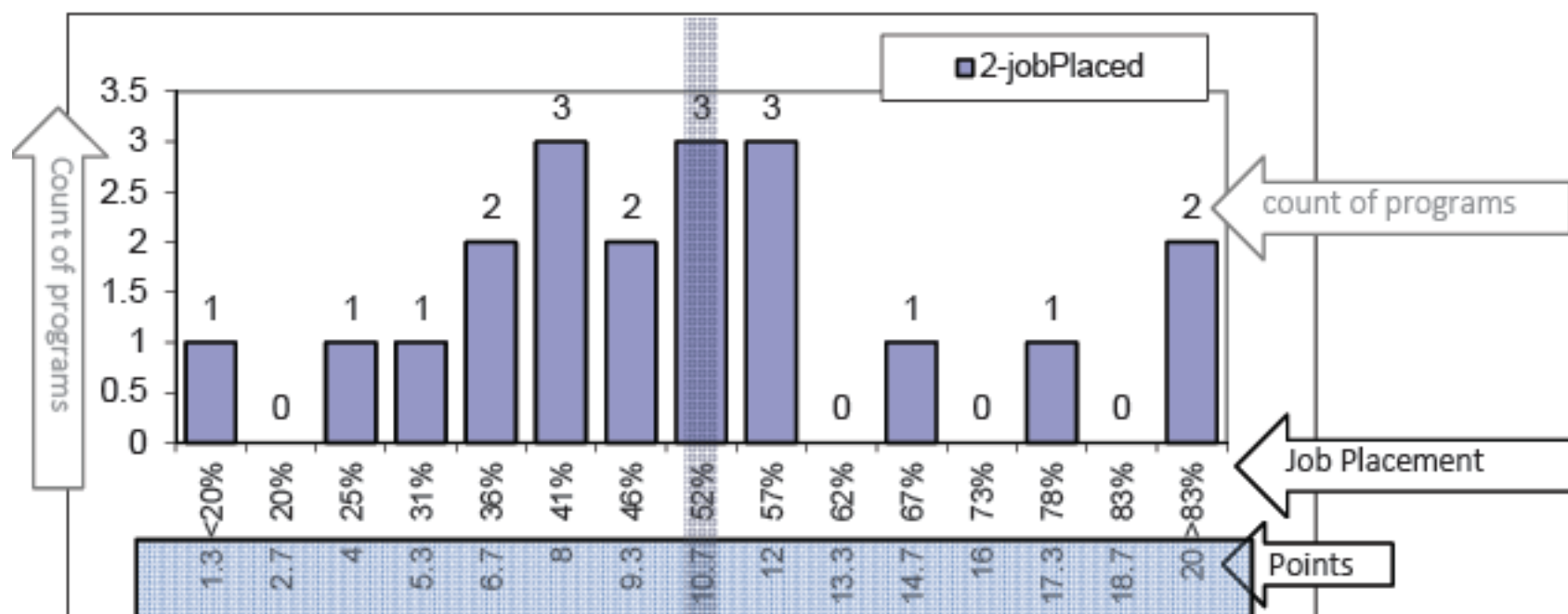
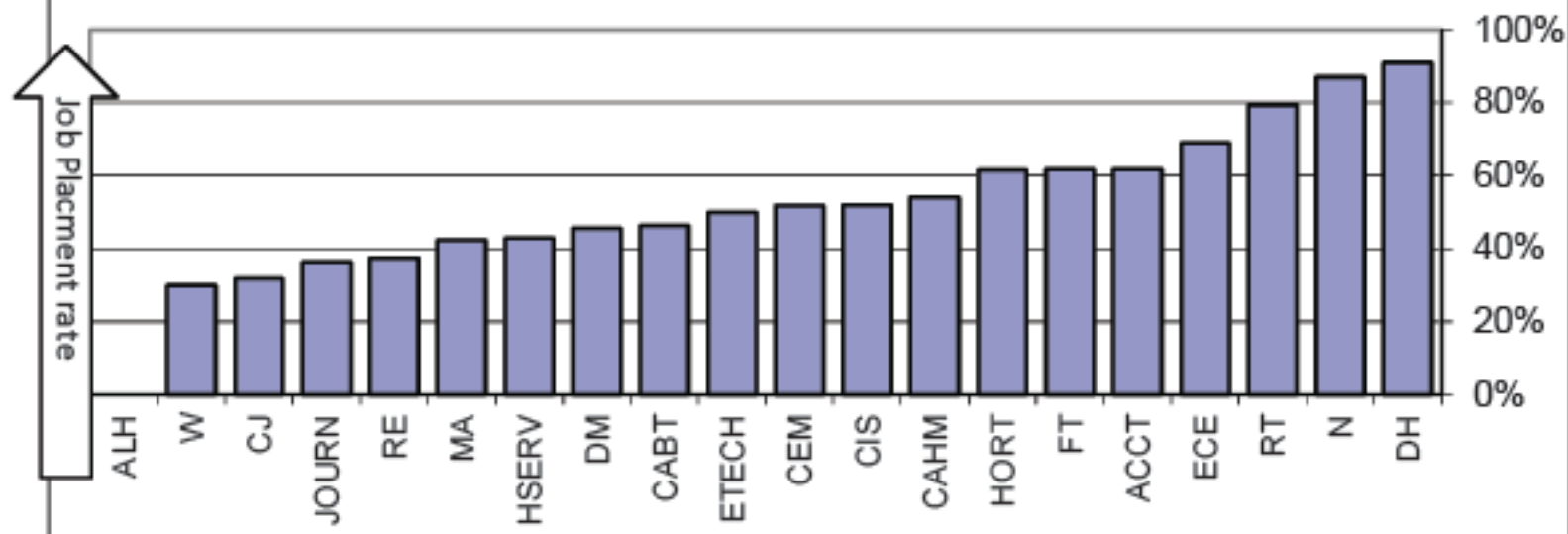
Program Reduction & Elimination Matrix

Sum of Score		
Rank	Dept	Total
1	RT	133.56
2	ACCT	124.09
3	DM	118.02
4	ECE	114.47
5	CABT	112.53
6	CIS	112.49
7	MA	109.83
8	N	108.90
9	CEM	102.17
10	FT	95.19
11	CJ	88.66
12	CAHM	88.57
13	HORT	88.22
14	DH	85.86
15	ETECH	77.80
16	HSERV	77.13
17	RE	75.42
18	W	73.00
19	JOURN	72.63
20	ALH	54.00

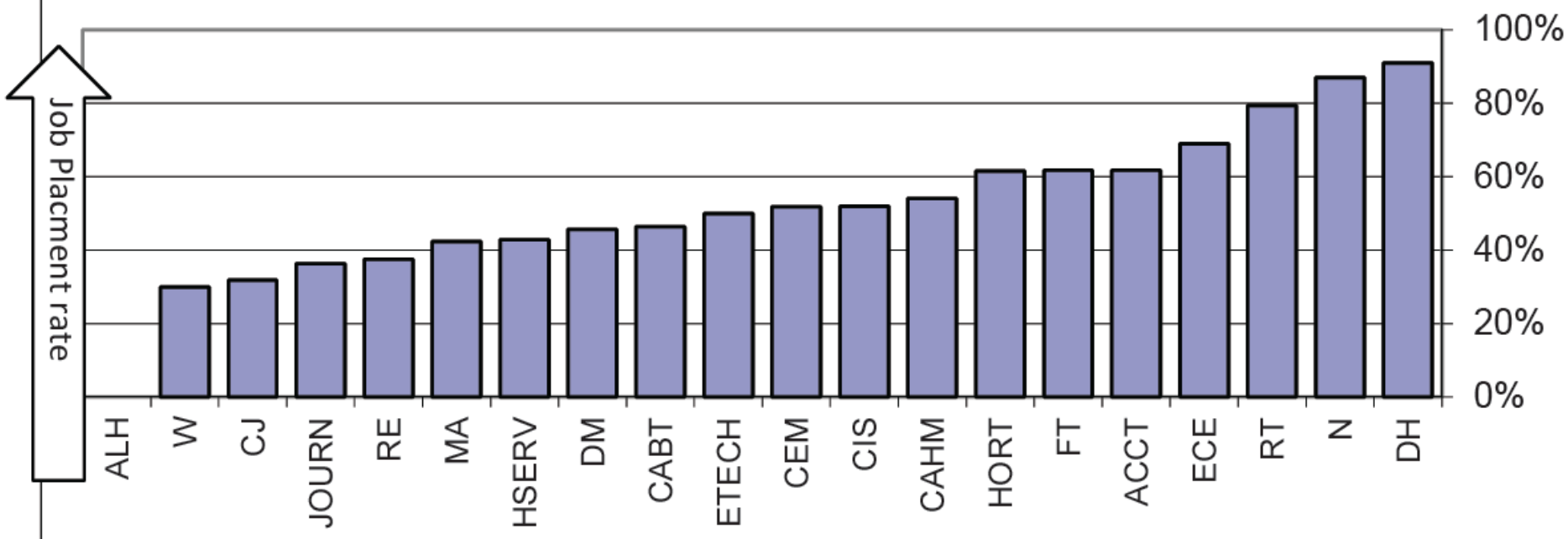
Point scores for each measure

Programs listed in alpha order	1-WSCH_FTEF	1-Fiscal	1-Fill	2-Tus in Core	2-JobPlaced	2-Awards	3-CourseSuccess	3-CourseCompletion	3-SLOs	4-URM Participation	5-Ancillary or Business	5-Scholarships Donations	5-Other Donations
ACCT	32.0	40.0	6.0	9.4	12.0	7.3	5.3	2.0	10.0	0.0	0	0	0
ALH	13.3	2.7	0.7	0.0	1.3	1.3	8.0	4.7	10.0	8.0	0	2	2
CABT	40.0	34.7	4.7	6.2	9.3	2.7	1.3	0.7	5.0	8.0	0	0	0
CAHM	10.7	13.3	8.0	8.8	10.7	2.7	9.3	5.3	5.0	0.0	5	5	5
CEM	21.3	24.0	6.7	6.8	10.7	6.0	9.3	5.3	10.0	0.0	0	1	1
CIS	34.7	32.0	4.7	6.5	10.7	4.0	9.3	4.7	5.0	0.0	0	0	1
CJ	18.7	16.0	6.0	7.0	5.3	6.0	9.3	5.3	5.0	10.0	0	0	0
DH	2.7	2.7	3.3	9.9	20.0	3.3	20.0	10.0	5.0	0.0	5	1	3
DM	32.0	34.7	7.3	9.4	8.0	3.3	8.0	3.3	10.0	0.0	0	0	2
ECE	13.3	16.0	6.7	7.5	14.7	10.0	13.3	6.0	5.0	15.0	2	4	1
ETECH	18.7	13.3	4.7	5.5	9.3	1.3	8.0	6.0	10.0	0.0	0	0	1
FT	18.7	29.3	4.7	3.5	12.0	7.3	10.7	4.0	5.0	0.0	0	0	0
HORT	18.7	13.3	6.7	8.8	12.0	3.3	9.3	5.3	5.0	0.0	5	1	0
HSERV	13.3	16.0	5.3	2.8	8.0	10.0	8.0	2.7	5.0	6.0	0	0	0
JOURN	10.7	18.7	4.7	8.8	6.7	2.7	10.7	4.0	5.0	0.0	1	0	0
MA	21.3	24.0	6.0	8.8	8.0	6.0	9.3	5.3	10.0	6.0	0	2	3
N	5.3	10.7	7.3	9.9	20.0	4.7	20.0	10.0	10.0	0.0	1	5	5
RE	16.0	29.3	0.7	8.8	6.7	4.7	2.7	0.7	5.0	0.0	0	0	1
RT	34.7	18.7	0.7	8.2	17.3	10.0	20.0	10.0	5.0	2.0	1	1	5
W	18.7	18.7	8.0	0.0	4.0	2.7	9.3	4.7	5.0	0.0	0	1	1

Job Placement (Program Completers)



Job Placement (Program Completers)







ROLLOUT OF THE PILOT

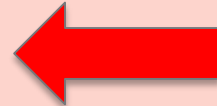
KIT O'DOHERTY, BAY AREA COMMUNITY COLLEGE CONSORTIUM

TIMELINE



Timeline	Activitiy
2009-10	Rock & Craig Hayward – Conference circuit (more interest than expected)
CCCAOE Spring (Mar) 2011	Data Conversations / Data Dinner
Post CCCAOE	BACCC  RP Group 
Apr – May 2011	Concept Paper
June 15, 2011	1 st Statewide call – to vet  48 joined = 20 colleges; 3 districts, CO, RP, BACCC, other Consortia
Jul 2011	Work on a REVISED Concept Paper...

Timeline	Activity
Aug 2011	2 nd Statewide Call, 55 joined Reviewed REVISED Concept Paper Invited interested colleges to PILOT
September 23, 2011	Face-to-Face Meeting - 17 joined = 9 colleges, CO, WestEd, others
	15 colleges/districts signed on to PILOT
November 16, 2011	3 rd Statewide Call, 30 joined - To talk Pilot details...
Dec – May 2012...	
June 28, 2012	4 th Statewide Call, 70 joined Shared preliminary results; talked 2012/13

Timeline	Activity
Jul 2012	Small Group work to refine Survey Instruments...
Aug – Sept 2012	Invitation to participate in 2012-13 Survey
	~40 colleges/districts have signed on
September 26, 2012	Aggregated Statewide Pilot Results E-released
CCCAOE October 19, 2012	WE ARE HERE 

IN SHORT...

- **BACCC Led...**
- **RP Group = HEAVY LIFTING**
- **CO with us every step of the way...**
- **Leaned on Regional Consortia for statewide dissemination**
- **149 + colleagues representing ~46 colleges, 9 community college districts, across the state DROVE**
 - Validated the need
 - Informed the response
 - We hope will continue to shape
- **15 Early Adopters (Pilot) broke ground for the rest of us**
- **~40 committed to refining the effort further**

CTE Employment Outcomes Survey: Results from the Pilot Year

KC Greaney, Ph.D.

RP Group and Santa Rosa Junior College

CTE Employment Outcomes Survey

- One Survey for “Completers” (certificate of 6+ units and/or vocational degree) and one for “Leavers” (met VTEA “Concentrator” definition, but stopped enrolling prior to earning an award)
- Dual purposes:
 - Provide insightful information for local program improvement
 - Collect statewide data for documentation of CTE outcomes
- Practitioner-Driven Effort
 - Statewide meetings, conference calls, collaboration
 - All methodology, implementation and survey questions vetted
 - Report format developed in response to practitioner needs

CTE Employment Outcomes Survey

Methodology

- 2 Surveys: Completers, Leavers
- 3 Modalities: e-mail, then US mail, then phone calls
- Survey conducted approximately 1.5 years after completing/leaving

Sample

- 15 Colleges
- All students included who met the criteria
 - By 09/10, had either earned a vocational award of 6+ units OR met VTEA “concentrator” definition AND did not enroll in 10/11
- Total = 15,105 (7,681 Completers and 7,424 Leavers)

CTE Employment Outcomes Survey

Data

- Chancellor's Office MIS data wherever possible
- Local data supplement (student contact information)
- Survey data

Basic Costs

- For 2013, \$4.5K for smallest schools with limited delivery modalities to \$25K for largest colleges employing all delivery modalities

CTE Employment Outcomes Survey

Response Rates

- Overall, 30% (Completers: 34%, Leavers: 26%)
- By College, overall response rate ranged from 19% to 37%

Reports

- Statewide reports for Completers and Leavers
- College level reports for Completers and Leavers
- Program level reports within a college if there are sufficient numbers
- Full data sets being given back to colleges for further analysis

Statewide Findings: Completers

The big questions...

- Are our CTE students employable?
- Do they find jobs in the field in which we trained them?
- Do they see an increase in income?

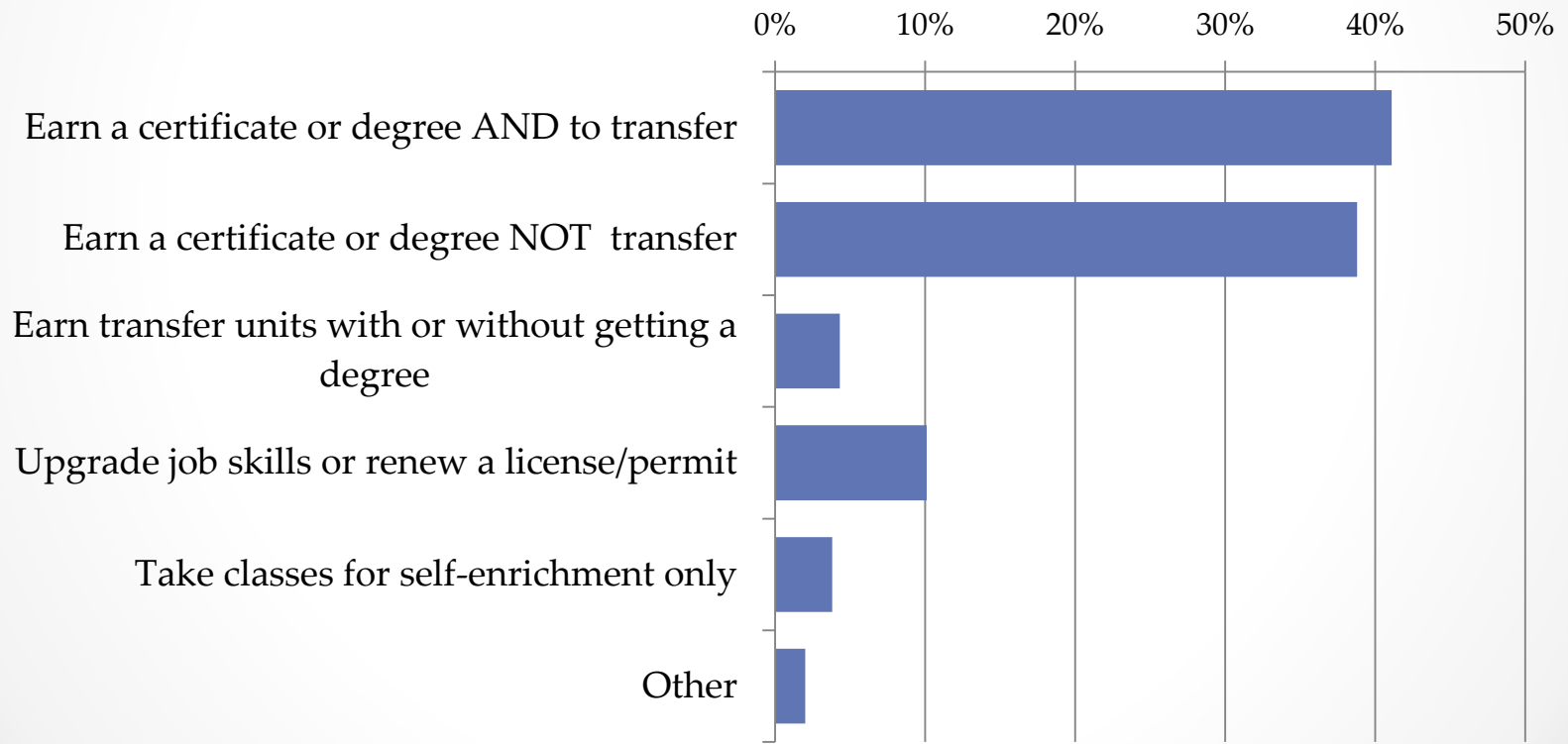
...in other words, was the program worth it?

Statewide Findings: Completers

- 34% Response Rate
- 94% Satisfaction Rate with education and training
- 30% transferred (25% pursuing related field)
- 77% working in their field of study (or “close”)
- 73% are interested in taking more classes or training in their field in the near future
- 45% successfully engaged in a job search, 14% did not (the remainder were not looking or were already employed)

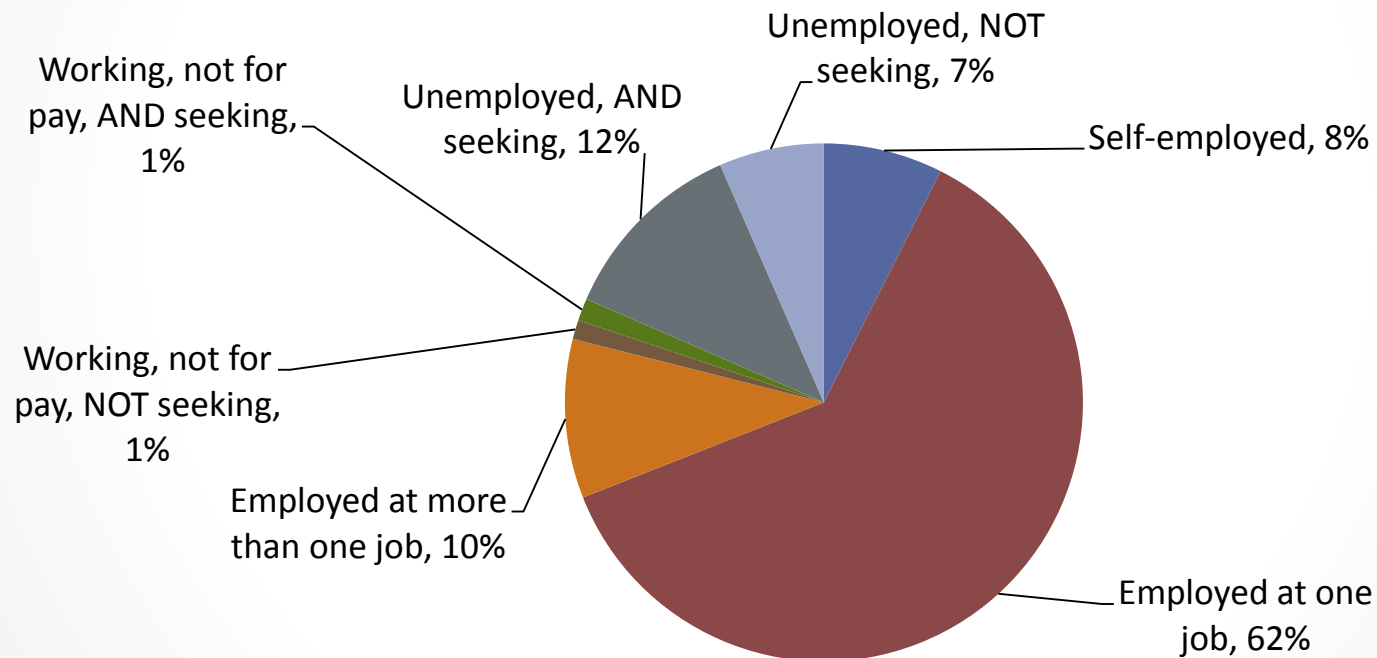
Findings: Completers

Educational Goal: 80% indicated earning a certificate or degree (with our without transfer) and 10% upgrading job skills or license/permit renewal



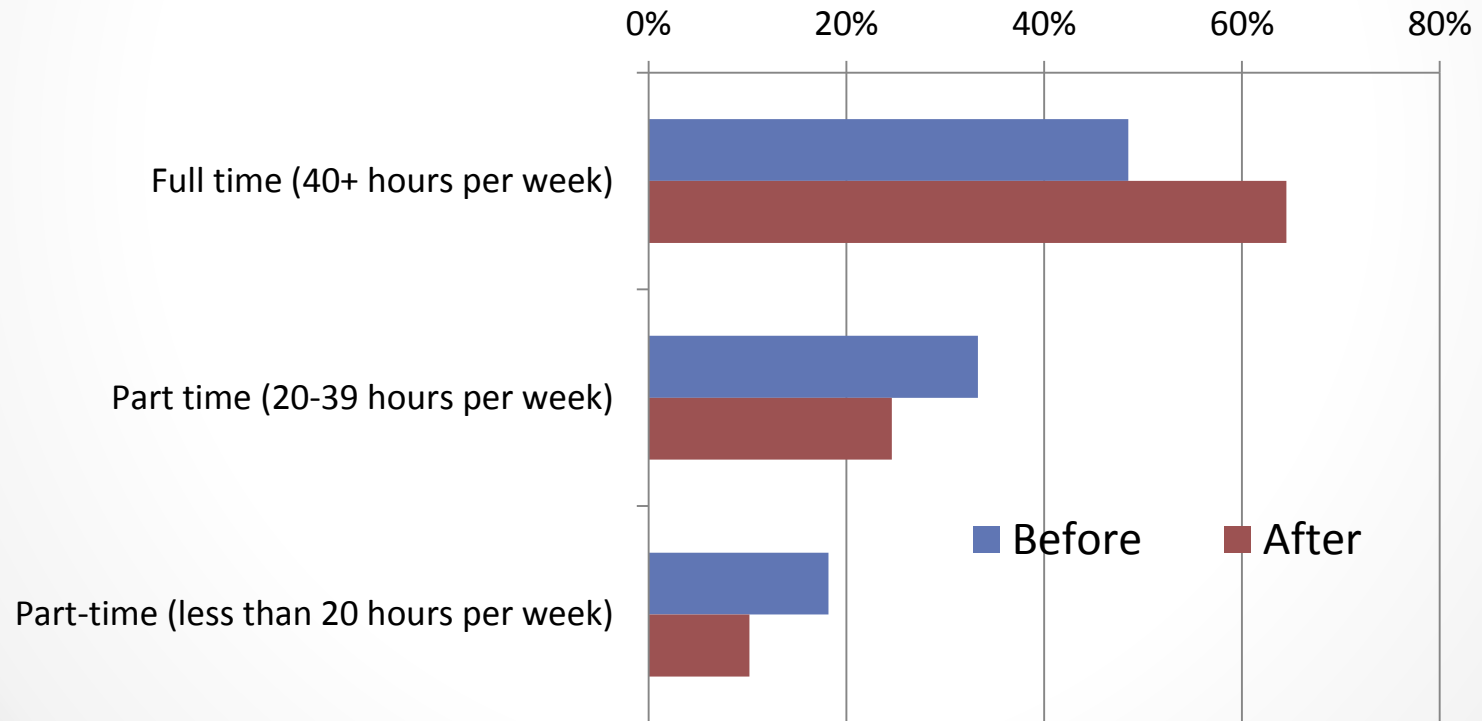
Findings: Completers

- 79% of respondents are employed for pay



Findings: Completers

- More students worked full time after completing studies and training



Findings: Completers

- The hourly wage of degree/certificate earners **increased 39%** from their hourly wage before their studies (\$17.78) to their hourly wage after completing a degree or certificate (\$24.79)



Statewide Findings: Leavers

The big questions...

- Are our CTE leavers “losers”? Or have we failed them?
- Are leavers employable?
- Do they find jobs in the field in which we trained them?
- Do they see an increase in income?

...in other words, were the courses and training worth it, even if the student did not complete a program of study?

Statewide Findings: Leavers

Similar to Completers, except

- Lower Response Rate (26% versus 34% for Completers)
- Fewer with the goal of earning a certificate or degree (60% versus 80% for completers)
- Twice as many with the goal of upgrading job skills and/or renewing a license/permit (19% versus 10% for Completers)
- Slightly higher transfer rate (34% versus 30% for Completers)
- Slightly fewer report working in their field of study (or “close” – 70% versus 77% for Completers)
- Earnings increase is lower (26% increase versus 39% for Completers)

Statewide Findings: Leavers

Primary reasons for leaving:

- My goals were met
- I transferred to another school
- I completed the program
- I got a job
- I didn't have enough time for classes
- Financial reasons
- Classes I needed were not available
- Family or personal reasons

Statewide Findings: Leavers

Least cited reasons for leaving:

- I needed more ESL and/or basic skills to be successful
- Semester is too long
- I need more time to decide what I want
- The program is not what I wanted
- I am still enrolled

Basic Demographics

	Completers	Leavers	All CCCs
Gender: Female	60%	51%	54%
Asian	18%	17%	11%
Black	6%	5%	7%
Latino	19%	20%	30%
White	45%	47%	32%
DSPS	8%	4%	~
ESL	7%	5%	~
Acad. Disadvantaged	47%	40%	~
Migrant Worker	8%	6%	~
	n=7,681	n=7,424	n=2.8 million

“Swirl”

	Completers	Leavers
Attended multiple colleges within the same district	13.5%	14.4%
Attended multiple districts	40.6%	39.7%
N/A – attended only one college	44.6%	44.8%

CTE Survey: Changes for Next Year

- Implement ***all the lessons we learned*** from the pilot year
- Roughly 40 Colleges/Districts participating
- Move away from “Completers” versus “Leavers”
 - Move towards “CTE Skill Builders”
- Broaden cohort to students who completed 9+ units of SAM-coded vocational courses (to include those who completed a certificate or vocational degree)
- Tighter time line (reports out by the end of June)
- Add questions re: industry certification, impact of coursework, more responses taking transfer into account

Quick View

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College level data / data file

Pilot College Experiences...

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- Clarifying questions?
- Thoughts?!

Super Quick Group Think

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Are there other interests/needs where a similar statewide approach could be taken?

ADJOURN

...