Moving Beyond Gainful Employment: Using Employment Outcomes for Improvement

Strengthening Student Success Conference
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Two Statewide Projects

- **CTE Outcomes Survey (CTEOS)**
  - KC Greaney, Mallory Newell
- **CTE Data Launchboard**
  - Kathy Booth, Terrence Willett

One Goal

- **Provide relevant and useful data to improve California Community College CTE programs**

CTE Outcomes Survey

KC Greaney, Santa Rosa Junior College

CTE Employment Outcomes Survey: Background

- **Collaborative effort among community college consortia, the Chancellor's Office, the RP Group, and Santa Rosa Junior College**
  - Modeled primarily after Cabrillo College's Completer/Leaver Surveys
- **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
  - Use survey to collect data and information not available elsewhere
  - Report format developed in response to practitioner needs

CTE Employment Outcomes Survey: Background

- **First (pilot) year of survey, 2012**
  - 15 colleges participated
- **Second year of survey, 2013**
  - 35 colleges participated, nearly 50,000 students surveyed
- **Third year of survey, 2014**
  - ~ 40 colleges participating
- **Changes from pilot year:**
  - Slight modification to questions
  - Inclusion of new questions regarding industry certification/licensure, and journey-level status

CTE Employment Outcomes Survey 2013

Methodology

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

Sample

- All students included who met the criteria
  - By 10/11, had either earned a vocational award of 6+ units OR earned 9+ CTE units AND did not enroll in 11/12
- Total = 35 Colleges and 47,436 students

Data

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

CTE Employment Outcomes Survey 2013

Response Rates

- Overall, 24%
- By College, overall response rate ranged from 33.4% to 11.9%
- Lower response rates from colleges that did not participate in all three modalities, AND those without current, accurate contact information

Reports

- Statewide, and college level reports
- Full data sets being given back to colleges for further analysis

Basic Demographics

	CTEOS Cohort	CTEOS Respondents	All CCCs 2010/11
Gender: Female	49%	54%	53%
Asian	21%	19%	12%
Black	6%	5%	8%
Latino	25%	22%	34%
White	39%	44%	32%
DSPS	5%	6%	~
ESL	5%	5%	~
Acad. Disadvantaged	41%	41%	~
Migrant Worker	4%	5%	~
	n=47,353	n=11,512	n=2.6 million

"Swirl"

	CTEOS Cohort	CTEOS Respondents
Attended multiple colleges within the same district	17.6%	19.2%
Attended multiple districts	45.5%	45.6%
N/A – attended only one college	36.9%	35.2%

Statewide Findings

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?

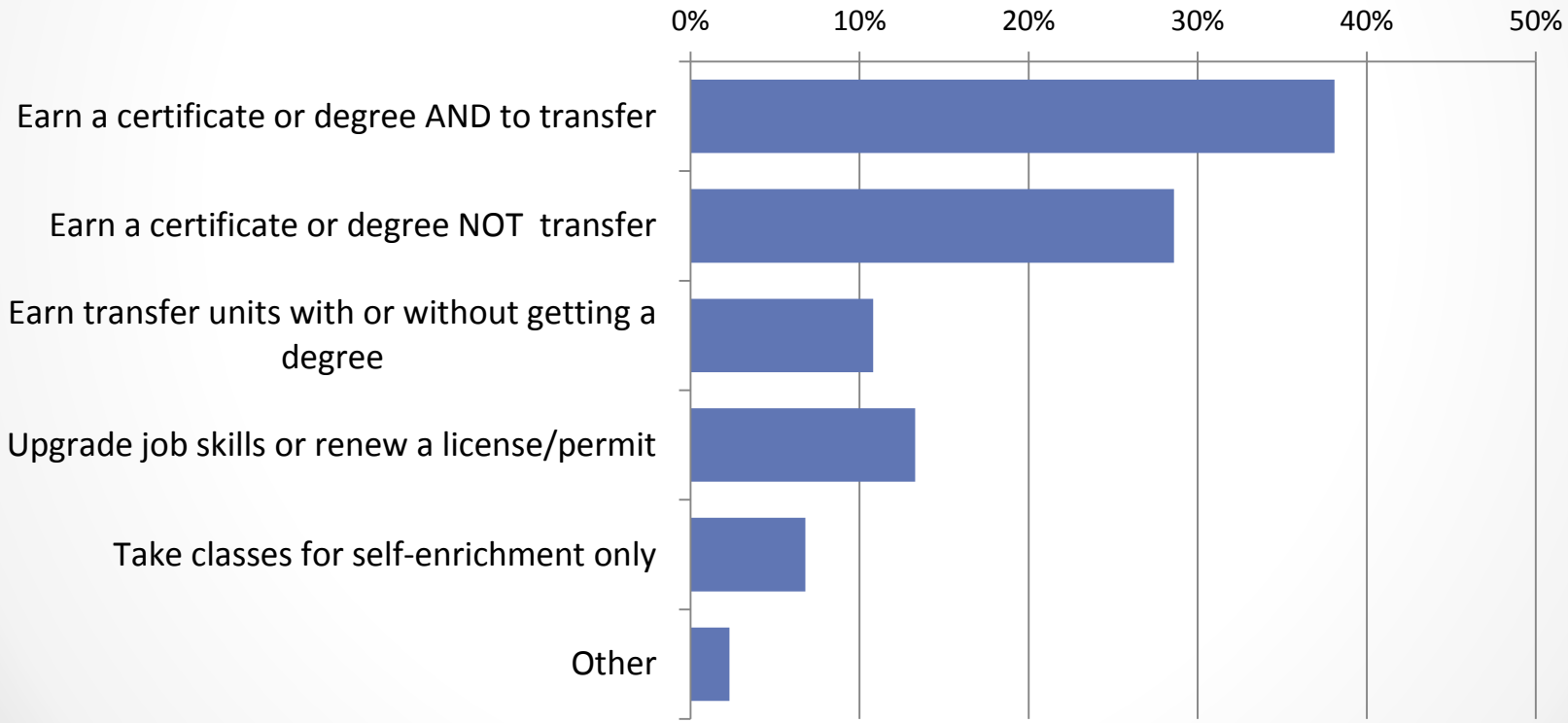
…in other words, was the program worth it?

Statewide Findings

- 24% Response Rate
- 92% Satisfaction Rate with education and training
- 35% transferred
- 75% working in their field of study (or “close”)
- 32% successfully engaged in a job search, 11% unsuccessfully engaged in a job search (the remainder were not looking or were already employed)

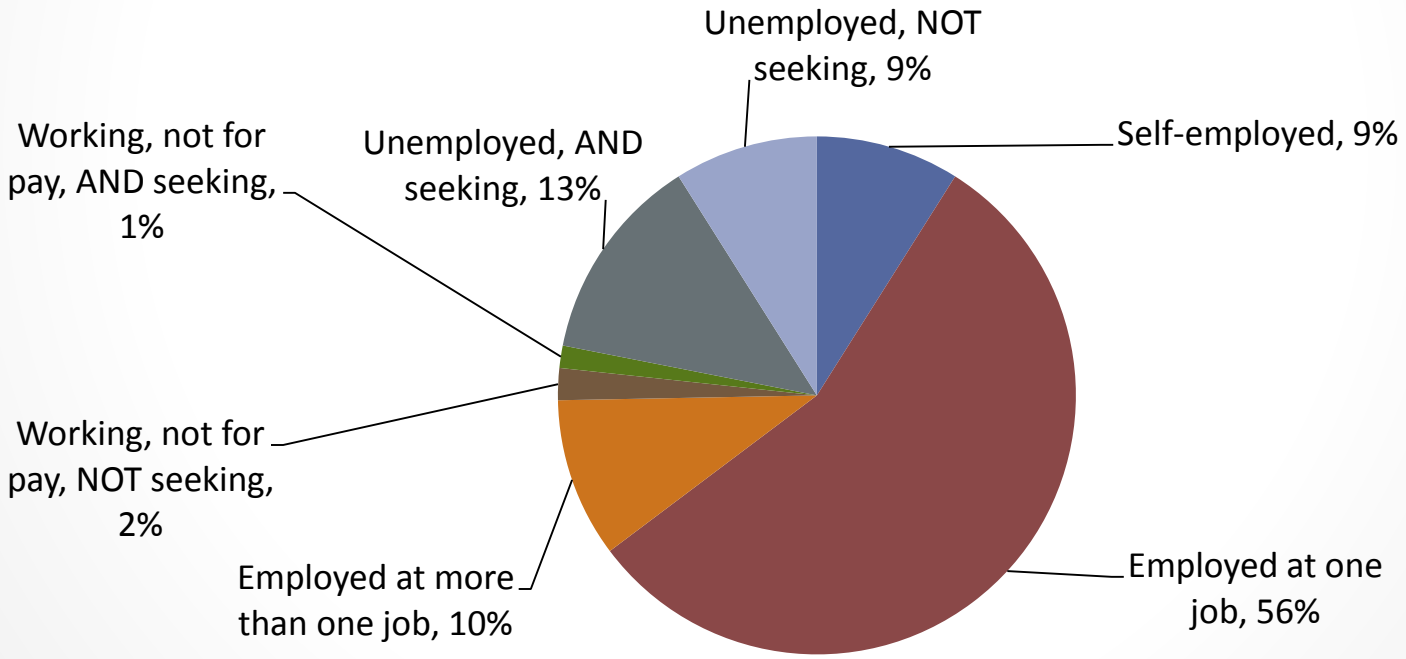
Findings: Educational Goal

Most (67%) indicated earning a certificate or degree (with our without transfer) and 13% upgrading job skills or license/permit renewal



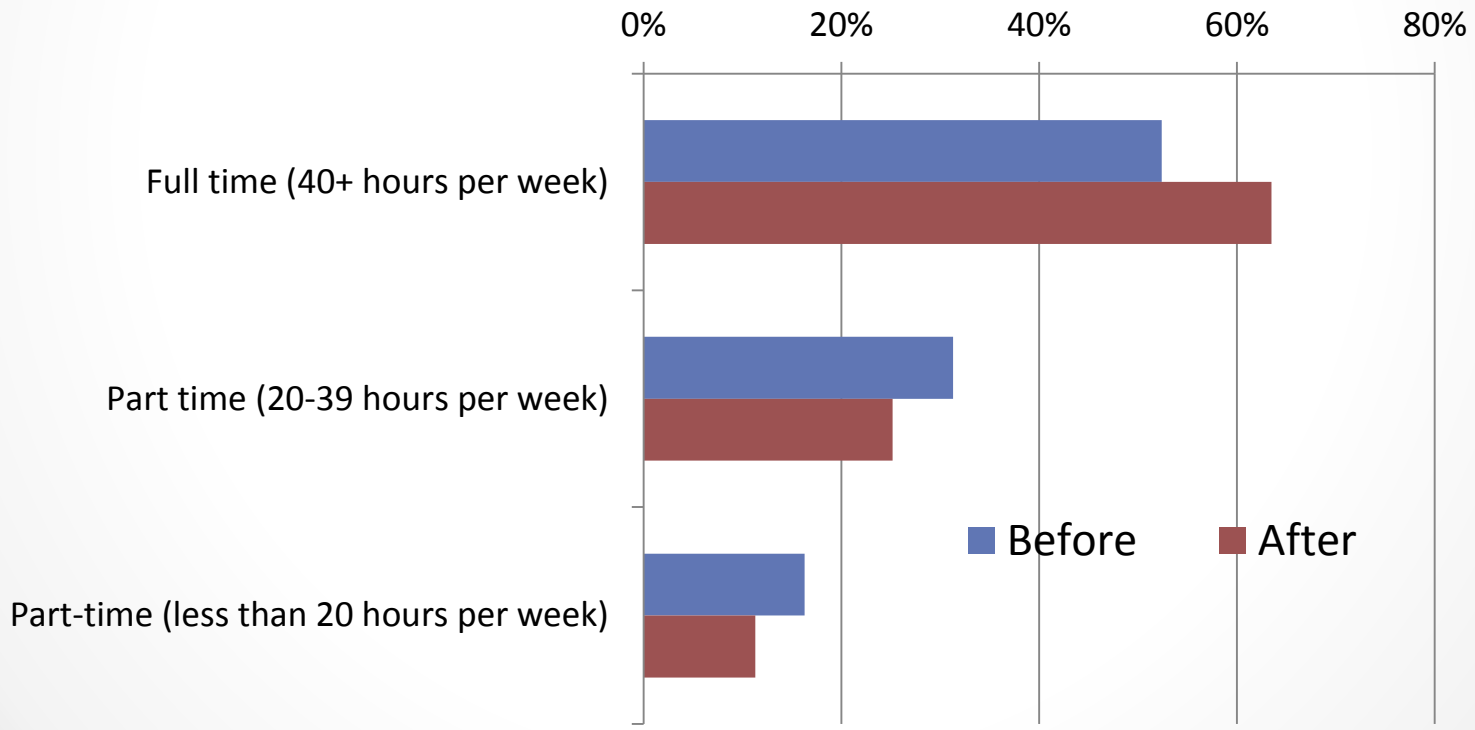
Findings: Employment Status

75% of respondents are employed for pay



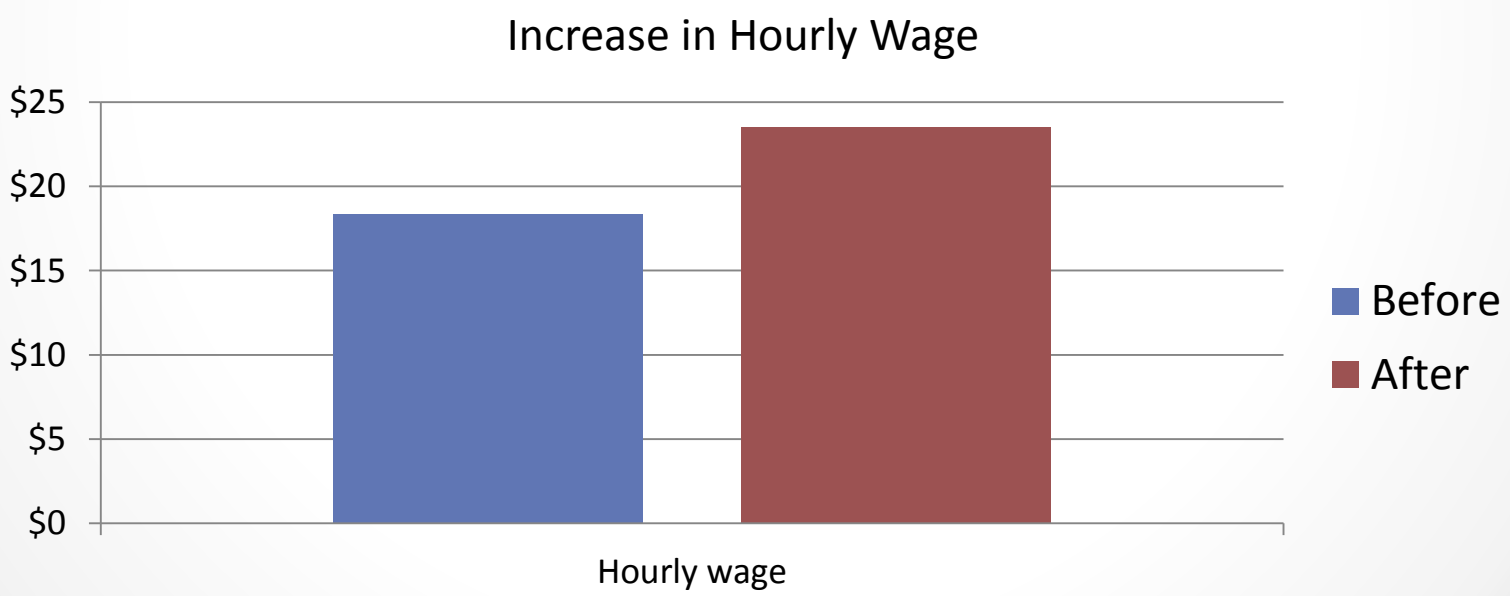
Findings: Work Status

More students worked full time after completing studies and training



Findings: Wage Increase

The hourly wage of respondents ***increased 28%*** from their hourly wage before their studies/training ($18.34) to their hourly wage after completing their studies/training($23.51)



Further Examination of Results

- Over a third of respondents transferred to a 4-year college or university
- Less than half of respondents earned a degree or certificate

…doesn't that make a difference?

- ✓ How do the results vary by transfer and completion status?
- ✓ What characterizes "Skills Builders" (non-completers)?
- ✓ Does completion matter?

Wage Increase by Completion Status

Completion Status	*Hourly Wage Prior*	*Hourly Wage Post*	*Increase*	*Change*
Skills Builder	$18.65	$23.39	$4.74	25.4%
Completer	$17.99	$23.68	$5.69	31.6%
Total	***$18.35***	***$23.52***	***$5.17***	***28.2%***

Wage Increase by Award Level

Award Level	*Hourly Wage Prior*	*Hourly Wage Post*	*Increase*	*Change*
AA/AS	$17.75	$25.09	$7.34	41.3%
Cert of 60+ units	$23.81	$29.80	$5.99	25.2%
Cert of 30 to <60	$17.72	$22.00	$4.28	24.2%
Cert of 18 to <30	$18.55	$21.91	$3.36	18.1%
Cert of 12 to <18 units (CO approved)	$18.16	$21.23	$3.06	16.9%
Cert of 6 to <18 units (not CO approved; posted in COMIS)	$18.08	$21.07	$2.98	16.5%
Total	***$17.99***	***$23.68***	***$5.69***	***31.6%***

Respondents: Characteristics

	No Transfer: Skills Builder	No Transfer: Completer	Transfer: Skill Builder	Transfer: Completer
Gender: Female	50.2%	63.0%	48.4%	55.6%
Ed Attain: BA/BS +	27.1%	19.5%	6.3%	5.2%
Age	36.8	36.1	25.6	28.7
Acad. Disadvantaged	34.6%	43.1%	42.1%	50.1%
Attend only 1 CCC	42.6%	26.2%	41.5%	24.8%
	n=4,112	n=3,470	n=2,552	n=1,460

Respondents: Interesting Findings

	No Transfer: Skills Builder	No Transfer: Completer	Transfer: Skill Builder	Transfer: Completer
"Very close" relationship between studies/training and job	44.8%	59.5%	38.1%	46.2%
Successful job search	29.1%	43.1%	22.4%	28.1%
Coursework/training had "no impact" on employment	30.5%	18.6%	41.6%	29.3%
Self Employed	11.4%	7.8%	6.1%	6.7%
Ed Goal: Update Skills, Renew License	25.5%	10.5%	4.0%	2.5%
Ed Goal: Self Enrichment	13.6%	4.0%	2.8%	1.6%

Respondents: Wage Increase

	No Transfer: Skills Builder	No Transfer: Completer	Transfer: Skill Builder	Transfer: Completer
Hourly Wage PRE	$21.19	$19.03	$14.45	$15.53
Hourly Wage POST	$25.87	$24.78	$19.01	$20.81
Increase in Wage	$4.68	$5.75	$4.56	$5.28
Percent Change	***22.1%***	***30.2%***	***31.5%***	***34.0%***

Summary: Transfer and Completion Status

- **Non-transfer skills builders are an unusual group**
  - Older; more likely to have the educational goal of upgrading job skills or renewing an industry license/permit
  - More likely to already have a BA/BS and to be self-employed
  - Show the highest pre- AND post- hourly wages
- **Completion Matters, at least somewhat**
  - While both completers and skills builders show post-program wage increases, the increase is more pronounced for completers
  - Completers, regardless of transfer status, are more likely to report successful job searchers
  - Completers, regardless of transfer status, are more likely to report that their job is "very" closely related to their coursework/training

CTEOS User Feedback Survey and Resources

Mallory Newell, De Anza College

CTEOS User Feedback Survey

- A link to the survey was emailed to all college contacts who participated in the survey on the 2011-12 academic year
- Received 6 valid responses
- Respondents suggested that the results had largely been used to inform decision making in the areas of:
  - Enrollment management
  - Accreditation
  - Perkins or other reporting
  - Program improvements
  - Changes to program degree offerings

Additional Highlights

- Respondents found the following to be **most valuable about the survey**:
  - Ease of administration by the RP Group
  - The multiple ways students were contacted to increase response rates
  - The overall findings from the survey from my college
  - The model report that was provided
- Respondents stated the following **technical support would have been beneficial**:
  - Assistance with the initial data pull of students
  - Assistance with analyzing the results
  - Examples of how other colleges shared the results and with whom

CTEOS Resources

User Guide:

- How other colleges used and shared the results
- Lessons learned from participating in the survey
- Example discussion questions

PowerPoint Template:

- Input your college's results and share!

Program examples:

- Examples from 2 colleges who disaggregated the data by program.

http://www.rpgroup.org/resources/resources-using-results

CTE Data Launchboard

Kathy Booth, WestEd
Terrence Willett, Cabrillo College

CALIFORNIA COMMUNITY COLLEGES

Doing What MATTERS™

FOR JOBS AND THE ECONOMY

Strengthening Student Success Conference
Moving Beyond Gainful Employment: Using Employment Outcomes for Improvement
October 10, 2013

Understanding the Launchboard

The Launchboard is a new data resource that can be used to view the movement of the needle on student success in career technical education (CTE).

Hosted by Cal-PASS, the Launchboard aggregates program-level data including:

- Student characteristics, progress, and completion from the Chancellor's Office database
- Wage data from EDD
- Employment outcomes from the CTE Employment Outcomes Survey
- Labor market information from EMSI
- Local information such as low-unit certificates and industry certifications

Launchboard Origins

- Concept was developed at a statewide planning meeting of diverse CTE stakeholders

- Structure and metrics were developed by the RP Group, Cal-PASS, Centers of Excellence, and WestEd as a proof-of-concept

- Chancellor's Office adopted the concept and expanded the scope to include the Common Metrics used for Workforce and Economic Development grant reporting

Launchboard Contents

- Launchboard tab: commonly available metrics grouped into categories such as enrollment, employment, and demand

- Common Metrics tab: grant-reporting metrics

- Event Manager: tool for capturing information on students who are not included in the Chancellor's Office MIS Database (ARCC)

Launchboard Contents

Launchboard Tab

College | Programs | Current Year

College 2 | Accounting (050200) | 2011-2012 | Refresh

- Enrollments
- Capacity
- Support
- Milestones

	Metric 5 Year	Metric Current	% Increase / Decrease	Trend
Course Completion Rate	84.70 %	83.50 %	-1.40 %	▼
Course Success Rate	72.00 %	70.60 %	-1.90 %	▼
GPA	2.89	2.95	2.10 %	▲
Attained 9+ units	54.0	55	1.90 %	▲
Term to Term Retention	1136.2	1156	1.70 %	▲

- Credentials
- Employment
- Demand

View program-level information in categories such as enrollment, employment, and demand.

Launchboard Tab

Chancellor's office approved certificates	38.0	54	42.10 %
Gender			
Male	6.0	6	
Female	30.0	47	56.70 %
Unknown	1.0	1	
Ethnicity			
Black or African American			
Asian	14.0	17	21.40 %
Hispanic / Latino	4.0	4	
Unknown / Non-Respondent	4.0	11	175.00 %
White	15.0	22	46.70 %
Age			
20 to 24	3.0	6	100.00 %
25 to 29	7.0	7	
30 to 34	7.0	14	100.00 %
35 to 39	5.0	4	-20.00 %
40 to 49	8.0	17	112.50 %
50 +	6.0	6	
DSPS			
EOPS			

Drill down to see how outcomes vary for student characteristics such as demographics or DSPS and EOPS status

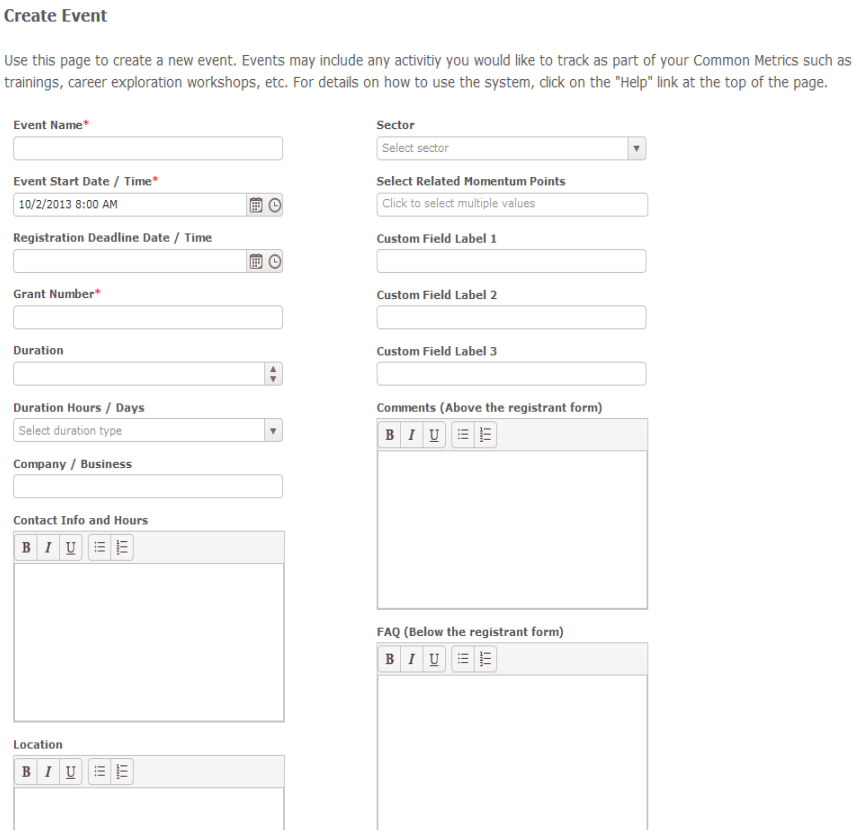
Common Metrics Tab

General Education and Transfer Progress Cluster

	Metric 5 Year	Metric Current	% Increase / Decrease	Trend
MP 19. Completed a work readiness Soft Skills training program (either stand-alone or embedded)			Upload Missing Data	
	Metric 5 Year	Metric Current	% Increase / Decrease	Trend
MP 20. Completed College Level English and/or Math	218	262	20.20 %	▲
	Metric 5 Year	Metric Current	% Increase / Decrease	Trend
MP 21. Completed the CSU-GE or IGETC transfer track/certificate (Primary Goal)			Upload Missing Data	
	Metric 5 Year	Metric Current	% Increase / Decrease	Trend
MP 22. Completed Major requirements in a CTE area (Primary Goal)			Upload Missing Data	
	Metric 5 Year	Metric Current	% Increase / Decrease	Trend
MP 23. Completed an A.A. Degree in a major aligned with student's CTE pathway (Primary Goal)			Upload Missing Data	
	Metric 5 Year	Metric Current	% Increase / Decrease	Trend
MP 24. Completed an A.A. Degree with a major different from student's CTE pathway			Upload Missing Data	

Upload information on metrics required for Doing What Matters braided funding (detailed instructions available soon)

Event Manager Tab



Capture data on learners who are not enrolled as students, such as contract education participants

Launchboard 1.0 Roll-Out: Aggregation & Infrastructure

Available by October 22:

- Common Metrics and Event Manager tabs for all colleges
- Launchboard tab available for 35 colleges who participated in the CTE Employment Outcomes Survey last year

Coming soon:

- Resources on how to upload data into the Common Metrics tab will be available by November
- Ability for Doing What Matters key talent to see data by region or sector by December
- Launchboard tab available for all remaining colleges by January

Launchboard 2.0 Roll-Out: Expansion & Actionability

- Include additional metrics (e.g., Perkins, industry certification, industry-specific skills, EWD data)
- Add more functionality (e.g., cohort tracking, CTE Employment Outcomes Survey query tool)
- Build reports that use Launchboard data to support common data conversations (e.g., board reports, faculty engagement, program review)

Discussion

- How would your college use a tool like this?
- What functionality would be most important to include in the 2.0 version?

Find Out More

- Visit www.calpass.org to view the Launchboard, populated with information from four pilot colleges (starting October 15)

- Send your questions and comments to launchboard@cccco.edu