

# WHY IS CTEOS IMPORTANT?

***College Marketing Tools &  
Increasing Response Rates***



# YOUR PRESENTERS



Name



Name



Name

# AGENDA

## **TODAY: WHAT & WHY**

1. CTEOS Background & Purpose
2. What is the Data Used For?
3. Accessing the Data

## **TOMORROW: HOW**

1. Communicating to Faculty and Administration
2. Marketing CTEOS

# Zoom Poll

# CTEOS Quick Facts

“Career Technical Education Employment Outcomes Survey”

Annual Survey

~120 Community Colleges currently participating, including non-credit institutions

Underwritten by the Chancellor’s Office, Managed by SRJC OIR

~150,000 former community college students surveyed every year

An average of ~30% participate annually

# IN 2012 A PARTNERSHIP WAS BORN...

## **Piloted with fifteen California Community Colleges in 2012**

2013 - 35 Colleges  
2014 - 37 Colleges  
2015 - 37 Colleges  
2016 - 68 Colleges

## **Chancellor's Office Underwriting for All CA Community Colleges**

2017 - 116 Colleges  
2018 - 117 Colleges  
2019 - 117 Colleges

## **Non-Credit Colleges Added in 2020 + COVID Impacts Survey**



# 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? Are we justified in offering it?

# How?

~1.5 - 2 years after the students stop attending

- Transfer, graduate, license/award, or stop taking classes

Send them the survey that includes questions about:

- Satisfaction with their CTE program or courses
- Pre- and Post-education wages
- Employment hours & length of time to find a job
- Apprenticeship & Internship Statuses
- Working within their field of study...
- Survey Instrument at [cteos.santarosa.edu](http://cteos.santarosa.edu)



# WHO RECEIVES THE SURVEY?

COMPLETERS	TERMINAL CERTIFICATES	SKILLS BUILDERS
CTE Degree	CTE Award of at least 6+ Units	9+ CTE Units
CCCCO Approved Certificates	Not CCCCCO Approved and not enrolled the following year	Have not received an award and are not enrolled in the following year

# THE CTEOS ANNUAL PROCESS



Colleges provide primary & secondary contact information

COMIS provides data file of MIS data elements to OIR

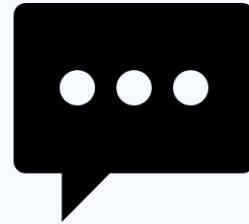
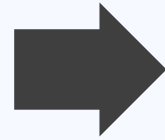
OIR provides cohort lists to colleges to extract student contact info

Colleges provide student contact info

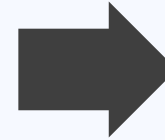
# SURVEY DISTRIBUTION



Email

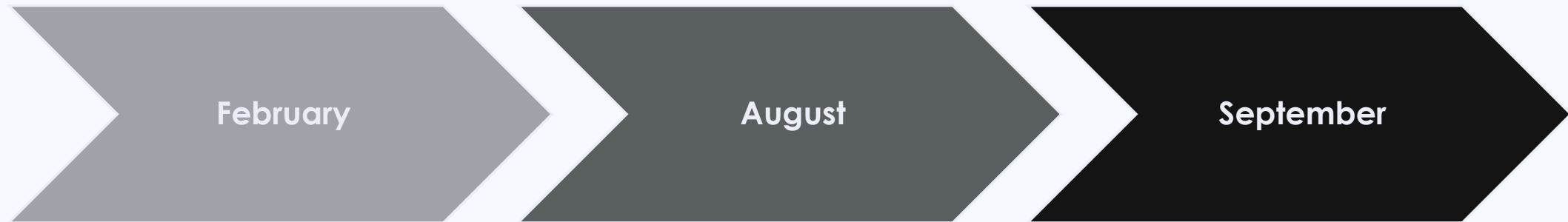


Text



Phone

# THE CTEOS ANNUAL PROCESS



OIR completes email and text surveys

Phone surveys complete

College reports & data sets complete  
Complete data file to CCCCCO

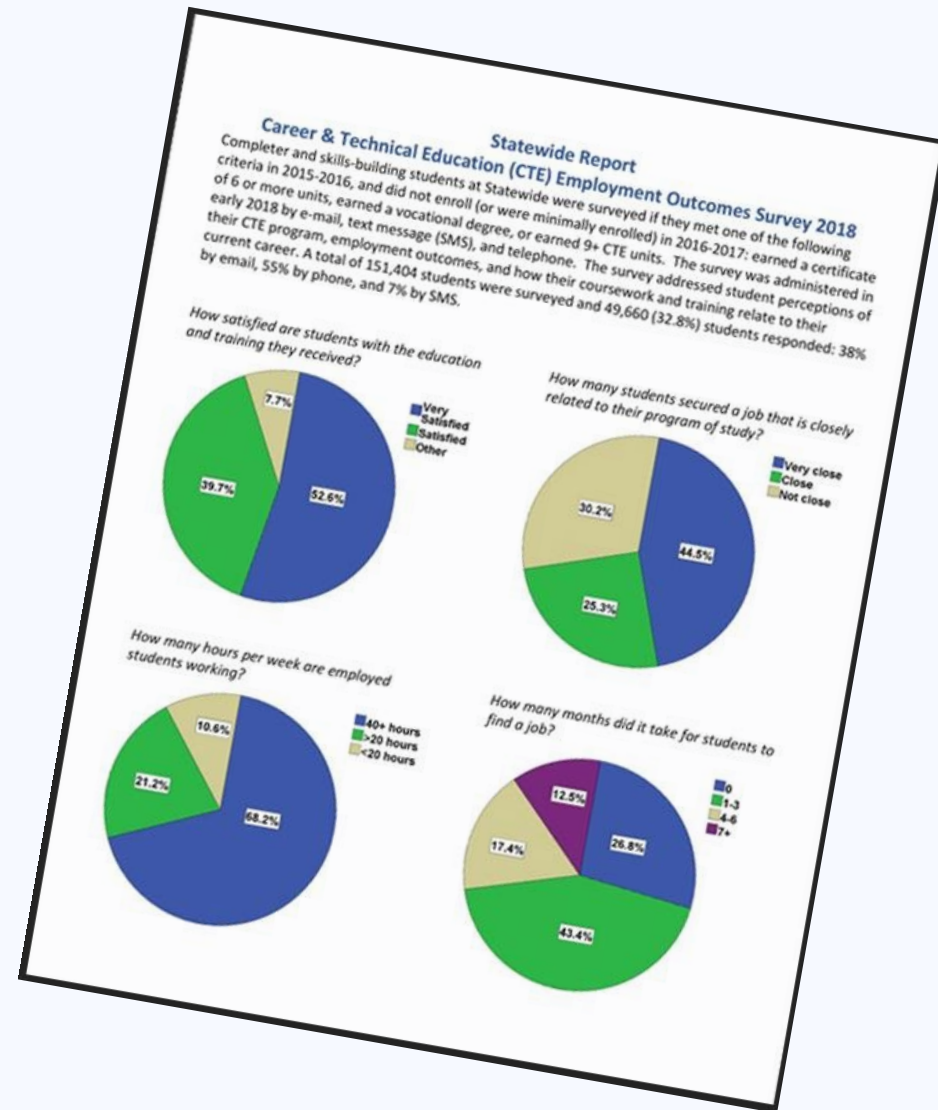
# The Results:

Statewide Report

College Reports

Data Visualizations

Raw data is available to colleges by request



# Data Elements Include:

- College Attended
- Demographics
- Ed Goals
- Units Earned
- GPA
- Program of Study
- Apprenticeship and Internship
- Satisfaction with Education/Training Received
- Transfer status
- Top Code of Awards
- Local Certificate Names
- Name of Certificate or License Earned
- Employment Status
- Current Job Title
- How long it took to find a job
- Wages before and after schooling
- Zip code of current employment
- SOC Codes
- ONET Codes

# Demographics Include:

- Gender
- Ethnicity
- Age at time of school completion
- DSPS
- Military Status
- Foster Youth Status
- Incarcerated Status
- Parent Education Level
- Migrant Worker Status
- Academically Disadvantaged...

**Questions?**



# Zoom Poll

Why CTEOS?

# What is CTEOS Data Used For By The State?

Strong Workforce Funding

Student Success Metrics

Vision for Success Goals



# Example of Data from CTEOS Dashboard

## Local Award and Median Wage Change (Completers)

Local Award (Completers)	Median Former Wages	Median Current Wages	Difference of Median Wages	Percentage Change
ACCOUNT CLERK PROGRAM	\$10.00	\$17.18	\$7.18	71.8%
ADMINISTRATIVE ASSISTANT PROGR	\$12.00	\$15.00	\$3.00	25.0%
AIR CONDITIONING/HEATING PROG	\$18.75	\$20.00	\$1.25	6.7%
AUTO BODY & PAINT TECH PROGRAM	\$11.00	\$15.60	\$4.60	41.8%
AUTOMOTIVE TECHNICIAN PROGRAM	\$13.00	\$16.50	\$3.50	26.9%
BRAKE/SUSPENSION TECH PROGRAM	\$11.00	\$11.00	\$0.00	0.0%
CHILD DEVELOPMENT 1 PROGRAM	\$17.50	\$21.25	\$3.75	21.4%
CISCO CERT NET ASSOC PROGRAM	\$21.50	\$31.00	\$9.50	44.2%
CLOTHING CONSTRUCT PROGRAM	\$15.00	\$17.75	\$2.75	18.3%
CULINARY ARTS ADVANCED PROG	\$30.00			
CULINARY ARTS AND SCI PROGRAM	\$14.50	\$17.50	\$3.00	20.7%
CULINARY ARTS PROGRAM	\$19.00	\$18.00	\$-1.00	-5.3%
DESKTOP OPERATING SYSTEMS PRO	\$15.00	\$14.25	\$-0.75	-5.0%
ELECTRONIC TECHNICIAN PROGRAM	\$17.00	\$18.00	\$1.00	5.9%

**Year**  
 (All) ▼

**CCCAOE (Region)**  
 (All) ▼

**Econ (Region)**  
 (All) ▼

**College Name**  
 (All) ▼

**Sector1**  
 (All) ▼

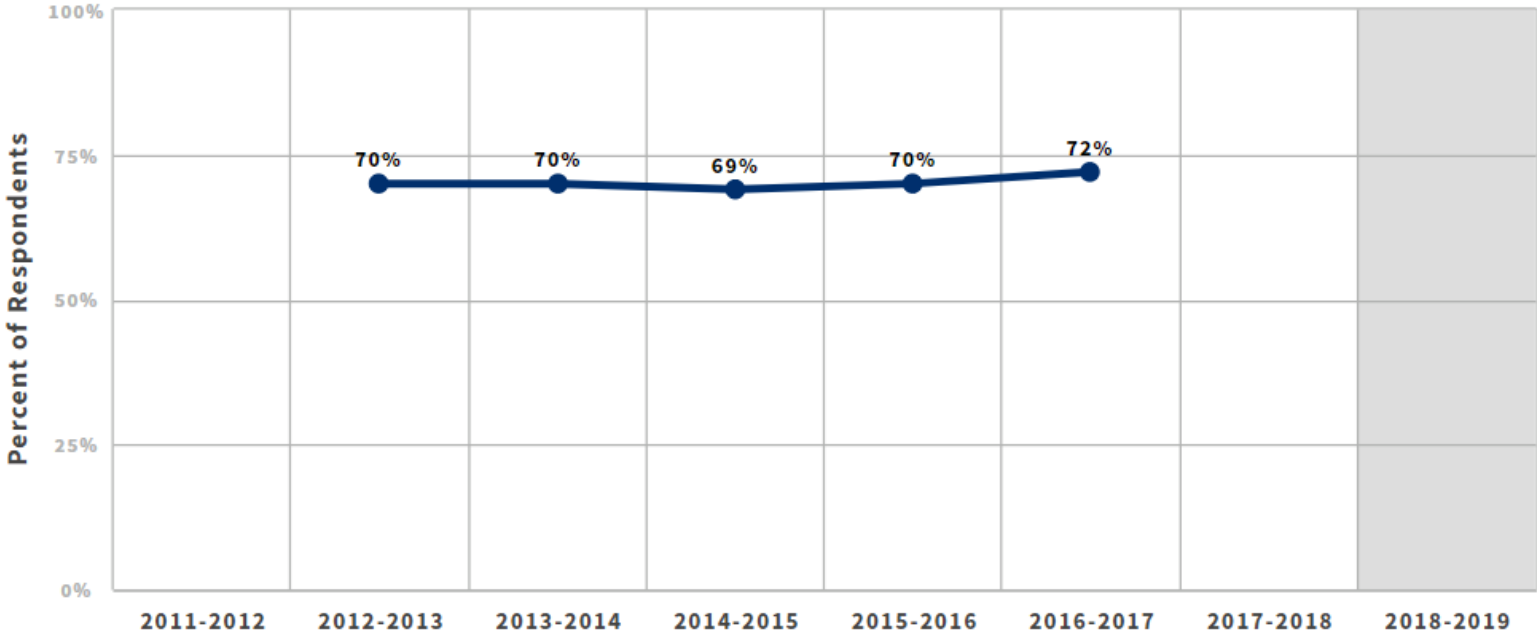
**Gender**  
 (All) ▼

**Ethnicity**  
 (All) ▼

# Example of LaunchBoard Data

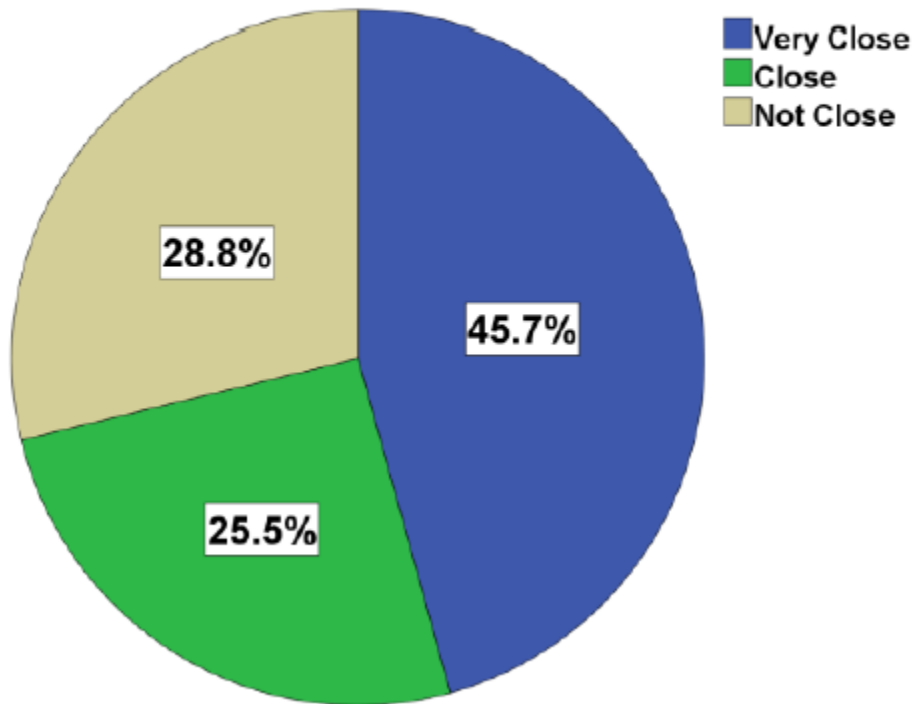
## SWP Students with a Job Closely Related to Their Field of Study

Among students who responded to the CTE Outcomes Survey and did not transfer to any postsecondary institution, the proportion who reported that they are working in a job very closely or closely related to their field of study



# Sample CTEOS Data

*How many students secured a job that is closely related to their program of study?*



*What were the hourly wages of the students before training versus after training?*



# Summary CTEOS Data Sample

## More Key Results

**\$8.33** is the overall change in hourly wages after completing training—in dollars

**56%** is the overall change in hourly wages after completing training—in percentage gain

**82%** of respondents reported being employed for pay

**41%** of respondents reported transferring to another college or university

**92%** of respondents reported being very satisfied or satisfied with their training.

## Conclusion

The results of the survey showed that completing CTE studies and training – whether or not a credential is earned, whether or not a student transfers – is related to positive employment outcomes. The preponderance of respondents are employed and are working in the same field as their studies or training. Notably, students realize a greater wage gain after completing their studies if they secure a job that is similar to their program of study.

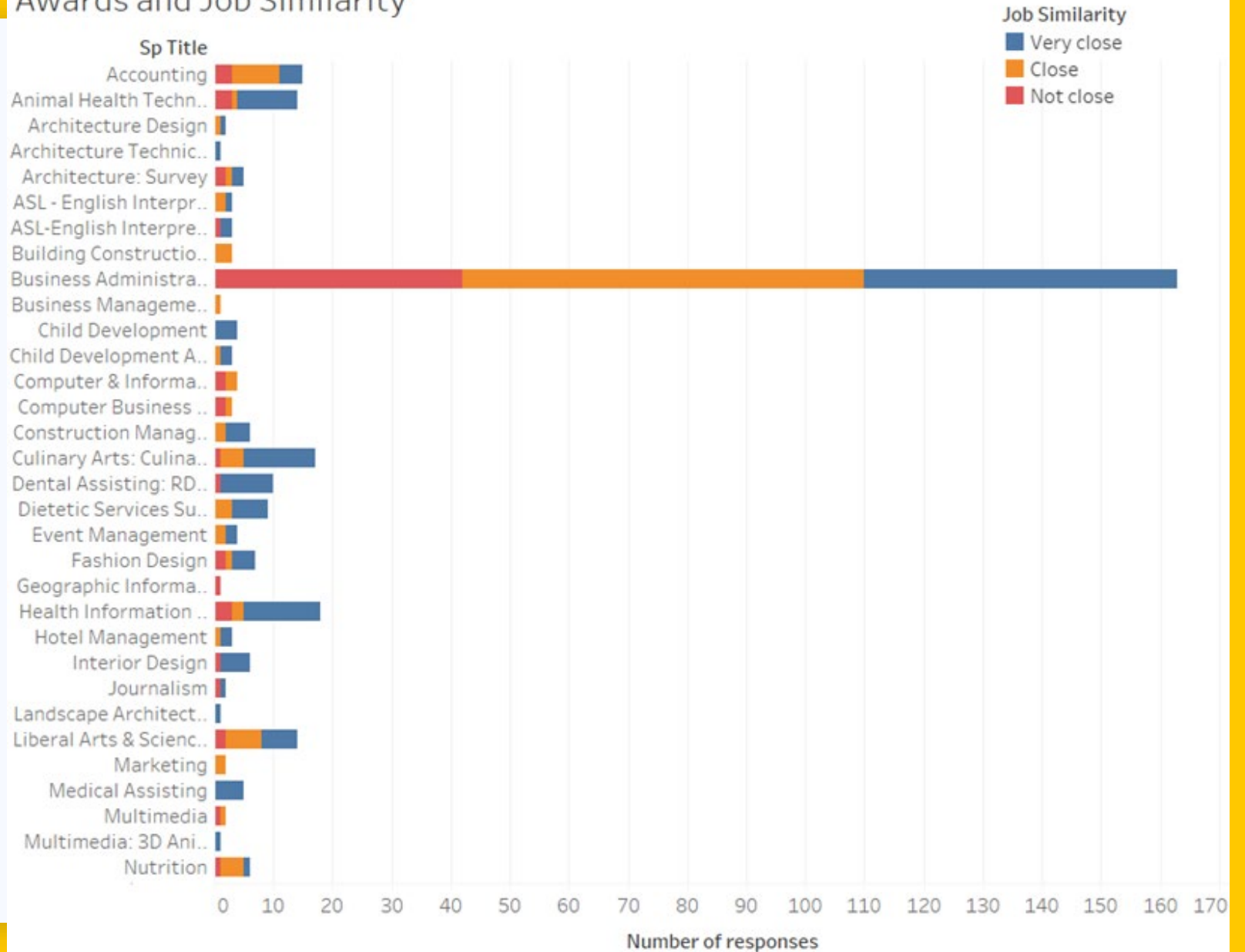
How do you think you could use this data at your college?

Please open your mic and/or put your response in the chat.



# Limitations....

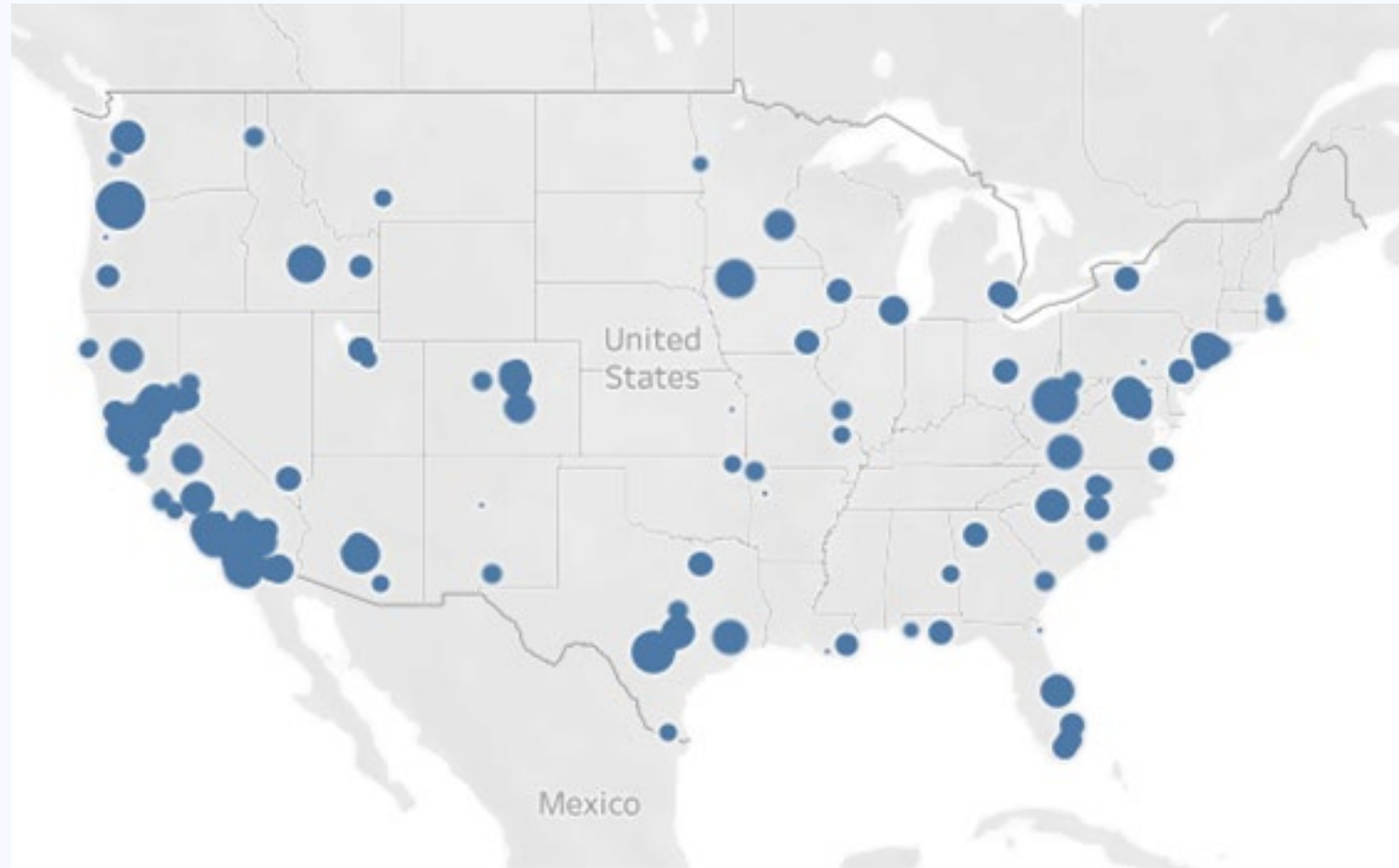
## Awards and Job Similarity



# Frustrations...

Sp Title	Ethnic IPEDS		
Business Administration	American Indian		1
	Asian		30
	Black / African American		4
	Hispanic		63
	Nataive Hawaiian / Other Pacific Islander		3
	Two or more races		10
	Unknown		9
	White		84
Business Manageme..	White		2
Child Development	Asian		2
	Hispanic		3
	Unknown		1
Child Development Associate Teacher	Hispanic		2
Computer & Information Sciences	White		1
	American Indian		1
	Asian		1
	Unknown		1
Computer Business Technology: Informa..	White		3
	Hispanic		1
	White		2
Computer Fashion T..	Hispanic		1
Construction Management	Hispanic		5
	Unknown		1
	White		2
Culinary Arts: Culinary Management	American Indian		1
	Asian		3
	Hispanic		10
	Two or more races		2
	White		6

# Revelations...



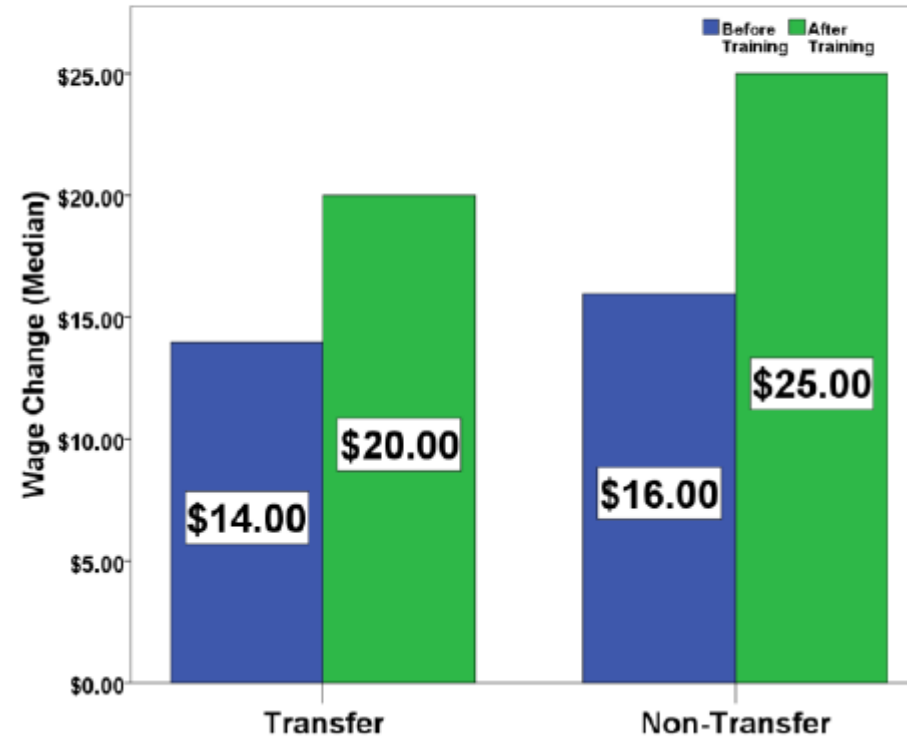
# Revelations...

*Does the similarity between job and program of study influence wage gains?*

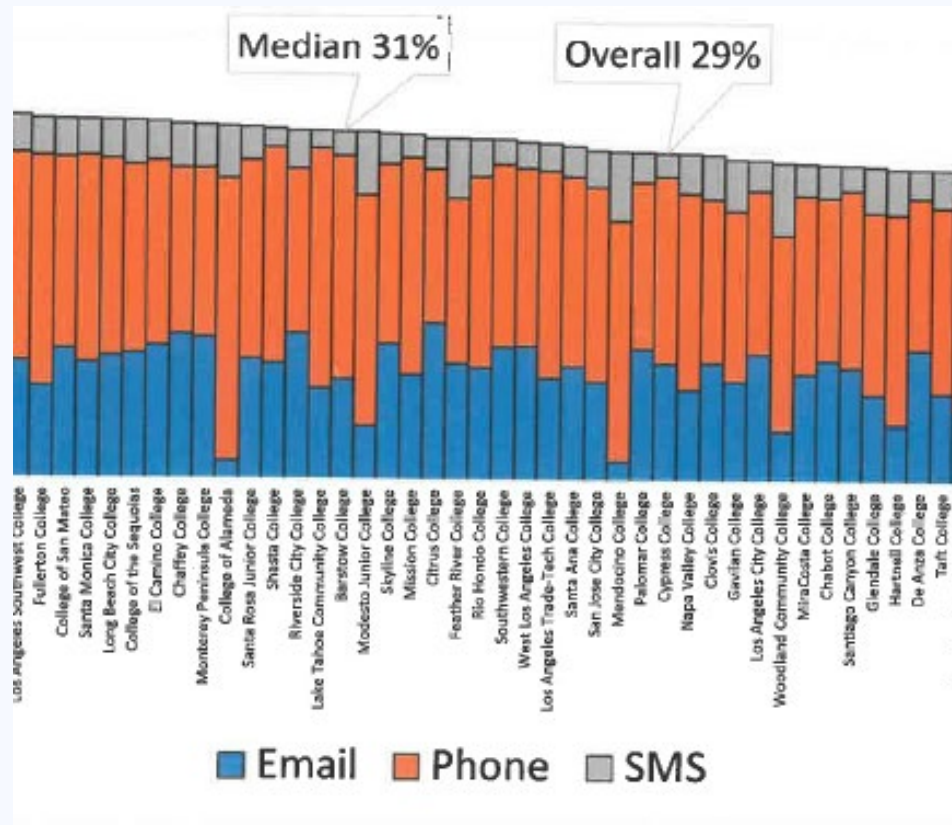


# Transfer

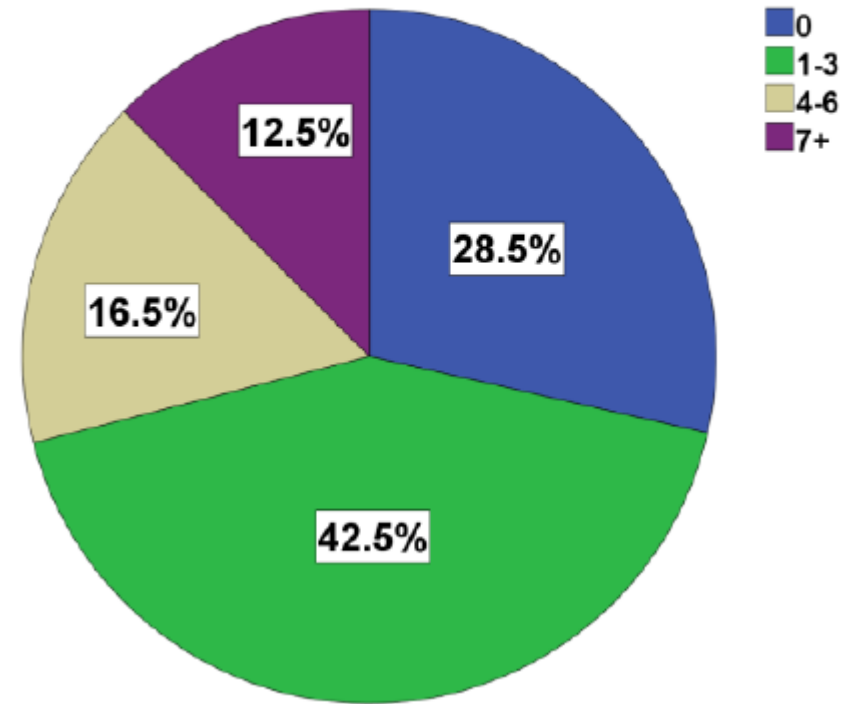
*What were the hourly wages of transfer students and non-transfer students—before training versus after training?*



# Areas for Improvement



How many months did it take for students to find a job?



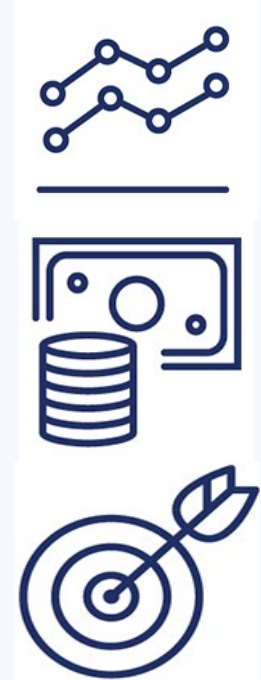
# Funding Requests & Reporting

Program Review

Resource Allocation Requests

ACCJC and Specialized Accreditation

What else?





Questions?



## To Do...

- **Head to [santarosa.edu/CTEOS](https://santarosa.edu/CTEOS) to find your data, college reports and review the visualizations**
- Do you know if your college puts out any communications regarding the CTEOS to students or faculty?
- Does your college communicate to alumni about the survey and encourage their participation?
- Does your college have any structure in place to make sure students' contact information is current when they leave?
- Is there a general culture of participation at your college?

# Accessing your Data

CTEOS College Reports

<https://cteos.santarosa.edu/college-reports>

CTEOS - Visualizations

<https://cteos.santarosa.edu/visualizations>

Launchboard - Strong Workforce

<https://www.calpassplus.org/LaunchBoard/Home.aspx>

