
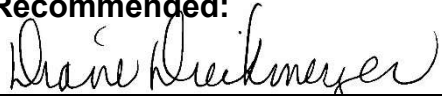



<b>Subject:</b>  <b>Bi-Annual Career Education Program Review and Strong Workforce Update</b>	<b>Attachment:</b>  1. PowerPoint Presentation 2. <a href="#">All in One Data Sheets CE – Spring 2021</a> 3. <a href="#">MiraCosta Career Education Program and Labor Market Information Booklet</a>
<b>Category:</b>  <b>Presentations</b>	<b>Type of Board Consideration:</b> <div style="text-align: center;">  </div> <b>Information                  Consent                  Action</b>
<b>Recommended:</b>  <hr/> <b>Diane Dieckmeyer, Ed.D.</b> <b>Vice President, Instructional Services</b>	<b>Approved for Consideration:</b>  <hr/> <b>Sunita V. Cooke, Ph.D.</b> <b>Superintendent/President</b>

## BACKGROUND

California Education Code 78016 requires the MiraCosta College to review vocational and occupational training programs every two years to ensure that each program meets a documented labor market demand, does not represent unnecessary duplication of other manpower training programs in the area, and is of demonstrated effectiveness as measured by the employment and completion success of its students. Any program that does not meet these requirements shall be terminated within one year. MiraCosta College Administrative Procedure 4102 sets forth the procedures for the two-year program reviews for all career and technical education programs. MiraCosta College employs Strong Workforce Program (SWP) metrics to conduct biannual career education program reviews.

## STATUS

The presentation informs and updates the Board of Trustees on the data used to conduct career education biannual program reviews using SWP metrics provided by the MiraCosta College Research, Planning and Institutional Effectiveness Office.

## RECOMMENDATION

For information only.

# Strong Workforce Program Update and Bi-Annual Career Education Program Review Spring 2021

Al Taccone, Ph.D., Dean, School of Career Education

Benjamin Gamboa, Associate Dean, Career Education



# Strong Workforce Program Update More and Better Career Education (CE)

## ○ **\$250 Million Strong Workforce Program**

- MiraCosta College Local Share: approximately \$1,115,000 annually

## ○ **Goals:**

### **1. Increase Quantity of CE**

### **2. Increase Quality of CE**

- Requirement: Labor Market Demand (evidence)

### **3. Directed Student Services**

- Provide career exploration, job readiness, job placement, work-based learning – leveraging Student Success/Student Equity funds, Local Workforce Investment Board resources etc.

## ○ **Local Planning: Strong Workforce Advisory Group (SWAG)**

## ○ **Regional Planning: Regional Oversight Committee (ROC)**

**Workforce Development Council (WDC)**

**SDICCCA Region Career Education Deans' Council**



## More and Better Career Education(CE)

### ○More CE:

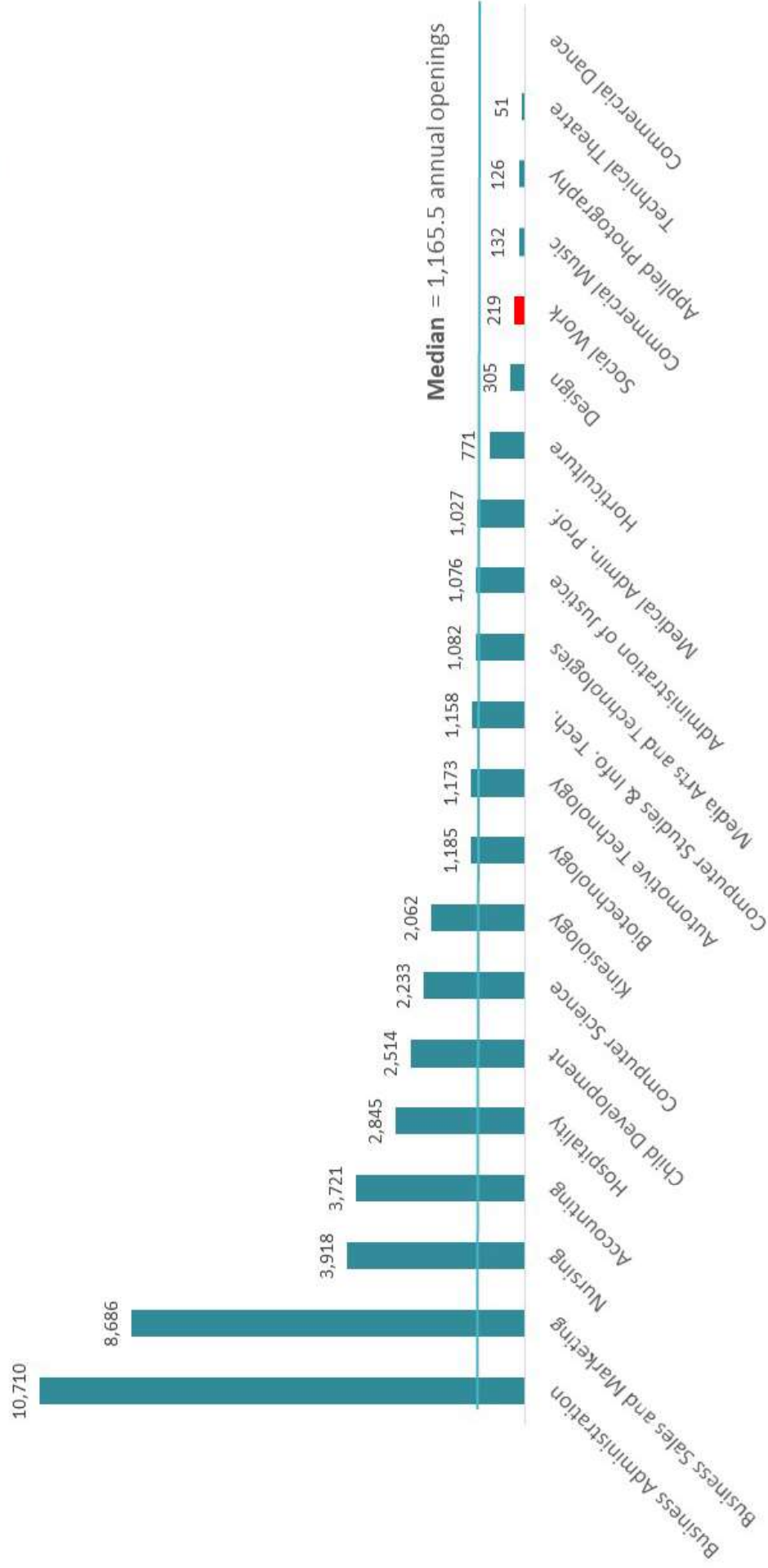
- CE Enrollment
- Overall College Enrollment (*FTES*)

### ○Better CE:

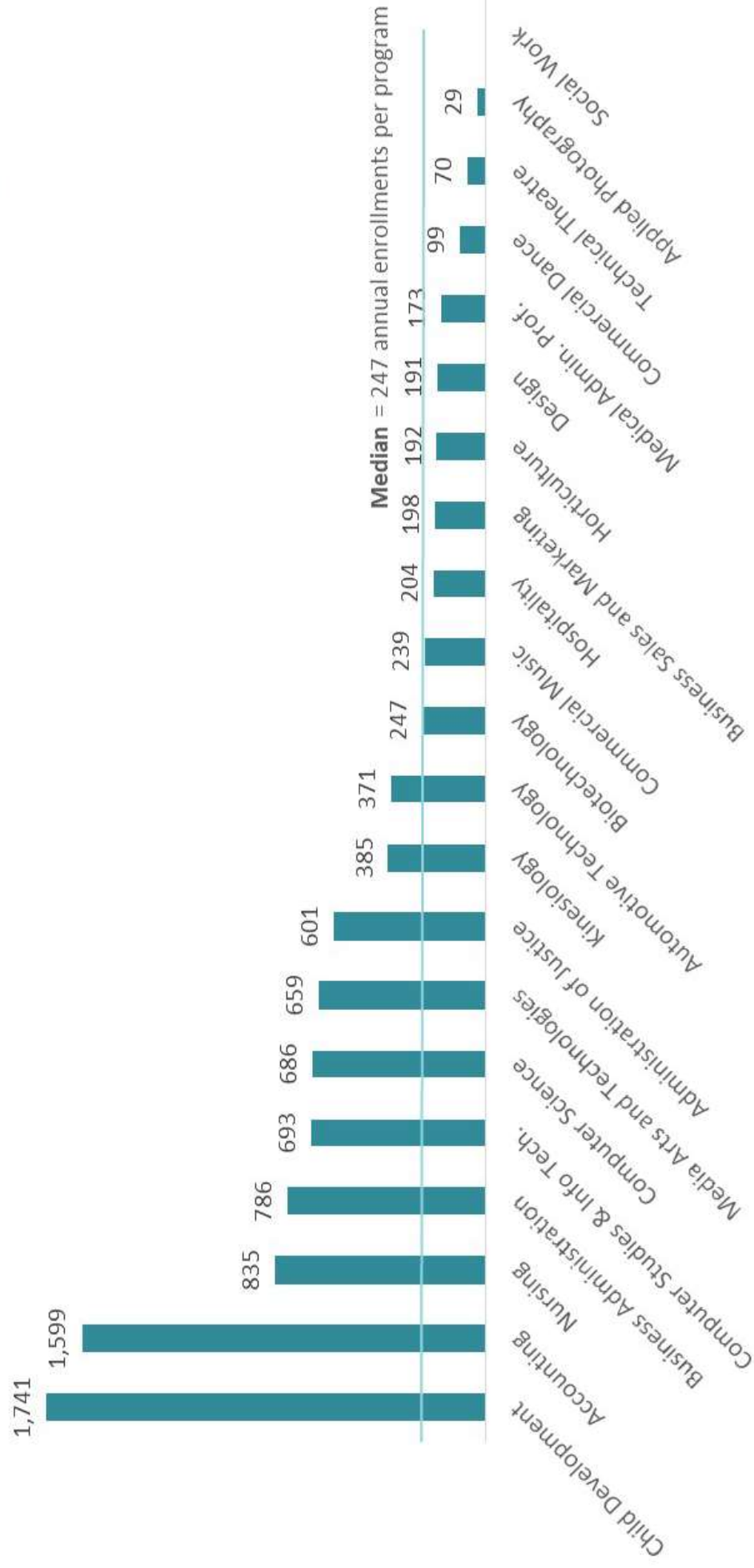
- Skills Gains
- Completion
- Transfer
- Employment Rates
- Employment in Field of Study
- Earnings
- Median Change in Earnings
- Proportion of Student who Attained Living Wages



## Number of Projected Annual Job Openings in San Diego County

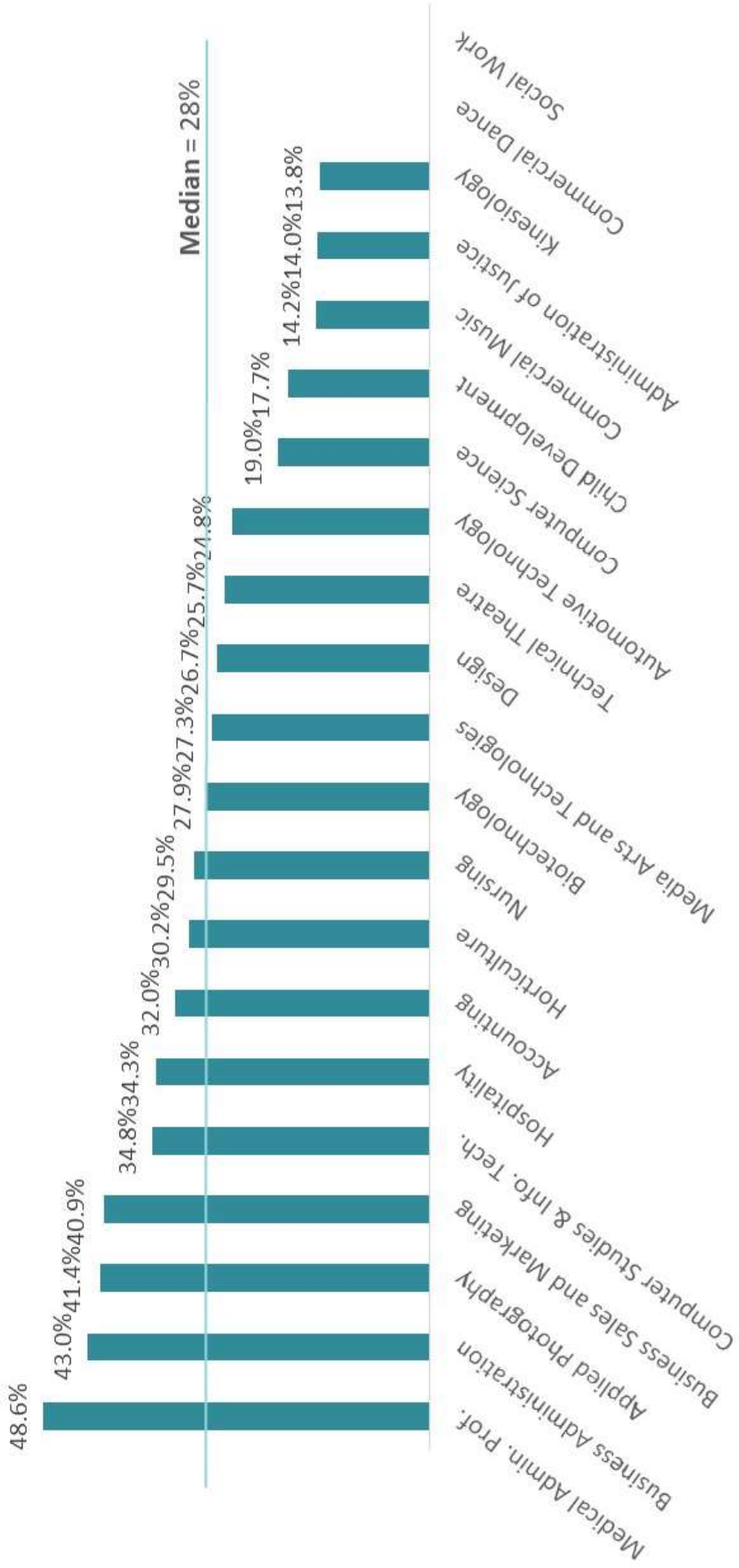


## Number of Annual Enrollments by Program 2018-2019

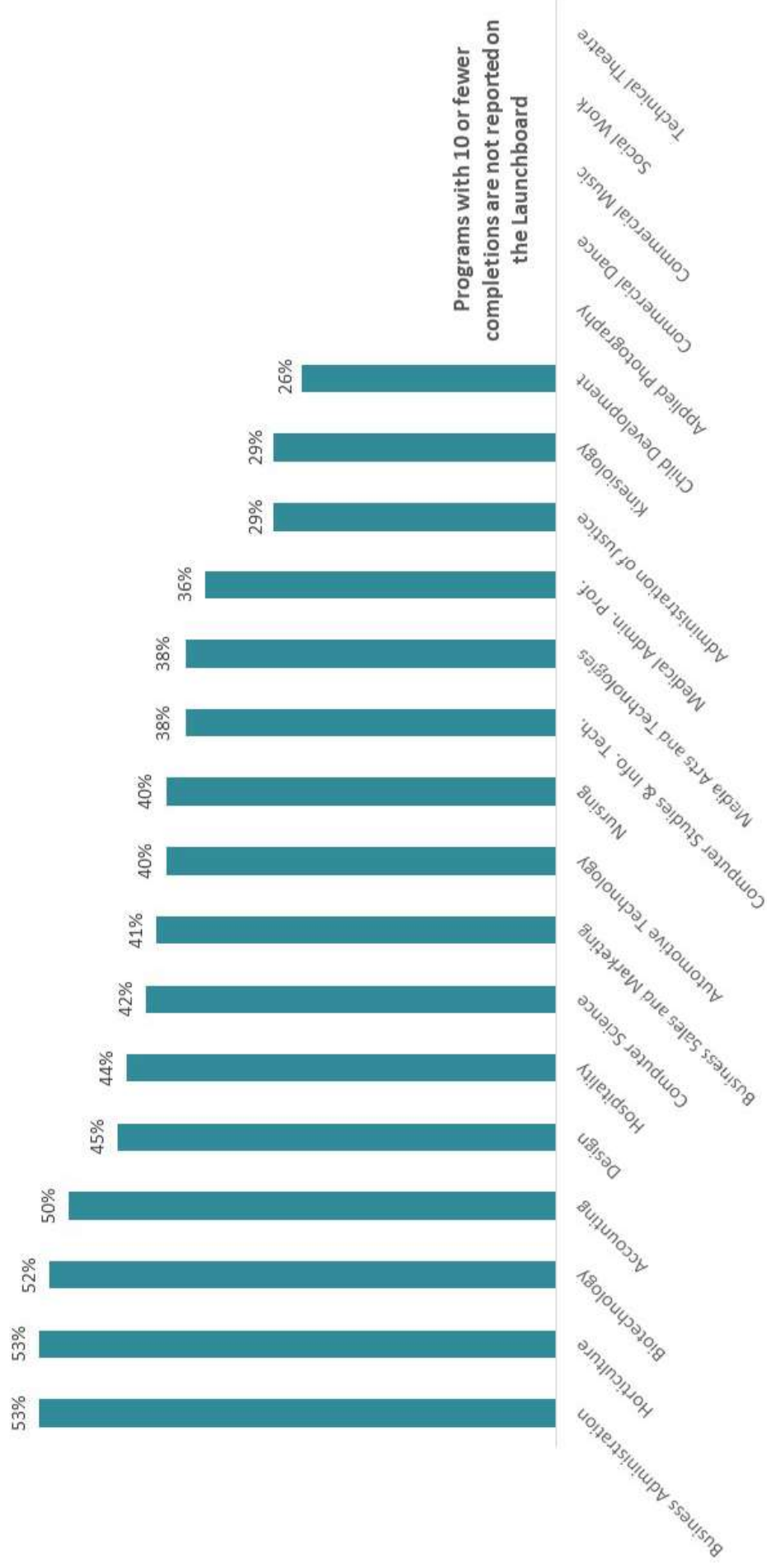




# Strong Workforce Students Who Earned 9 or More Units Within the District in a Single Year 2018-2019

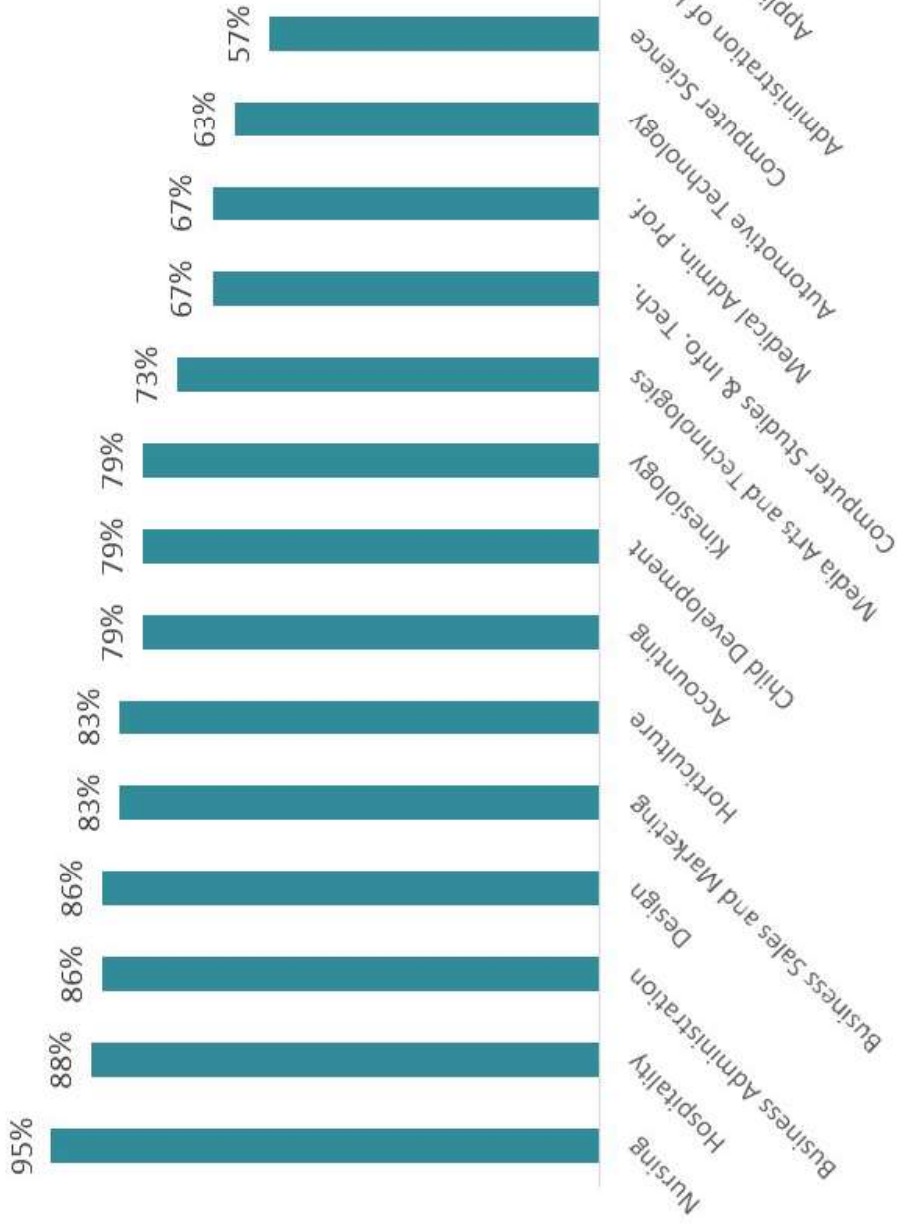


# Strong Workforce Program who Attained the Living Wage 2017-2018

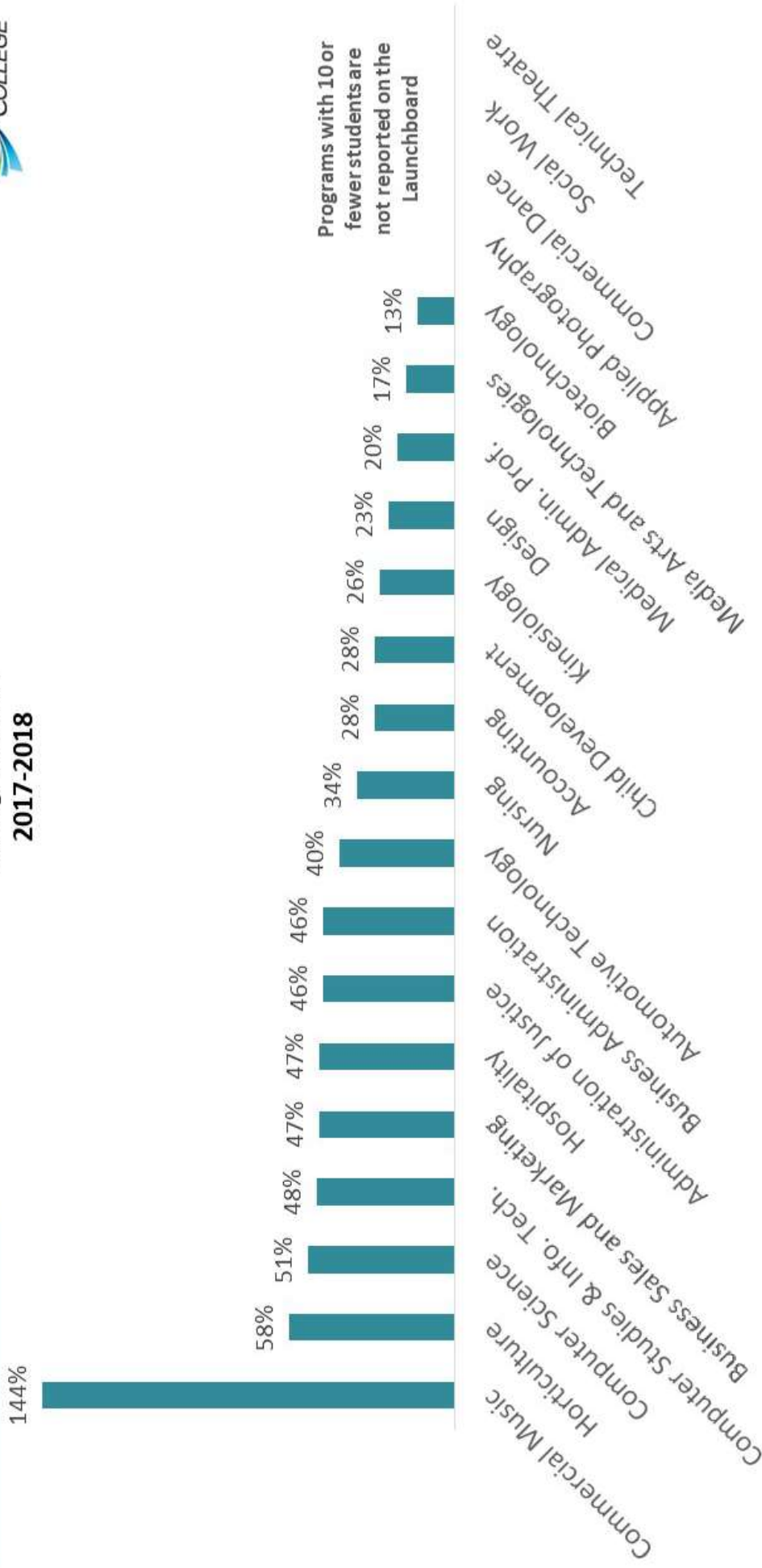




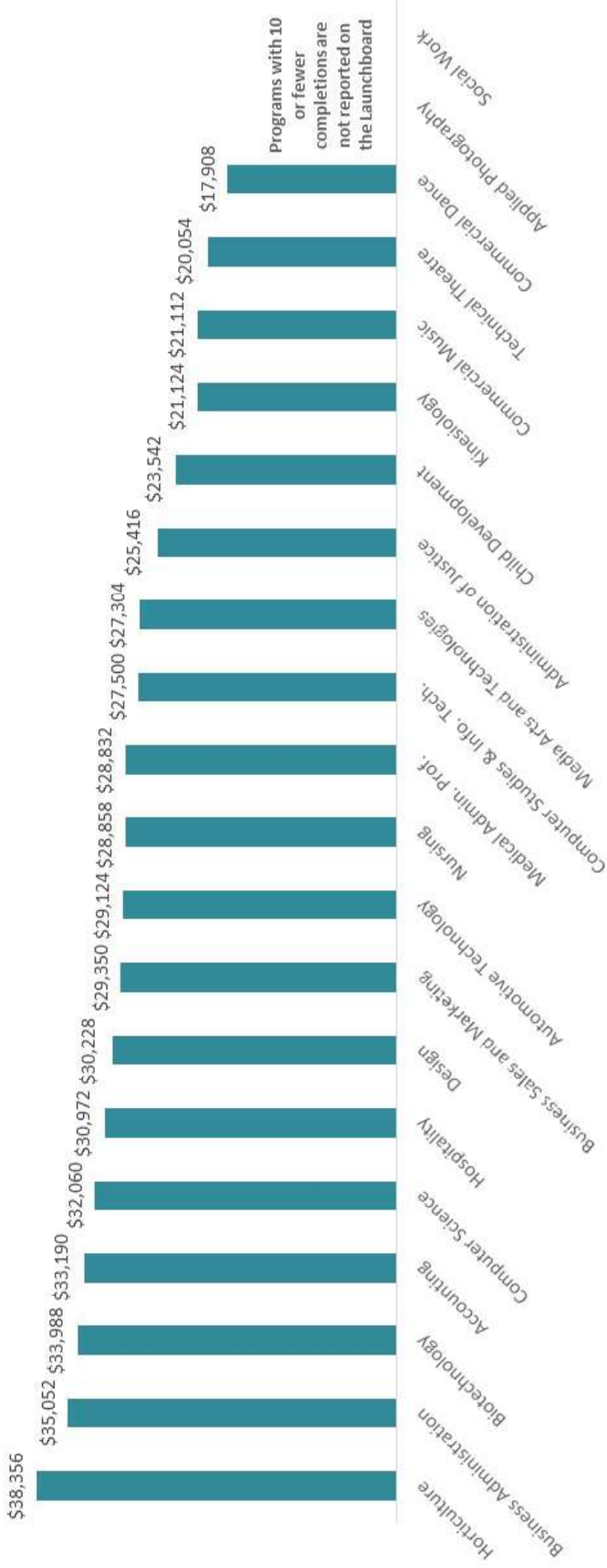
# Strong Workforce Program Students with a Job Closely Related to their Field of Study 2016-2017



# Median Change in Earnings for Strong Workforce Program Exiting Students 2017-2018



# Median Annual Earnings for Strong Workforce Program Exiting Students 2017-2018



# Biannual CE Program Review

## ADMINISTRATIVE PROCEDURE

4102: Career Education

Procedures for the establishment of an appointment process for related advisory committees and the provisions for documenting the competence of students completing vocational and occupational programs are as follows:

- A. Career education faculty seek industry partners to serve on career education program advisory committees. Those committees meet at least once per year with all committee rosters, agendas, and meeting minutes retained on file in the office of the dean of career education.
- B. Biannual program reviews are completed for all career education programs. Program reviews document the viability of programs in relation to the local labor market and job availability. Statistics provided by the State Chancellor's Office are used to determine ongoing labor market need and job availability. Ensuring completion of career education program reviews is the responsibility of the dean of career education.

Consistent with federal regulations pertaining to federal financial aid eligibility, the chief instructional officer will ensure that the district complies with the U.S. Department of Education's disclosure requirements for each of the district's gainful employment programs by disclosing federally mandated information about the programs to prospective students. The district shall make the required disclosures available to prospective students in promotional materials and on its website.

The chief instructional officer shall establish procedures to ensure that the district meets these reporting requirements whenever the district intends to add a new gainful employment program.



# The MiraCosta College Biannual CE Review Process

1. The Dean of Career Education (CE) compiles and reviews labor market information (LMI) for each CE TOP Code ( Career Education and Labor Market Information Booklet).
2. Dean of CE reviews all CE Top Code program LMI and enrollment data.
3. Dean meets with each program's faculty lead individually to discuss LMI and enrollment data and to develop plans, as necessary, to sustain or improve performance.
4. CE Dean submits a report to the Courses and Programs Committee and Institutional Program Review Committee.

Report includes list of programs (degrees and certificates) that are underperforming in terms of LMI and enrollment with a two-year plan to address labor market and enrollment issues.

# MiraCosta College



MiraCosta College Career Education  
**HANDS DOWN, THE BEST  
HANDS-ON EDUCATION AROUND**

Program & Labor Market Information



### Program Indicators (2017-18)

	MiraCosta College	Regional Median	Statewide Median
Program Students	1,588	11,074	102,685
Completions	39	293	2,269
Transfers	180	1,353	11,908

### Student Employment Outcomes (2017-18)

	MiraCosta College	Regional Median	Statewide Median
Attained a living wage	49%	51%	62%
Employed in a closely related field of study <sup>1</sup>	79%	70%	72%
Median change in earnings	29%	27%	33%
Median annual earnings	\$33,092	\$34,112	\$41,316

### College Experience<sup>2</sup>

**98%**  
Very Satisfied or Satisfied

98% of students from Accounting programs were **very satisfied or satisfied** with the education and training they received at MiraCosta. Reasons included:

- My professors made me love what I was studying more than I could have ever thought.
- The professors were all knowledgeable and helpful. I really enjoyed the Accounting program and gained a lot from the experience.
- The program was great, mainly because I was able to get a really good job right after graduating.
- The classes I needed to take each semester were very easy to find.

**Instruction and support:**

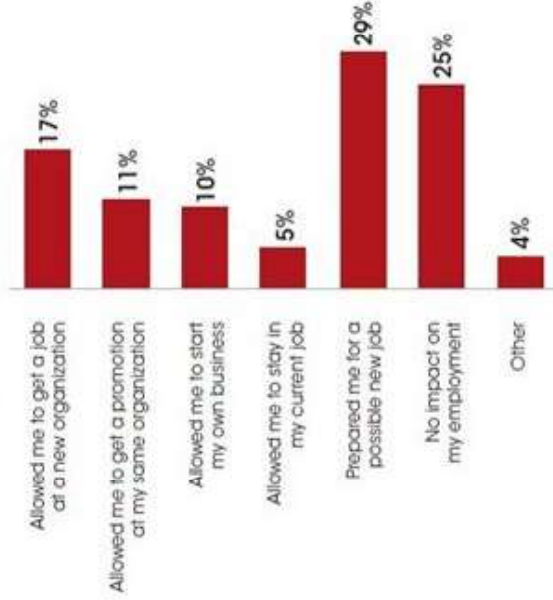
**Program:**

<sup>1</sup> Based on the 2016-2017 cohort.  
<sup>2</sup> Findings come from the Career and Technical Education Outcomes Survey (CTEOS) 2016-2019.



- Accounting Assistant
- Bookkeeping
- Income Tax Professional
- Income Tax Professional

### Impact of MiraCosta College Coursework<sup>2</sup> (n=108)



### Top Jobs in Demand

Occupation	Annual Openings	Hourly Wage Range (10th percentile, median, 90th percentile)		Common Job Titles	Typical Training, Experience, and Education Level Required	Top Skills in Job Postings	Soft Skills	Top Certifications Requested by Employers
Middle-Skill Jobs								
Billing and Posting Clerks	674	\$14.04	\$23.02 \$31.51	Billing Clerk, Billing Specialist, Billing Analyst	Moderate-term on-the-job training, High school diploma or equivalent	Customer Billing, Billing, Accounting	Microsoft Excel, Communication Skills, Detail Oriented	N/A*
Bookkeeping, Accounting, and Auditing Clerks	1,938	\$14.54	\$21.97 \$31.82	Bookkeeper, Accounting Clerk, Accounts Payable Specialist	Moderate-term on-the-job training, Some college, no degree	Accounting, Accounts Payable/Accounts Receivable, Bookkeeping	Microsoft Excel, Detail Oriented, Communication Skills	N/A*
Brokerage Clerks	65	\$19.79	\$26.26 \$37.54	Brokerage Coordinator, Brokerage Services Specialist, Brokerage Specialist	Moderate-term on-the-job training, High school diploma or equivalent	Customer Service, Marketing Materials, Adobe Indesign	Communication Skills, Research, Microsoft Office	Series 7, Insurance License, Insurance Agent Certification
Payroll and Timekeeping Clerks	218	\$17.63	\$26.31 \$32.97	Payroll Specialist, Payroll Clerk, Payroll Administrator	Moderate-term on-the-job training, High school diploma or equivalent	Payroll Processing, Accounting, Data Entry	Microsoft Excel, Communication Skills, Detail Oriented	Certified Payroll Professional, Certified Protection Professional, Fundamental Payroll Certification
Tax Examiners and Collectors, and Revenue Agents	32	\$19.66	\$34.06 \$52.70	Senior Tax Associate, Tax Analyst, Payroll Tax Analyst	Moderate-term on-the-job training, Bachelor's degree	Tax Returns, Public Accounting, Tax Preparation	Communication Skills, Research, Written Communication	Certified Public Accountant (CPA)
Tax Preparers	122	\$10.58	\$22.48 \$58.60	Tax Preparer, Tax Professional, First Tax Professional	Moderate-term on-the-job training, High school diploma or equivalent	Tax Preparation, Tax Returns, Accounting	Writing, Bilingual, Communication Skills	Certified Public Accountant (CPA)
Above Middle-Skill Jobs								
Budget Analysts	58	\$28.77	\$40.72 \$58.04	Financial Management Analyst, Budget Analyst, Staff Services Analyst General	Bachelor's degree	Budgeting, Budget Analysis, Accounting	Microsoft Excel, Research, Planning	Security Clearance, Driver's License
Accountants and Auditors	1,455	\$22.16	\$36.08 \$67.31	Staff Accountant, Senior Accountant, Accountant	Bachelor's degree	Accounting, Account Reconciliation, Generally Accepted Accounting Principles (GAAP)	Microsoft Excel, Communication Skills, Detail Oriented	Certified Public Accountant (CPA)
Financial Examiners	35	\$32.62	\$56.86 \$77.38	Escrow Officer, Financial Institutions Examiner, Escrow Assistant	Long-term on-the-job training, Bachelor's degree	Customer Service, Contract Review, Spreadsheets	Communication Skills, Microsoft Office, Detail Oriented	Certified Escrow Officer, Driver's License, Security Clearance

\*Not Applicable" (N/A) denotes cells with an insufficient number of certifications listed in the sampled job postings. "Not Applicable" values may indicate occupations that are unlikely to require certification(s).

# Career Education Program All-In-One Data Sheets

MiraCosta College Program Overview

## ACCOUNTING

Accounting offers theoretical and practical courses for students interested in tax preparation, billing, finance and banking, bookkeeping, and other accounting careers. Students learn how to collect and analyze financial information for the purpose of making business decisions.

**WHAT WE OFFER**

- Certificate Program
- Associate Program

- Accounting
- Accounting Assistant
- Bookkeeping
- Income Tax Professional

## TOP IN-DEMAND JOBS IN SAN DIEGO REGION

	Hourly Wage Range	Education Required
Bookkeeper/Accounting Clerk	\$13.40 – \$29.53	Certificate
Accountants/CPAs <sup>1</sup>	\$21.79 – \$55.30	Bachelor's Degree
Billing Clerks	\$12.73 – \$26.46	Certificate
Payroll Specialists	\$14.94 – \$30.52	Certificate
Tax Preparers	\$15.03 – \$48.09	Certificate

## LEARN MORE. EARN MORE.

Wages before and after taking Accounting classes:

\$11.14

\$21.40

92% Wage Gain

82% of MiraCosta College students are employed after their studies

9% of students are self-employed after their studies

## TOP EMPLOYERS IN SAN DIEGO REGION\*

General Atomics	Hillson
H&R Block	KPMG
Scripps Health	LPL Financial
University of California San Diego	Intuit
Marriott, Inc.	Sunva Solutions
	*partial list





MiraCosta College Career Education

## HANDS DOWN, THE BEST HANDS-ON EDUCATION AROUND

Career Education at MiraCosta College holds the key to starting an in-demand career in an industry where you're needed the most. San Diego-area businesses need more qualified candidates to fill good-paying middle-skill positions.



Middle-skill jobs require more than a high school diploma but less than a four-year degree.

### CAREERS IN DEMAND



Career Education programs prepare students for jobs in sectors with the most demand for middle-skill workers, including:



### CAREER EDUCATION AT-A-GLANCE

Faculty work with businesses to design programs that give you a competitive edge.



Associate's Degree or Certificate in 2 YEARS less 3-12 MONTHS 8 WEEKS

Small class sizes at an affordable price 26.5 STUDENTS \$46 PER CREDIT

### GET STARTED TODAY

Find the MiraCosta Career Education program for you at [miracosta.edu/ce](http://miracosta.edu/ce).



BACHELOR'S DEGREE OPPORTUNITIES

Without leaving the MiraCosta college campus, you can obtain a bachelor's degree:  
Manufacturing • Nursing • Business Administration  
Child Development • Computer Information Technology