What Can We Know About Our Graduates as They Enter the Workforce

January 19, 2017

Webinar will begin at 3pm ET

[Click here to watch the webinar recording](#)

Webinar Details

- For this webinar you will be in listen only mode using your computer or phone

- Please ask questions via the question window

- This webinar is being recorded – you will be sent a recording link

Brought To You By:

CCTA | CENTERS COLLABORATIVE FOR TECHNICAL ASSISTANCE

With Additional Support by the ATE Collaborative Impact Project

*ATE*CENTERS

The CCTA is led by

- **National Center for Convergence Technology (CTC)** at Collin College in Frisco, TX (lead)

- **South Carolina ATE National Resource Center (SCATE)** at Florence Darlington Technical College in Florence, SC

- **Florida ATE Center (FLATE)** at Hillsborough Community College in Tampa, FL

- **Bio-Link Next Generation National ATE Center for Biotechnology and Life Sciences (Bio-Link)** at City College of San Francisco in San Francisco, CA

- **Networks Resource Center** at the Maricopa Community College District in Phoenix, AZ

CCTA Purpose

- Respond to a request from the Department of Labor (DOL) to the NSF to have ATE Centers provide technical assistance services to DOL TAACCCT grantees

- Activities relevant for DOL grants, NSF grants and workforce-oriented programs of all kinds

- Deliverables
  - Topical webinars on existing and new solutions
    - Live/recorded with attendee Q&A
  - Identify and document best practices
  - Host convenings

Poll #1: Your Affiliation

A. I am involved with an NSF grant

B. I am involved with a TAACCCT grant

C. Both

D. Neither

Poll: How many people are listening with you?

A. None

B. 1

C. 2

D. 3 or more

TODAY'S PRESENTERS

Michael Lesiecki
Director
MATEC
Maricopa Community College
District

John Carrese
Director
San Francisco Bay Center of
Excellence for Labor Market
Research

Agenda

- Why do we want to know?

- What can we know?

- How can we know it?

- Dive in and look in depth at
  - Pilot attempts at the Maricopa Community Colleges
  - The CTE Employment Outcomes Survey at the California Community Colleges

Why?

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

Freepik.com

What?

Do We Want To Know?

What is it about the program that students value and why?

What is our market for this program?

i.e. what students are we trying to recruit into the program, and why?

How much do students earn after graduation and what factors can this be attributed to?

How does our program compare, to similar programs in other colleges, in terms of employment and earnings results?

What Can We Know?

- What the graduates tell us
- What the government will tell us about them
- What social media or other tools might say about graduates

How Can We Know It?

- Send out a survey by email to graduates
- Do a phone survey
- Use Department of Economic Security Data
    - UI Wage Data
- Mine Social Media
    - Service provider like EMSI
      aggregates from the web SM

Examples from the Maricopa Community Colleges

Project: Moving low income adults into middle skill jobs

- A key performance indicator was "after program" employment

Create Your Own Call Center Approach

1. Create database and call lists

2. Script call: five questions

3. One the phone: engaging the student and careful note taking yield rich information

Measures

57%

- 137/378 = 36% reporting employment
- 81/378 = 21 % no employment
- 160/378 = 42% no contact

$7000/218 = $32 per contact

Time and Money

- Successful calls (average 8 minutes)
- Unsuccessful (average 1.5 minutes)
- In one hour: 4 successful calls, 20 unsuccessful
- 250 successful calls in 67 hours

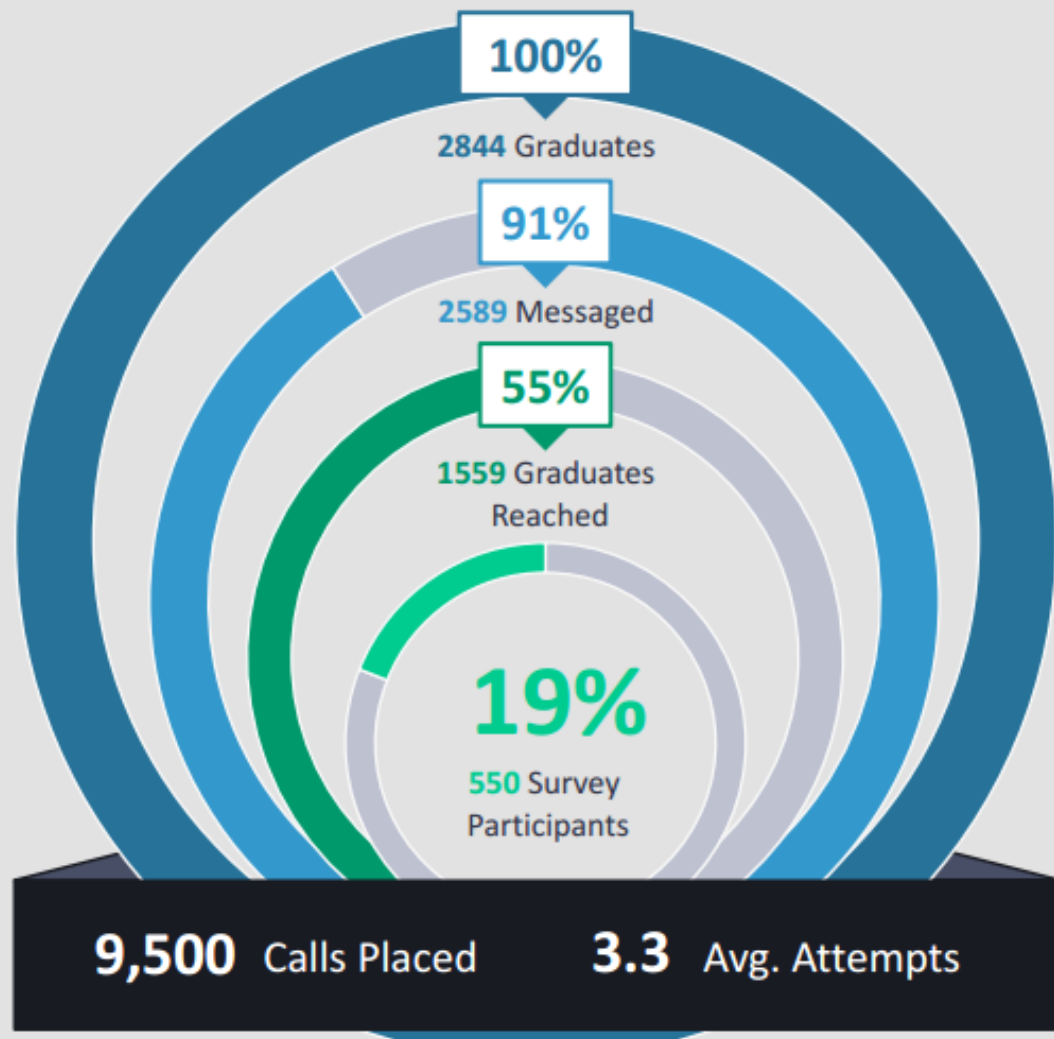# Engage A Call Center

MARICOPA
COMMUNITY COLLEGES

Graduate Survey Engagement Campaign

9/12/16

Blackboard

Observations

- **91%** of graduates invited to participate in the survey

- **19%** of those dialed resulted in a completed survey

- **7%** of numbers provided unreachable (I.E. wrong number, disconnected, etc.)

100%
2844 Graduates

91%
2589 Messaged

55%
1559 Graduates Reached

19%
550 Survey Participants

9,500 Calls Placed   **3.3** Avg. Attempts

Contracting With A Call Center: Time and Money

- Five weeks

- 550 reached, 19%

- Cost $25,000/550 = $45/contact plus internal time

Send Them a Email Survey

- 1832 graduates from 2012-14
- 9% response
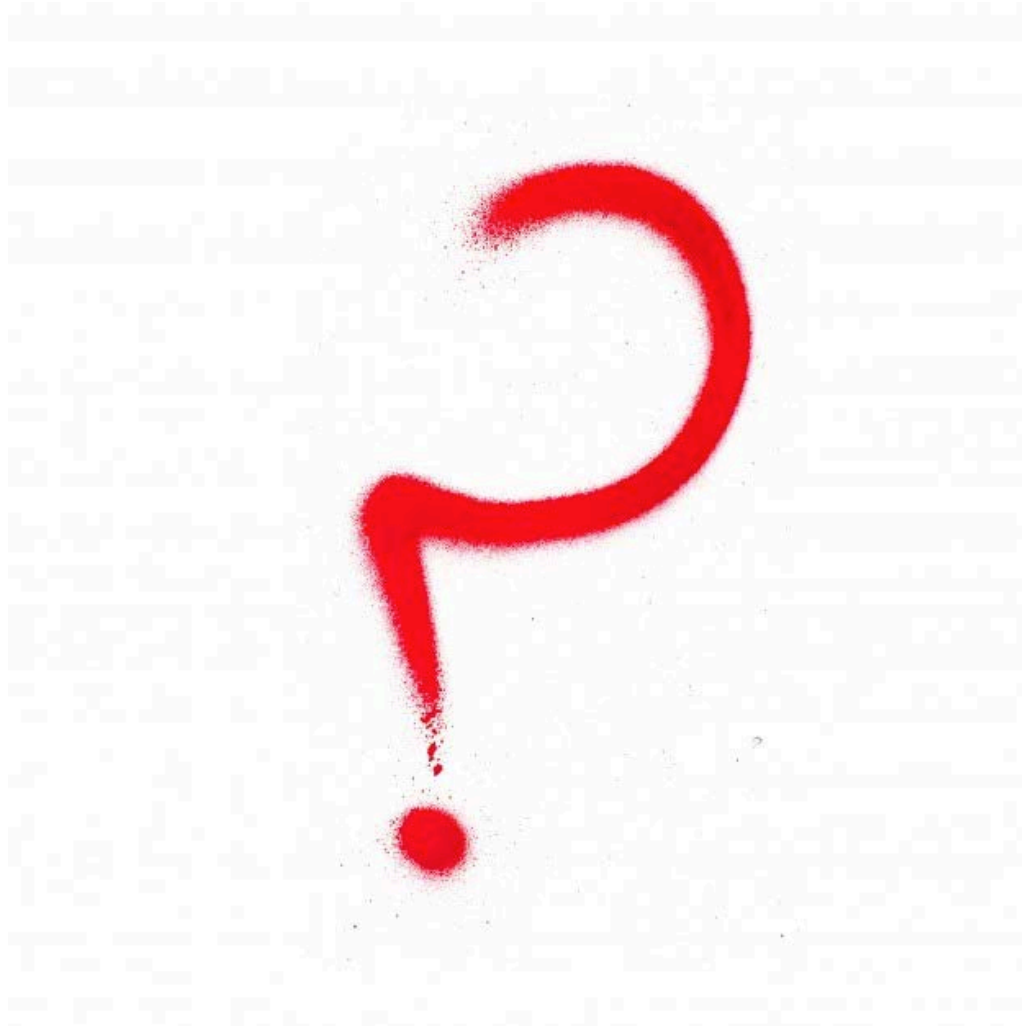
Ask the Government

Google Mindy Feldbaum and Tim Harmon

For Reference

- CA's experience with UI wage data

- Salary data on general areas of study is displayed for a) 2 years before training, b) 2 years after and c) 5 years after.

- That tool is called, "Salary Surfer" and it can be found at this website:

http://salarysurfer.cccco.edu/SalarySurfer.aspx

Question Break

Audience Poll

We have tried:

A. Email Surveys

B. Phone Surveys

C. Alumni social media-based, data-mining

D. UI wage data

E. None of the above (yet)

The California Community College CTE Employment Outcomes Survey: Overview

CTE Outcomes Survey: Background

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

- **Collaborative effort among community college consortia, the Chancellor's Office, the RP Group, and Santa Rosa Junior College**
  - It all started at a CCCAOE conference
  - 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 Outcomes Survey: Methodology

Survey Distribution

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

Sample (2016)

- All students included who met the criteria
  - By 13/14, had either earned a vocational award of 6+ units OR earned 9+ CTE units AND did not enroll in more than 5 units in 14/15
  - Skill Builders

Data

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

CTE Outcomes Survey: Primary Purpose

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?

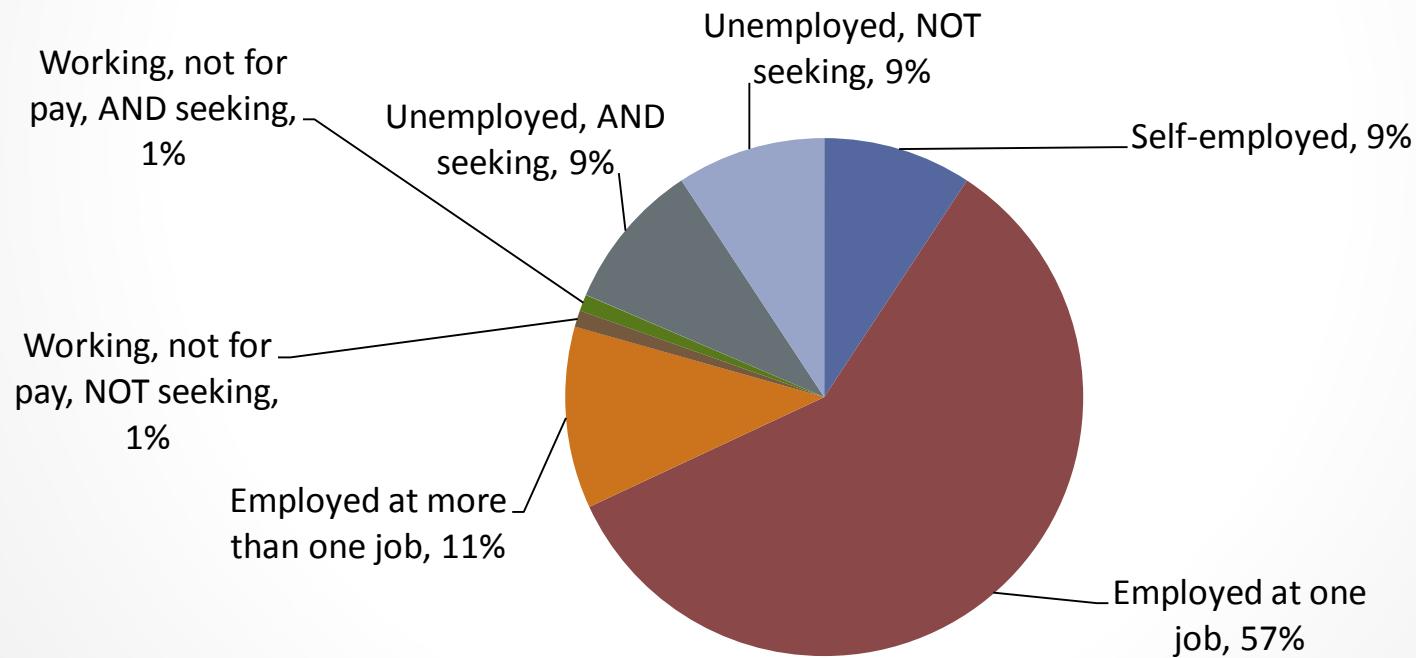...in other words, was the program worth it? Are we justified in offering it?

CTE Outcomes Survey:
Overall Statewide Results 2016

Statewide Findings

- 28% Response Rate

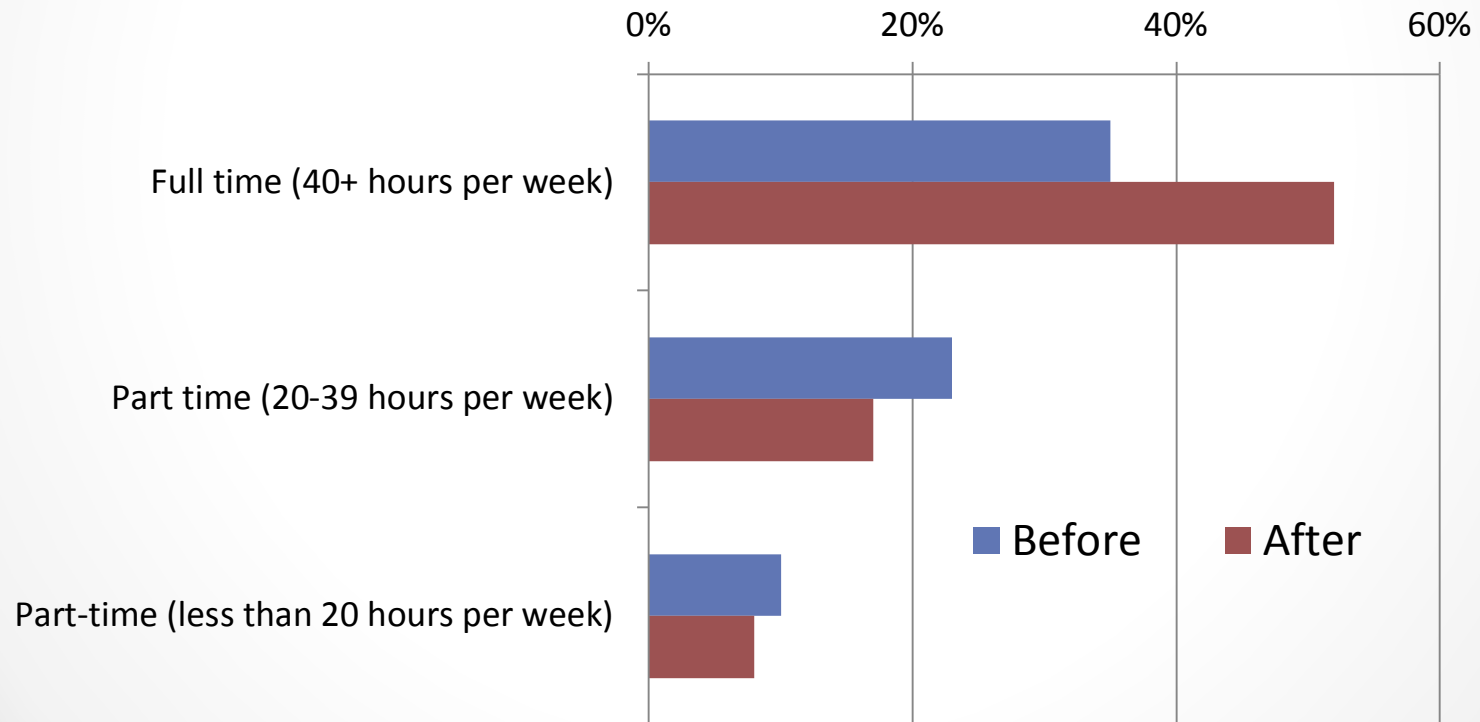- 91% Satisfaction Rate with education and training

- 38% transferred

Findings: Employment Status

77% of respondents are employed for pay
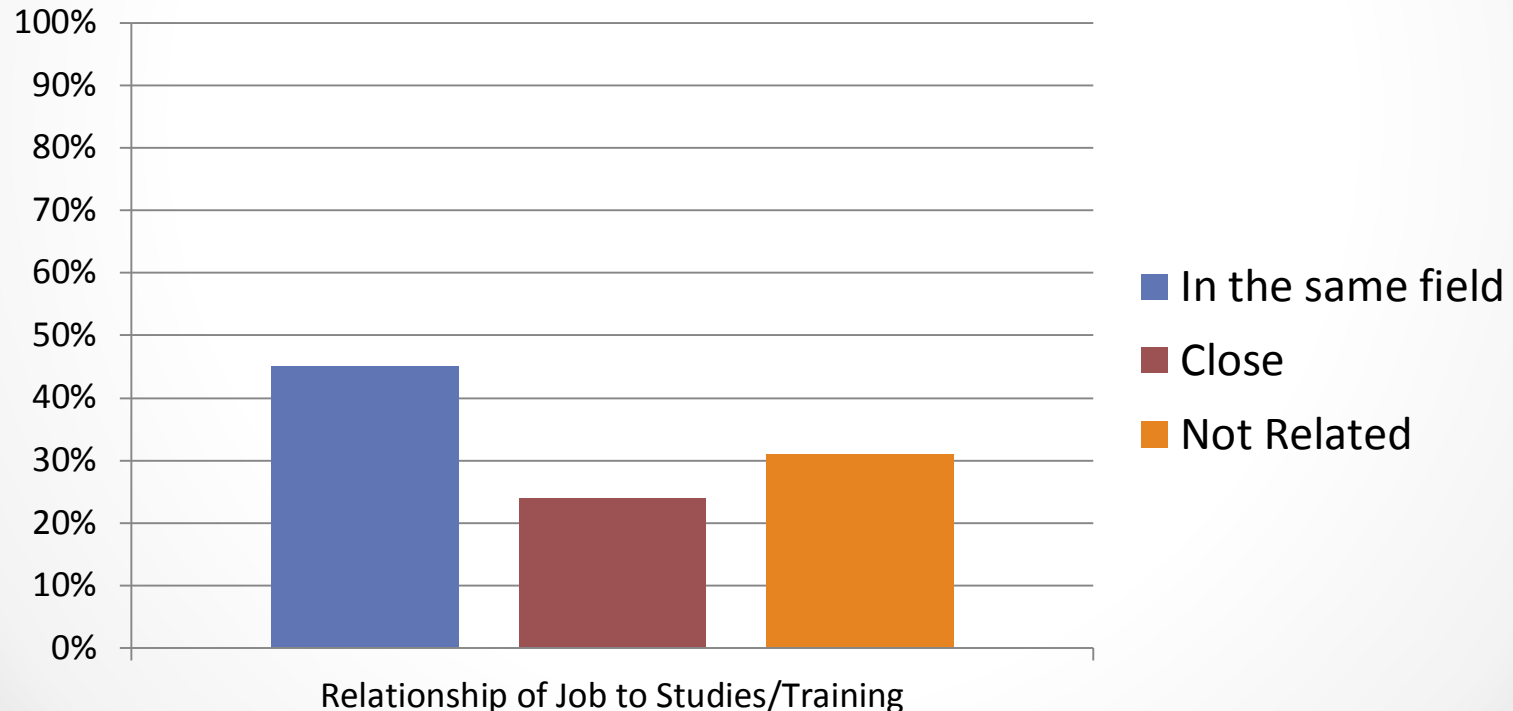
Findings: Work Status

More students worked full time after completing studies and training

Findings: Working in the Field of Training

The majority of students (69%) indicated their current job is in their field of study, or in a field that is "close."


How Closely Related to Your Job is Your Field of Study?

Findings: Wage Increase

The hourly wage of respondents ***increased 41%*** from their hourly wage before their studies/training ($17.62) to their hourly wage after completing their studies/training($24.87)
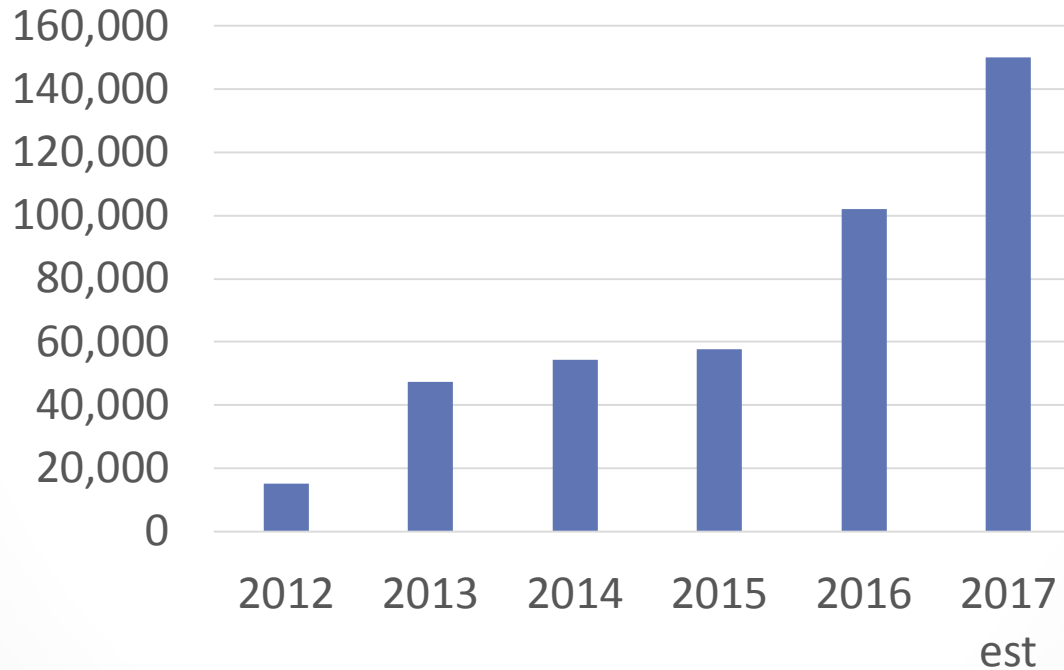
41% Increase!

$30	
$25	
$20	
$15	■ Before
$10	■ After
$5	
$0	

Hourly wage

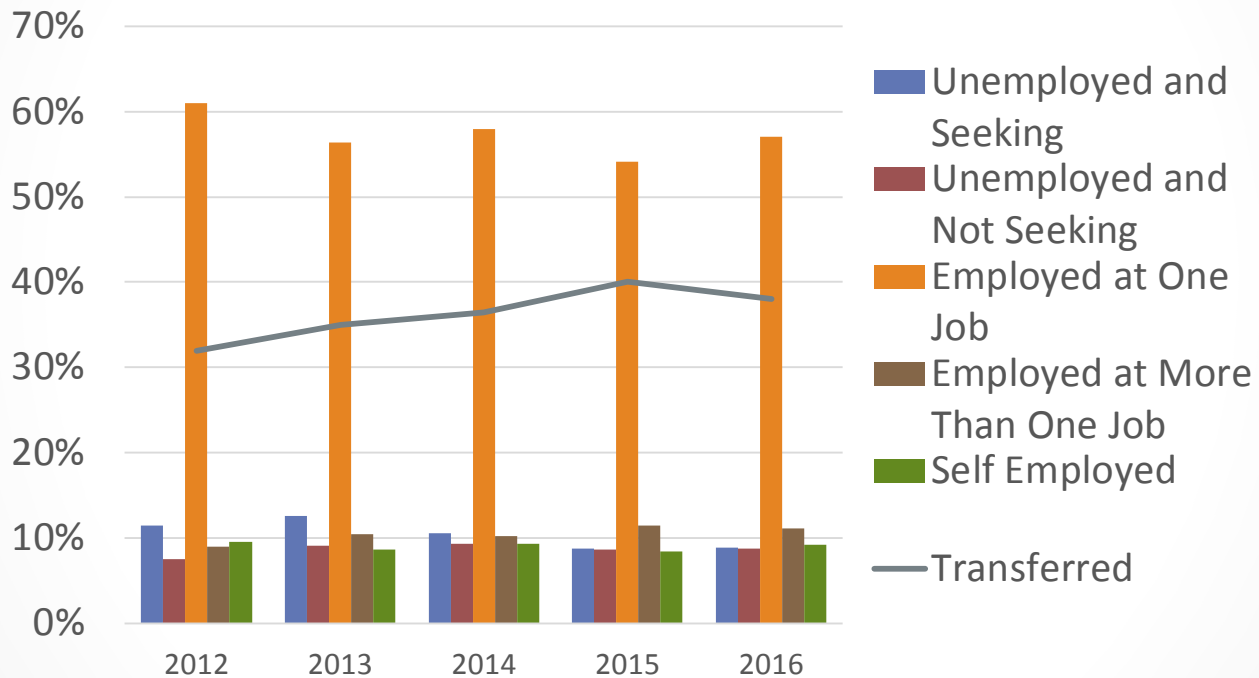# CTE Outcomes Survey: Statewide Results for the Past 5 Years
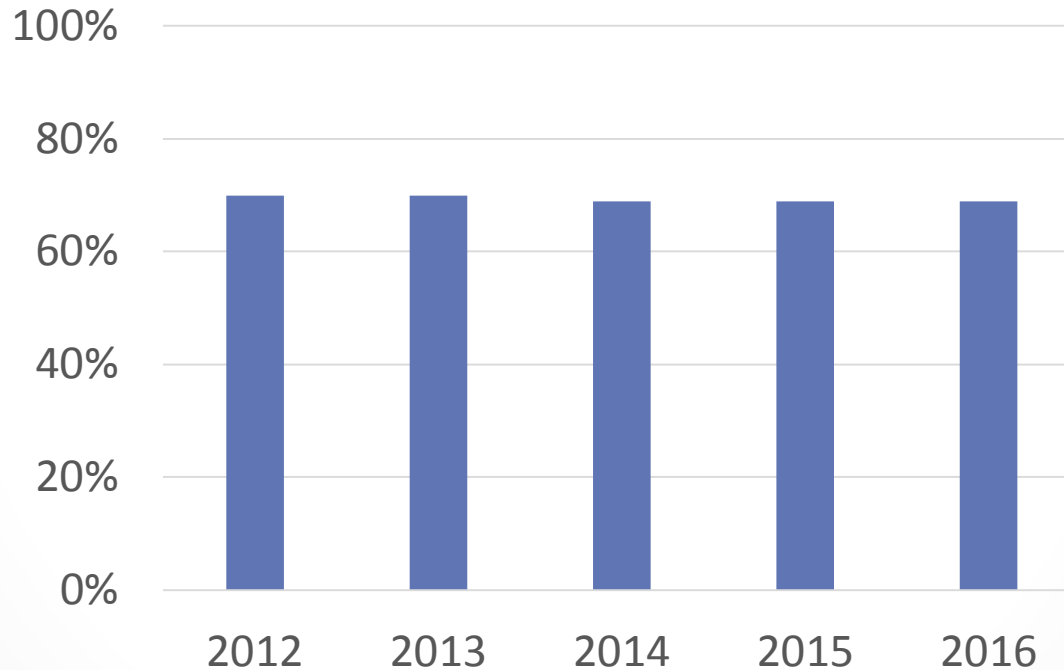
Participation and Response Rates
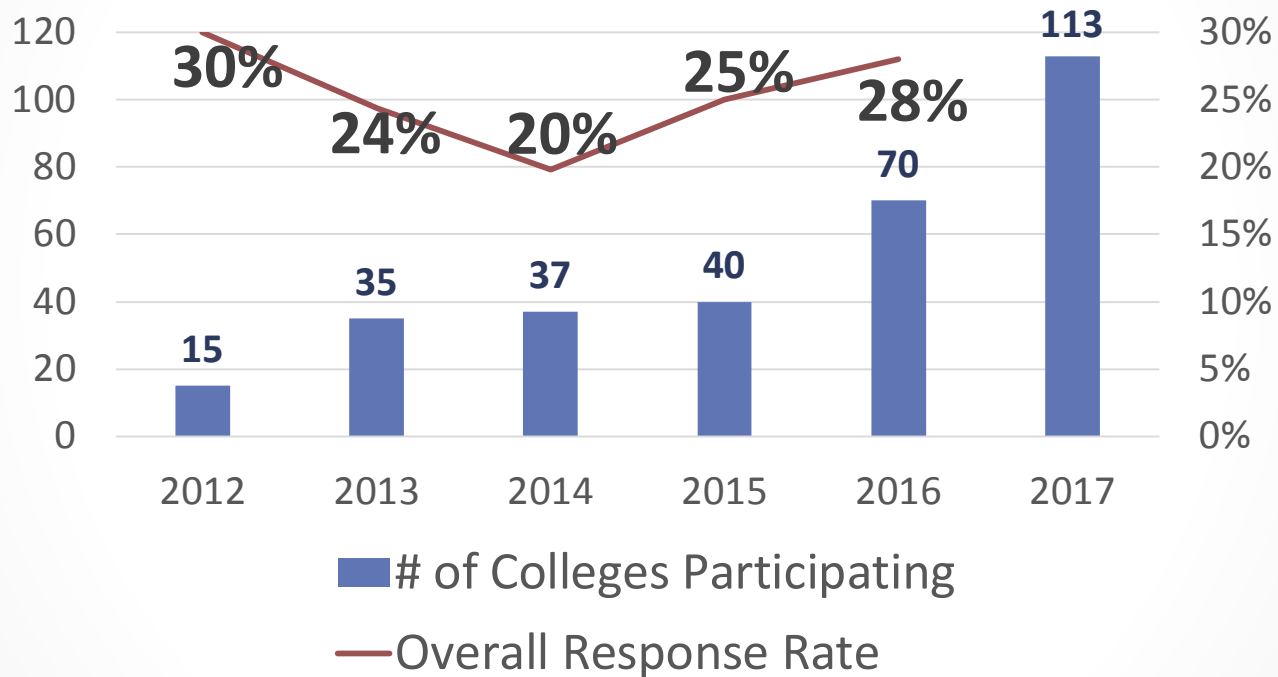
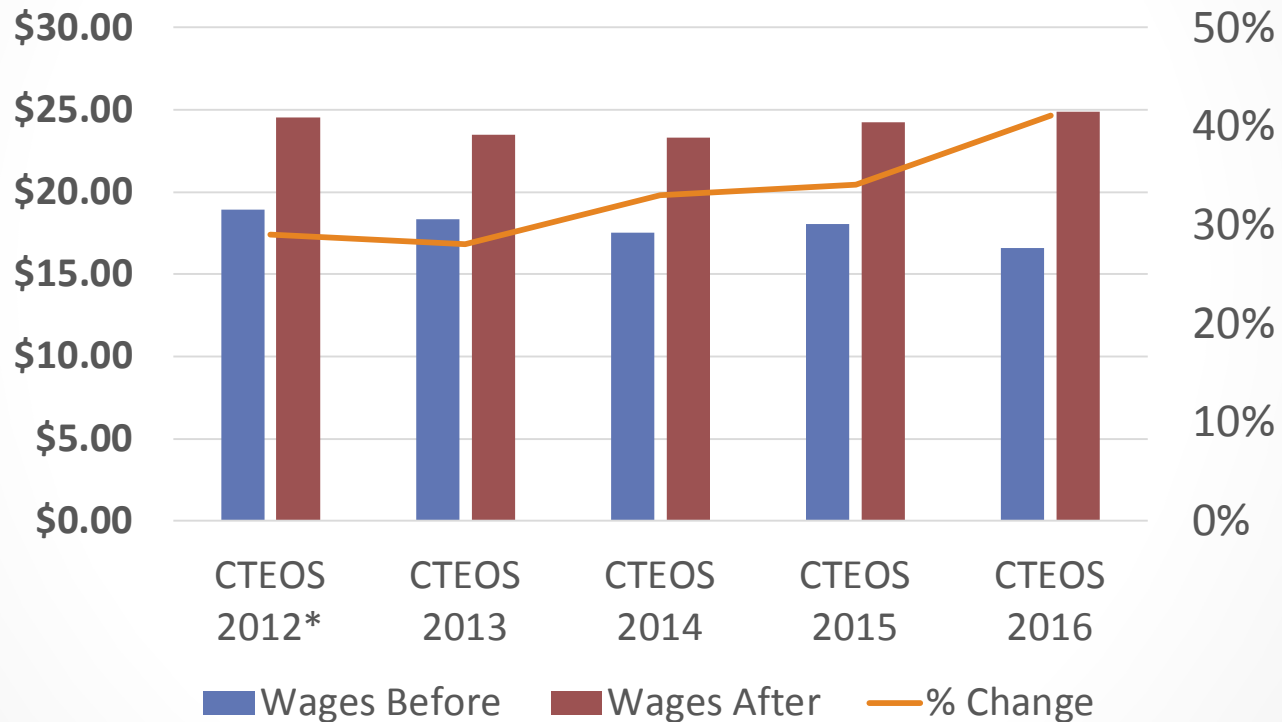# Number of Students Surveyed

Employment Status

Employed in Field
(or "close")

Change in Wages Over Time

CTE Outcomes Survey:
Use of Findings

Use of Findings

Accountability evidence supporting the efficacy of CTE

- o CTE Data Unlocked Launchboard
- o ACCJC Reporting
- o Gainful Employment Reporting
- o Possible CalVet Reporting

Promotional information underscoring the value of CTE

- o Annual college level report

Program review and improvement data

- o Full data sets are provided to each college
- o Program renewal/discontinuance
- o Advisory boards
- o Local Institutional Effectiveness metrics

For More Detailed Findings:

- CTEOS Project website:

  https://cteos.santarosa.edu/

Contact Information

Through Project website:

https://cteos.santarosa.edu

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Join Us – All Webinars 3 pm Eastern

Coming up: a four part series to support creating proposals for NSF ATE programs that are due in early October 2017.

February 16th – The Starting Point: Innovation, Planning and Grant Goals

March 9th – Grant Proposal Resources, Roadmaps and Timelines

March 23rd – Developing Stakeholder Partnerships Internally and Externally for Successful Grants

April 20th – Final Tips for a Competitive Proposal

This series also offers a follow-up call one week after each webinar. This gives attendees the opportunity to ask further questions.

February 23rd – Follow-up Q&A Call for Feb 16th Webinar

March 16th – Follow-up Q&A Call for Mar 9th Webinar

March 30th – Follow-up Q&A Call for Mar 23rd Webinar

April 27th – Follow-up Q&A Call for Apr 20th Webinar

For Other Upcoming Webinars See: http://www.atecenters.org/ccta

DOL and NSF Workforce Convening

- Free follow-up **DOL and NSF Workforce convening** for all TAACCCT grantees and others who can benefit on **Friday, July 21**.

WEBINAR SURVEY

Please take a moment to help us become better…