



# CENTER FOR A COMPETITIVE WORKFORCE

STRONG WORKFORCE  
REGIONAL PROJECT UPDATE

Los Angeles Region

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*May 2019*



CENTER FOR A COMPETITIVE WORKFORCE



# Overview

**C**enter for a Competitive Workforce (CCW) is a Strong Workforce Program (SWP) regional project that was recommended for funding in each of the first four rounds (through 2021) by the Career Technical Education (CTE)

/ Workforce and Economic Development deans and approved by the Los Angeles Orange County Regional Consortia (LAOCRC) Governance council.

CCW was launched as a collaboration between the 19 Los Angeles area community colleges and the Los Angeles County Economic Development Corporation (LAEDC), L.A. Area Chamber of Commerce, the LA/OC Center of Excellence and seven Workforce Development Boards in L.A. County. When SWP provided funds for regional projects that were data-driven, employer-informed, industry-responsive, employment-focused and aligned with regional economic development priorities, CCW was supported as a cross-system partnership that would foment a two-way exchange of pertinent occupational information and foster an ongoing and continuous “feedback loop” of real-time labor market intelligence, providing the essential relational infrastructure to effectuate real-world transactions (i.e., work-based learning opportunities, internships/apprenticeships, hiring) between the 19 LA area community colleges and firms from those industries in which LA County has productive advantages, deep employment concentrations and a confluence of growing middle skill occupation targets.

The primary goals of CCW are: 1) build, sustain and lever partnerships on shared regional labor intelligence, talent development and student/worker placement strategies, initiatives and projects; 2) increase LA area community college intra-system coordination and cross system engagement with

industry and leading firms, especially those that are from industries that are competitive, growing and ripe with middle skill job opportunities over the next three to 10 years; and 3) help colleges meet their new SWP metrics and mandates.

In our fast-evolving and transitioning regional economy, which is quickly moving from one that has been characterized by labor being the primary factor of production to one where capital, IP and knowledge are now the primary factors, demand for skilled talent in high-growth occupations with career pathways is driven largely by adaptability, suitability and relevancy to the needs of industry. Accordingly, it is no longer just an enough for community colleges to have the “pulse” of industry; rather, they must have a “seat at the table” with business and industry leaders. This is facilitated and institutionalized on a regional and cross-sectoral basis through the CCW partnership with the LAEDC’s industry councils.

## FUNDING

### SANTA MONICA COLLEGE (SMC)

Round 1.....	\$660,000 (Citrus)
Round 2.1 .....	\$1,350,000
Round 2.2 .....	\$1,350,000
Round 3.....	\$1,800,000

### MT. SAN ANTONIO COLLEGE (MT. SAC)

Round 1.....	\$90,000
Round 2.1.....	\$450,000
Round 2.2.....	\$450,000
Round 3.....	0



# Overview

## CCW ADVISORY COUNCIL

The CCW Advisory Council meets biweekly and includes 13 CTE / Workforce and Economic Development deans, assistant deans, executive directors and SWP regional project leads from 10 of 19 colleges and eight of 10 LA area college districts: Citrus; El Camino; Glendale; LA Community College (LACCD); L.A. Harbor; L.A. Southwest; Long Beach; Pasadena; Rio Hondo; and Santa Monica. Several of the members are also SWP regional project leads: K12 Career Pathways (L. Eddington, Rio Hondo), Business Engagement (E. Mayorga, LA Harbor), Pro-Global Trade/Logistics, (R. Hodge, LA Southwest), Uniquely Able (J. Swinton, Glendale) and CA Cloud Computing, L.A. SIM (Regional Marketing) (P. Ramos, SMC).

## MEMBERS AND COLLEGES

- Rocky Cifone, Citrus College
- Salvatrice Cummo, Pasadena City College
- Lyla Eddington, Rio Hondo College
- Margaret Fernandez, Rio Hondo College
- Rick Hodge, L.A. Southwest College
- Erica Mayorga, L.A. Harbor College
- Anthony Pagán, Long Beach City College
- Patricia Ramos, Santa Monica College
- Virginia Rapp, El Camino College
- Lucia Robles, L.A. Community College District
- Sandra Sanchez, L.A. Harbor College
- Freddy Saucedo, Glendale Community College
- Jan Swinton, Glendale Community College
- Richard Verches  
Executive Director, Center for a Competitive Workforce

## The work of CCW supports 12 of the 25 following recommendations of the Strong Workforce Task Force:

### STUDENT SUCCESS

1. Broaden and enhance career exploration and planning, work-based learning opportunities for students.
2. Improve CTE student progress and outcomes.

### CAREER PATHWAY

3. Develop and broadly publicize industry-informed career pathways that prepare students for jobs needed within the regional labor market.

### WORKFORCE DATA & OUTCOMES

6. Improve the usefulness of student outcome and labor market data to inform stakeholders and CTE program development.

### CURRICULUM

7. Evaluate and strengthen the curriculum development process to ensure alignment from education to employment.
9. Improve program review to ensure program relevance as reflected in labor market data.

### CTE FACULTY

15. Enhance professional development opportunities for CTE faculty to maintain industry and program relevance.
16. Explore solutions to attract industry professionals to become CTE faculty.

### REGIONAL COORDINATION

17. Strengthen coordination between regional CTE efforts and the colleges to meet regional labor market needs.
19. Develop regional leadership and partnerships with industry, labor, and workforce and economic development entities to improve delivery of CTE.
20. Develop robust connections with business and industry, labor and other partners to align college programs with regional and industry needs for CTE programs.

### FUNDING

21. Create a sustained, public outreach campaign to key audiences to promote attainment and value of CTE.

# Four Primary Work Streams

To achieve the above described goals, CCW’s priorities center on four primary workstreams: research and analysis; industry cluster councils; regional work-based learning; and technology plan. (Opportunities to engage and integrate faculty are embedded throughout each workstream.)

## WORK STREAM #1: RESEARCH AND ANALYSIS

The research and applied work agenda was conceived to support better inter- and intra-system alignment; to establish a baseline of common labor market intelligence and occupational data for use by all education and workforce partners; and to eliminate duplication and redundancy across the college and workforce systems. It goes without saying that it is critically important to have regional education and workforce development partners all be “on the same page,” with common guideposts and similar readings of the labor market supply and demand figures, trends and forecasts. This is essential for there to be increased intra-/inter-system coordination and collaboration in response to industry labor market demand and associated firm-level priorities.

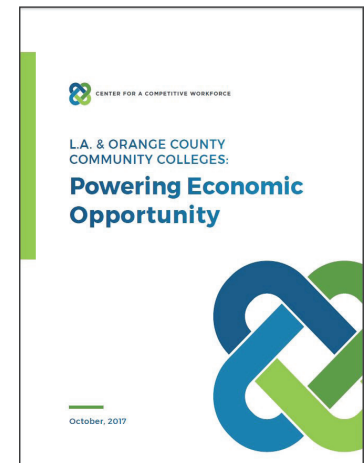
### Highest Growth Industry Cluster Supply-Demand Reports

- 1 “Deep Dive” Report and companion Executive Summary: *L.A. and Orange County Community Colleges, Empowering Economic Opportunity* (dated: October 2017)

This first regional labor market intelligence report established a baseline of sorts, assessing

and forecasting the regional supply of and demand for middle-skill workers in the L.A. and Orange County regions; it was co-produced for CCW by the LAEDC’s Institute for Applied Economics and the LA/OC Center of Excellence. In addition to labor market intelligence, the report provides a comprehensive overview of the economic base in the Los Angeles Basin and identifies so-called “target industries” which provide rich opportunities for middle-skill jobs over the next three to five years. More specifically, this report included an economic forecast, identified six target industries for middle-skill jobs and the top-14 middle-skill occupations with each target industry with strong middle-skills job concentrations and favorable growth projections.

The report was launched at a press event attended by over 200 education, workforce, government, industry and community partners. The event program included remarks from the Mark Ridley-Thomas, Chair of the L.A. County Board of Supervisors, two members of the California State Assembly, Dr. Bill Scroggins, President of Mt. San Antonio College and Art Bilger, founder of Working Nation. There was unprecedented local, state and national mainstream and education media coverage.



## WORK STREAM #1: RESEARCH AND ANALYSIS

### 2 “Deep Dive” Report and companion Executive Summary: *Entertainment and the Rise of Digital Media: An Industry Disrupted* (dated: February 2008)

This first industry “deep-dive” report projecting the short-term supply of and demand for middle-skill (meaning they typically require at least a high school diploma, but less than a bachelor’s degree) labor in the entertainment and digital media industry in the L.A. and Orange County region was co-produced for



CCW by the LAEDC Institute for Applied Economics and the LA/OC Center of Excellence. The entertainment industry is one of the most high-profile, concentrated and middle-skill job-rich industries in the Los Angeles Basin, providing marked economic “spillovers” and future job growth. Even so, the broader entertainment industry is transforming rapidly with advances in digital media changing how entertainment content is created, distributed and consumed. For this reason, CCW set out to analyze the major shifts that are occurring in the industry and identify the middle-skill jobs that have the potential for growth over the next half decade. Out of 650 distinct occupations in the entertainment industry, 14 occupations were selected that show promise in the region.

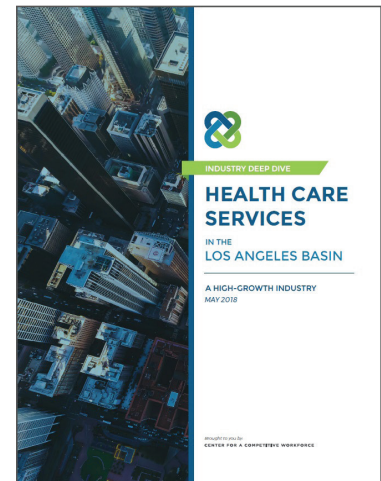
This report was launched at an event with panel of speakers and an expo where faculty and students from the colleges hosted tables and directly engaged employers to promote their programs.



Community college leaders gained insights from health care industry executives at the launch event for the Health Care Services report

### 3 “Deep Dive” Report and companion Executive Summary: *Health Care Services in the Los Angeles Basin: A High-Growth Industry* (dated: May 2018)

The second industry “deep-dive” report in this series detailed the supply of and demand for middle-skill workers in the health care services industry in the L.A. and Orange County region; it was co-produced for CCW by the LAEDC Institute for Applied Economics and the LA/OC Center of



Excellence. The health care sector has undergone several changes in recent years yet promises to be a significant source of well-paying middle-skill jobs over the next five years in L.A. and Orange counties.

## WORK STREAM #1: RESEARCH AND ANALYSIS

In this report, CCW set out to analyze the major shifts occurring in the industry and to identify the jobs that are forecasted to grow, having a low-risk of automation dislocation, as well as other forms of capital-labor substitution. We selected 15 middle-skill-heavy occupations that show promise and low automation potential in the region.

### 4 “Deep Dive” Report and companion Executive Summary: *Professional Services in the Los Angeles Basin: A Knowledge Based Industry* (dated: January 2019).

The third industry “deep-dive” report in this series detailed the supply of and demand for middle-skill workers in the professional services industry in the L.A. and Orange County region was co-produced for CCW by the LAEDC Institute for Applied Economics and the LA/OC Center of Excellence. The professional services industry is a major industrial driver in the region’s export-oriented and population-serving economies. With human creativity, problem solving and critical thinking as their backbone, many jobs in this industry have been largely insulated from disruption by labor-substituting technological advances, including automation. Overall, 50,680 total job openings will be created in the industry in the Los Angeles Basin over the next five years, with employers seeking to fill many of those openings with middle-skill workers. We selected 15 occupations that show growth potential in the region.



### 5 High-Growth Occupations Report (release date: May 2019)

The fifth report in this series will identify and examine the high-growth middle-skill occupations outside of the target industries covered in baseline report (number 1 above) with high forecasted growth prospects. It will assess the supply of and demand for middle-skill workers in the top-15 middle-skill occupations in L.A. and Orange County regions.

### 6 Baseline Report Update: *L.A. and Orange County Community Colleges, Empowering Economic Opportunity* (release date: June 2019)

This second regional labor market and economic intelligence report on supply of and demand for middle-skill workers in the L.A. County will be co-produced for CCW by the LAEDC Institute for Applied Economics and the LA/OC Center of Excellence. While it will, like the first report, provide an updated economic overview of the region, this second baseline report will be much more occupationally focused than the first one, removing the industrial umbrella and leading with occupational demand/supply projections, as well as the relevant occupational competencies (including “hard” and “soft” skills) and the guided pathways for the top middle skill jobs in the region.

### 7 Three Sector Scans: TBD (release date: June 2019)

Brief reports on three industries, as chosen by the CCW Advisory Council, will be provided. Scans will include brief industry overviews and projected middle-skill occupational needs. The occupational clusters will be drawn from industries that CCW has yet to do a deep dive analysis.

## WORK STREAM #1: RESEARCH AND ANALYSIS

### CCW Stakeholder Convenings



LA County Supervisor Mark Ridley-Thomas, state elected leaders and Dr. William (Bill) Scroggins, President of Mt. San Antonio College spoke at the CCW launch event

Following the release of the third deep-dive industry report in Professional Services, the CCW Advisory Council co-hosted three regional presentations at individual area community colleges. The intent was to go beyond the “four corners” of the reports by convening college faculty, along with our workforce development and education partners in the region, to highlight and discuss the report’s findings in the furtherance of the CCW goal/priority for the colleges and workforce community to utilize the same labor market intelligence and occupational data when making program, curricula and/or career education decisions. To this end, the report co-authors, LAEDC Institute for Applied Economics and LA/OC Center of Excellence, presented to various college faculty, administrators and trustees, along with representatives from the workforce development boards and America Job Center partner agencies, California State Economic Development Department (EDD), and other community-based organizations. The three events were hosted by East Los Angeles College, Pasadena City College and El Camino College in early-March 2019. Dr. Erika Endrijonas, President of Pasadena City College, welcomed guests at the PCC convening and emphasized

the importance of career education for the professional services industry. Jan Swinton, CTE Dean at Glendale Community College, provided welcome remarks on behalf of the CCW Advisory Council and an overview of CCW at the El Camino event.

### Industry Cluster Surveys

In early-2019, CCW commissioned BW Research to develop and field a comprehensive survey of the following six key industry clusters in Los Angeles County, using and building upon the initial CCW baseline quantitative report: *L.A. and Orange County Community Colleges, Empowering Economic Development* (October 2017):

1. **Aerospace Product and Parts Manufacturing**
2. **Biopharmaceuticals and Medical Devices**
3. **Health Care Services**
4. **Entertainment and Digital Media**
5. **Port Related and Advanced Transportation**
6. **Professional and Technical Services**

Statistically significant primary data were collected from over 400 industry respondents who fully completed the survey. Secondary data were extrapolated from the Economic Modelling Specialists Intl. (EMSI) and the California EDD. Taken together, the research levered survey responses from regional employers, providing even richer and more in depth insight into six of the region’s key industry clusters, including viable career pathways and employment prospects, in CCW’s ongoing effort to better understand and educate the region’s various stakeholder communities, e.g., government, education, about the region’s labor market needs in an effort to develop new and/or reconfigure existing programs that will help students, jobseekers



## WORK STREAM #1: RESEARCH AND ANALYSIS

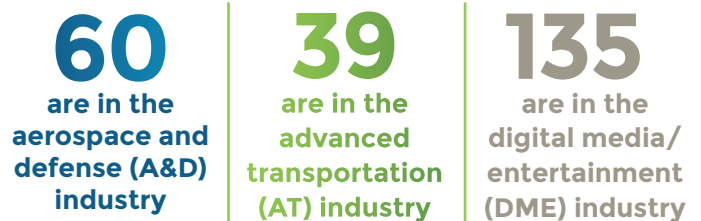
and upskilling incumbent workers achieve gainful employment in the region. Sample questions that drove this research included:

- 1 What industry clusters are healthy and growing and should be the focus of workforce development strategies in and around Los Angeles County?
- 2 What *middle skill & middle wage* occupations are in high demand and offer living-wages for prospective entrants to the labor market?
- 3 How can the LAEDC and CCW work with their education, workforce development and industry partners across the county to facilitate countywide workforce and economic development strategies that connect with their organizational objectives?
- 4 How can LAEDC, CCW and their community college and allied educational partners best support regional employers who are looking for talent?

*(A draft report was provided to the Advisory Council in March 2019 and the final report is being designed for distribution to only the community colleges in late-April 2019.)*

In addition, LAEDC’s Business Assistance team sourced two proprietary databases to identify growing companies, along with its vast network of industry partners, for needs assessments and job and internship opportunities, including current and past LAEDC client companies, LAEDC’s Board of Governors’ members, and LAEDC’s industry council members and attendees. LAEDC has outreached to 234 companies in the target industry sectors, as identified in the 2017 baseline

report, gathering firm-level information regarding their current and future middle-skill workforce needs and documenting potential work-based learning (WBL) opportunities for community college students. Of the 234 companies:



LAEDC’s on-the-ground approach of utilizing established relationships and existing networks has allowed it and helped CCW develop and implement firm-specific strategies to overcome the institutional challenge of major A&D, AT and DME companies’ offering their internship and other WBL program slot only to students from four-year institutions. Building on CCW’s baseline and “deep-dive” industry reports and the survey work, these qualitative needs assessments helped CCW glean a better understanding of the skills, certifications, and degrees needed in an rapidly changing hiring environment where both physical and cognitive job activities are increasingly being replaced by machines.

*(LAEDC’s Business Assistance team is scheduled to complete the needs assessments of 120 [A&D, AT and DME] employers by June 30, 2019. Results, trends and findings will be presented in July 2019.)*

## WORK STREAM #2: INDUSTRY COUNCILS

### WORK STREAM #2: INDUSTRY COUNCILS



CCW hosted numerous industry council events to connect faculty with industry and other stakeholders.

**T**he industry councils are held quarterly for each target industry to enhance and scale industry participation and participation with the community colleges. The councils are a venue to create and support partnerships with industry that enable more purposeful utilization of industry insight for program management, course development and the identification of talent development issues and trends. Industry councils also provide a platform for regional industry engagement to validate individual curriculum and training needs, to network and formalize informational and transactional (e.g., WBL, career) relationships, and to learn about industry resources and other shared opportunities. A summary of the seven industry councils are provided below:

#### 1. BioScience Workforce Development Council

On behalf of CCW, LAEDC manages, staffs and leads the Biosciences Workforce Development Industry Council in partnership with Biocom, which represents over 1,100

research institutions and life science companies across the state. Anecdotally, representatives from some of the community colleges in attendance have said that they found great value in networking with industry partners at these council meetings, which provide a dynamic venue in which to better understand the industry's trends, ask questions and receive input from bio-based businesses re their supply and talent development needs; information that is, of course, useful in program and curriculum development.



A meeting of the Bioscience Council connected industry executives with college representatives

Correspondingly, community college attendees share information on existing programs, plans to modify or develop new curriculum and programs, and synopses of the industry-relevant talent being trained for bio-based careers. In fact, Wendie Johnston, the Life Sciences/Biotech Sector Navigator's ambassador to LAOCRC, finds great value in CCW's Biosciences Workforce Development Industry Council to facilitate advisors, externships, and jobs. Working closely with the LA Bioscience Collaborative (and Terri Quenzer), the Life Sciences/Biotech Sector Navigator, CCW also regularly outreaches to faculty to attend and participate at the meetings. Faculty adeptly used this venue to garner industry input on the development of

their new programs, to secure employer participation on relevant advisory committees, and to secure opportunities to expose students to bio-based careers through hosted company tours. Although seven colleges have active bio-related programs — and four are in

the process of developing new programs, only five community colleges have consistently attended the council meetings.

DATE	VENUE	COMMUNITY COLLEGE ATTENDEES	INDUSTRY REPRESENTATIVES
September 24, 2018	The California Endowment Center - DTLA	<ol style="list-style-type: none"> <li>1. Van Benford, SFP Program Specialist - Los Angeles Harbor</li> <li>2. Jan Swinton, Dean, Workforce Development - Glendale</li> <li>3. Aaron Perez, Job Developer - Rio Hondo College</li> <li>4. Richard Verches, Executive Director, CCW</li> </ol>	<ul style="list-style-type: none"> <li>• Takeda</li> <li>• Biocom</li> <li>• Lab Launch</li> <li>• Kaiser Permanente</li> <li>• Charles Drew University</li> <li>• Agora Partners</li> </ul>
December 5, 2018	CSU Los Angeles - DTLA Campus	<ol style="list-style-type: none"> <li>1. Wendie Johnston, Lab Director, Pasadena Bio Collaborative Incubator</li> <li>2. Aaron Perez, Job Developer - Rio Hondo College</li> <li>3. Lisa Rodas, CGCA-Case Manager - Los Angeles Harbor College</li> <li>4. Shelley Thai, Associate Professor of Biology - Glendale Community College</li> <li>5. Nelly Rodriguez, Associate Dean, STEM Pathways - Los Angeles Harbor College</li> <li>6. Barbara Christie, AMETLL Faculty Liaison - Los Angeles Harbor College</li> <li>7. Richard Verches, Executive Director, CCW</li> </ol>	<ul style="list-style-type: none"> <li>• Biocom</li> <li>• Cal State LA</li> <li>• ScaleLA</li> <li>• LARTA</li> <li>• South Bay WIB</li> </ul>
March 22, 2019	LARTA Institute - DTLA	<ol style="list-style-type: none"> <li>1. Robert Bethel, Professor, Rio Hondo College</li> <li>2. Nelly Rodriguez, Associate Dean, STEM Pathways - Los Angeles Harbor College</li> <li>3. Richard Verches, Executive Director, CCW</li> <li>4. Basil Ibe, Professor, Los Angeles Harbor College</li> <li>5. Emma Sanchez, Program Manager, Glendale Community College</li> <li>6. Freddy Saucedo, Associate Dean CTE, Glendale Community College</li> <li>7. Michelle Stieber, Professor, Cerritos College</li> </ol>	<ul style="list-style-type: none"> <li>• Biocom</li> <li>• Ranchos Los Amigos National Rehabilitation Center</li> <li>• West Coast Consortium for Technology &amp; Innovation in Pediatrics</li> <li>• LA BioMed</li> <li>• LARTA</li> <li>• Human Designs Prosthetic &amp; Orthotic Laboratory, Inc.</li> <li>• Farus, LLC.</li> </ul>



## WORK STREAM #2: INDUSTRY COUNCILS

### BioPharmaceutical Company Tour for Faculty

As a direct result of Takeda's (formerly Shire and Baxter Pharmaceutical) attendance at the industry council meeting held on September 24, 2018, and LAEDC's follow-up highlighting the value of community college students pursuing their bio-related certificates and degrees, Takeda opened up its facility to community college representatives for a four-hour lunch and tour of Takeda's facility in Los Angeles. The following community colleges had representatives attend the lunch and tour:

1. L.A. Trade-Technical College
2. Pasadena City College
3. Glendale Community College
4. Rio Hondo College
5. LA Mission College
6. Statewide Director and Sector Navigator Life Sciences/Biotech



Community college representatives tour Takeda's facility

Takeda graciously provided several managers from human resources, bio-manufacturing/processing, and research and development to answer questions

and engage with college faculty/representatives during lunch. Faculty made strong and convincing arguments to Takeda managers that their students are as prepared as four-year university students for employment and internships, if not more so, due to the greater lab emphasis and experience provided at community colleges. After lunch, Takeda provided small hosted tours of their award-winning biology and chemistry labs, as well as its manufacturing floor. Here is a curated selection of faculty "thank you" emails to CCW:

- Manuel Acosta, Professor of Chemistry and Biomanufacturing, Los Angeles Trade-Tech College said, "Being in the classroom, and teaching manufacturing and laboratory principles, the visit allowed us to see how this skill-set is put to good practical use in a biomanufacturing plant and Quality Control lab setting. In addition, the visit allowed us to make contact with manufacturing and laboratory professionals, with the potential to develop relationships in which both parties can benefit. Takeda professionals can give us some insight in current Good Manufacturing Practices (cGMP) and modern techniques and technologies, and we will infuse some of this information into our classes, and better prepare and train students for a stronger workforce."
- Aaron Perez, Job Developer, Rio Hondo College said, "I truly believe these visits that your office arranges are extremely beneficial for our colleges and most importantly the students. These visits allow us to develop relationships that with industry professionals that are mutually beneficial."
- Rachel Harper Delupio, Chemical Technology Instructor, Los Angeles Trade-Tech College said, "I want to thank you both for the work you're doing. There are several large companies that require a bachelor degree to be considered and while many

of our students are working towards both their bachelors and certificate simultaneously the work you've been doing opens the door to the possibility of career exploration and our students being allowed to contribute earlier in their educational path. We know our students have many of the skills employers are finding it hard to locate, thank you for spreading the word; also as for those working, going to school and often raising a family it can be a steep uphill climb, these opportunities would really make a difference. So enjoyed meeting the Takeda leadership today and touring the facility as well as the incredibly well facilitated discussion between the college faculty and the hiring managers.”

As CCW moves into its second year of hosting the Biosciences Workforce Development Industry Council, the proposed strategy is to lever the council’s industry engagement prowess to facilitate new work-based learning and employment opportunities for community college students.

## 2. Digital Media & Entertainment Industry Council

On behalf of CCW, LAEDC manages, staffs and leads a DME Industry Council to identify and create new partnership opportunities for community colleges and to increase work-based learning and employment opportunities with DME industry firms. From ensuring that the community colleges understand the California Film Commission’s role in providing free work-based learning opportunities, to engaging Paramount Studios on a regional level, the DME Industry Council leads conversations and industry



College leaders at the Digital Media and Entertainment (DME) Council in March of 2019 gained insights from Netflix’s Vernā Myers, VP of Inclusion Strategy

partnerships to better connect the talent produced from the region’s community colleges. Colleges discuss their programs to reinforce how community colleges can be great partners for in-demand talent. Ten (10) community colleges continue to attend the DME Industry Council meetings regularly and have actively participated in the meetings to showcase their programs and students.



**WORK STREAM #2:  
INDUSTRY COUNCILS**

DATE	VENUE	COMMUNITY COLLEGE ATTENDEES	INDUSTRY REPRESENTATIVES
August 9, 2018	Milken Institute - Santa Monica	<ol style="list-style-type: none"> <li>1. Laura Peterson, Division Chair, Arts &amp; Performance - West Los Angeles College</li> <li>2. Freddy Saucedo, Associate Dean, Career Education &amp; Workforce Dev - Glendale</li> <li>3. Linda Beal, Television Instructor - Los Angeles City</li> </ol>	<ul style="list-style-type: none"> <li>• CA Film Commission</li> <li>• Milken Institute</li> </ul>
December 7, 2018	Paramount Pictures - Hollywood	<ol style="list-style-type: none"> <li>1. Freddy Saucedo, Assoc Dean, Career Ed &amp; Workforce Dev- Glendale</li> <li>2. Rafael Cardona, Instructor, Business Admin - Glendale</li> <li>3. Michael Williams, Career Pathways Coordinator-LA Pierce</li> <li>4. Lisa Lewenberg, Workforce Development /L.A. Southwest</li> <li>5. Aaron Perez, Job Developer - Rio Hondo College</li> <li>6. Redelia Shaw, Instructor of Communication Studies - SMC</li> <li>7. Dan Watanabe, Adjunct Asst Professor, Broadcasting &amp; Media Arts - L.A. Valley</li> <li>8. Laura Peterson, Division Chair, Arts &amp; Performance - West L.A.</li> <li>9. Rio Medina, Career Pathways Support Services - Long Beach</li> <li>10. Aaron Dowell, Film Instructor - Compton</li> </ol>	<ul style="list-style-type: none"> <li>• Viacom</li> <li>• Paramount</li> <li>• Sony</li> <li>• Lionsgate</li> </ul>
March 27, 2019	Netflix (hosted at NeueHouse)	<ol style="list-style-type: none"> <li>1. Emma Sanchez, Program Manager, (Interim) Career Pathways - Glendale Community College</li> <li>2. Melissa Infusino, Workforce Development Director - Long Beach City College</li> <li>3. Rafael Cordona, Instructor of Business Administration - Glendale Community College</li> <li>4. Rio Medina, Career Pathways Coordinator - Long Beach City College</li> <li>5. Dan Watanabe, Adjunct Instructor - Los Angeles Valley College</li> <li>6. Laura Peterson, Division Chair, Entertainment - West Los Angeles College</li> <li>7. Laurie Nalepa, Dean of Career Technical Education - Los Angeles Valley College</li> <li>8. Redelia Shaw, Communication Studies Faculty - Santa Monica College</li> </ol>	<ul style="list-style-type: none"> <li>• Netflix</li> <li>• Sony Pictures Entertainment</li> <li>• Los Angeles County Arts Commission</li> </ul>

CCW continues to challenge employers through these industry councils to reconsider the job announcement language and requirements for entry-level positions.

## DME Industry Council Value-Add Example: ELICITING INDUSTRY- RELEVANT INFORMATION FROM NETFLIX

Chris Rico, LAEDC's Director of Digital Media and Entertainment, posed the following questions to Netflix during the last council meeting:

- 1 **How might industry reconsider the language and requirements for entry-level positions for non-traditional (older, career transitioning) community college students?**
- 2 **Can you name two soft skills and two technical skills that all future industry talent should possess? Which of these skills did you personally learn in school? Which of these skills did you refine through experience?**
- 3 **What can we do to create more socioeconomic diversity in our workforce? Netflix's content is consumed by audiences of all socioeconomic backgrounds. How are you also employing people that represent that diversity?**

Rafael Cardona, Instructor of Business Administration at Glendale College, sent the following "thank you" email to CCW, describing how both the Paramount Studios and Netflix visits helped him in the classroom:

*The Paramount Studios visit was motivational in several respects. For one, to hear the interest and strategy the studio shared about focusing on hiring community college students was uplifting and refreshing - new. In*

*the classroom I talk to students about efforts being made by both academia and industry to close the gap between what they're learning in class and what industry expects from employees. Secondly, this dialogue sparks interest in students to want to learn more about how to enhance their specific skills and talk to career counselors about following career paths that are concrete and focused. When I mention my visits and conversations with industry students get excited and often want to know more. If not securing employment right off the bat, students at least feel appreciated in their efforts and motivated to work harder and smarter. The forum conversation with Verna Myers from Netflix also served me well and motivated me in a different way; to share with students how important it has become (more so than ever before in my opinion) to make hiring diversity a priority for industry. At our campus 33 of students are Latino and 33% are Armenian. These significant pools of students welcome conversations that make them feel their multicultural backgrounds are an asset and not a liability in the work place (as Ms. Myers asserted). To mention Netflix in the classroom and talk about some of the strategies and initiatives they're using to be inclusive in their hiring practices is exciting for students to hear. For us educators it's a powerful tool that help us instill confidence in our minority students whose understanding of industry may be limited, compared to their non-minority counterparts.*

(For a recap of the last council meeting, please visit: [https://laedc.org/2019/03/28/recap-dme-council-meeting-w-netflix/.](https://laedc.org/2019/03/28/recap-dme-council-meeting-w-netflix/))



## WORK STREAM #2: INDUSTRY COUNCILS

### 3. Advanced Transportation: E4Mobility Alliance

L.A. County is a region with competitive advantage and wide-ranging activity in research, design, development, production and export of advanced transportation technologies, products, processes and services, including in the areas of electric and/or zero emission vehicle systems, autonomous vehicles and related subsystems, the Hyperloop transportation mode, connected car, zero emission trucks and buses, new tunneling concepts, and regional energy storage infrastructure that supports electrification of transit. While not many cars are built in LA County, the region is central to automobile design, R&D, innovation and engineering that influences the look, feel and performance of many of the world's

best-known car brands. Together with the E4Mobility Alliance, CCW focuses on the talent development needs of this fast-growing industry, while showcasing the community colleges as the ideal partner to create and access a sustainable pipeline of skilled talent. Already, e4Mobility employers have been impressed by the level of industry knowledge and partnerships that exist at LATTC, Rio Hondo, and El Camino. As a part of a panel on October 11, 2018, faculty from these community colleges highlighted their programs that meet industry needs.

Read about a recent E4 Council meeting here:  
<https://laedc.org/2019/01/28/recap-e4-mobility-alliance-meeting-with-ev-charging-leaders/>

DATE	VENUE	COMMUNITY COLLEGE ATTENDEES	INDUSTRY REPRESENTATIVES
October 11, 2018	Nixon Peabody, LLP - DTLA	<ol style="list-style-type: none"> <li>1. Adrian Banuelos, Dept. Chair, Automotive Technology - East Los Angeles College</li> <li>2. Marvin Da Costa, Pathway Navigator, Adv Transportation and Manufacturing - LATTC</li> <li>3. Eldon Davidson, Director, Contract Education - El Camino</li> <li>4. John Frala, Automotive Technology Professor - Rio Hondo College</li> <li>5. Katie Mishler, Deputy Sector Navigator, Adv Transportation and Logistics - Cerritos College</li> <li>6. Adriana Estrada, Director, CTE/SWP - El Camino College</li> </ol>	<ul style="list-style-type: none"> <li>• Nixon Peabody, LLC</li> <li>• Virgin Hyperloop One</li> <li>• Evelozcity</li> <li>• Thor Trucks</li> <li>• Urbe-E</li> <li>• LA Port</li> <li>• GreenLots</li> <li>• Romeo Power</li> <li>• EV Safe Charge</li> <li>• Employer Training Panel</li> <li>• GOBIZ</li> </ul>
January 24, 2019	Nixon Peabody, LLP - DTLA	<ol style="list-style-type: none"> <li>1. Adrian Banuelos, Dept. Chair, Automotive Technology - East Los Angeles College</li> <li>2. Marvin Da Costa, Pathway Navigator, Adv Transportation and Manufacturing - LATTC</li> </ol>	<ul style="list-style-type: none"> <li>• SoCal Edison</li> <li>• EVgo</li> <li>• EV Connect</li> <li>• GreenLots</li> <li>• ChargePoint</li> </ul>
May 9, 2019	Nixon Peabody, LLP - DTLA	TBD	



Overall, employers continue to express their needs for talent and their desire to partner with the community colleges to co-create curriculum to meet those growing talent needs. Employers who never considered the community colleges as a source for skilled talent in alternative transportation-related sectors are now rethinking that long-held belief. To this end, CCW has recently met with LATTC’s Advanced Transportation and Manufacturing team with the objective to support the network of community colleges training in advanced transportation.

#### 4. SoCal Aerospace Council

With a 100-year history in the Los Angeles Basin, the aerospace vehicles and parts manufacturing industry remains one of the region’s prominent industries,

servicing private and government consumers worldwide. Industry employment is nearly two and a half times more concentrated in the L.A. Basin than nationwide. And, the industry is rapidly changing, moving from the Pentagon-centric industry of yesteryear to one that is much more consumer-facing, with private investment being directed increasingly towards private space exploration, unmanned aerial technologies/systems and commercial aircrafts.

Employment in the aerospace industry will continue to comprise many mid- to high-skill workers over the next three to five years. In particular, the demand for workers with technical skill proficiencies, as well as in-depth knowledge of mathematics and science will continue to remain a high priority for aerospace establishments. The SoCal Aerospace Council provides CCW and its community college partners with a venue to better understand the

DATE	VENUE	COMMUNITY COLLEGE ATTENDEES	INDUSTRY REPRESENTATIVES
October 9, 2018	El Camino College	<ol style="list-style-type: none"> <li>1. Jose Anaya, Dean, Community Advancement &amp; Business Training Center - El Camino</li> <li>2. Adriana Estrada, Director, Career Technical Education - El Camino College</li> <li>3. Aaron Perez, Job Developer - Rio Hondo College</li> <li>4. Eldon Davidson, Director, Contract Education - El Camino</li> <li>5. Megan Ruane, Career Pathways Program Assistant - El Camino College</li> <li>6. Cindy Lo, Program Facilitator, Economic Development - Cerritos College</li> </ol>	<ul style="list-style-type: none"> <li>• Northrop Grumman</li> <li>• Lockheed Martin</li> <li>• Impresa Aerospace</li> <li>• South Bay WIB</li> <li>• Trading Funding Partners</li> </ul>
February 13, 2019	Cross Campus El Segundo	N/A	<ul style="list-style-type: none"> <li>• Virgin Orbit</li> <li>• Bank of America</li> <li>• Merrill Lynch</li> <li>• PWC</li> </ul>
June 12, 2019	Cross Campus El Segundo	TBD	<ul style="list-style-type: none"> <li>• Boeing</li> </ul>



## WORK STREAM #2: INDUSTRY COUNCILS

manufacturing and workforce needs of the aerospace, defense and space industries, while also highlighting for the local aerospace industry the technical training capabilities and high-quality training available at the community colleges to meet the industry’s talent needs.

### 5. Health Care

The L.A. Area Chamber of Commerce was funded to establish a pilot health care industry council to enhance outreach to the health care provider community in Round 1. This was funded with regional marketing funding that ended in December 2018. The Chamber organized the launch event for the Health Care Services “Deep Dive” report for diverse health care community leaders and employers.

### 6. Information Communication Technology (ICT)

The L.A. Area Chamber of Commerce was funded to establish a pilot ICT industry council in Round 1 to enhance outreach to the ICT sector in Round 1. This was funded with regional marketing funding that ended in December 2018.

### 7. Global Trade & Logistics

In partnership with PRO-GTL, a Strong Workforce Program regional project led by L.A. Southwest College, a fifth industry council on Global Trade in collaboration with LAEDC will launch in early-summer 2019.

## WORK STREAM #3: REGIONAL WORK-BASED LEARNING

**E**ngaging industry to provide internship opportunities for community colleges has been an “eye opening” experience, as it became quickly clear that the majority of internship opportunities offered targeted high school students on the low-skill end of the continuum and university and graduate school students on the middle to high end along the employment continuum. Point being, very few internship descriptions targeted community college students.

To overcome internal bias of major A&D, AT and DME companies toward hiring primarily four-year students for their internship programs, the LAEDC Business Assistance team used a “diversity and inclusion” approach to appeal to these companies’ corporate social responsibilities. In addition, the team identified the competencies being taught by the community colleges for “leave behind” collateral that highlight the skills students were being taught in relevant programs at the community colleges. LAEDC’s Business Assistance team held extensive discussions with firms, challenging their antediluvian view re the relevancy and proficiency of a community college education in order to secure buy-in from firms to allow community college student participation in available internships. After several discussions and meetings, a number of companies acquiesced, including the following:

- **In aerospace: Virgin Orbit, SpaceX, DCX-CHOL Enterprises and Senior SSP Aerospace**
- **In advanced transportation: Hyperloop One, US Hybrid, EVELOcity and Aerovironment**
- **In digital media entertainment: NBCUniversal, Disney and Warner Music Group**

## WORK STREAM #3: REGIONAL WORK-BASED LEARNING

The LAEDC team has identified 58 job opportunities and secured 441 internship opportunities, primarily spread over three industry sectors: advanced transportation; aerospace and defense; and digital media entertainment. (See Attachment A hereunder for a comprehensive summary of these opportunities.)

### Aerospace:

**25** JOB OPPORTUNITIES  
with 13 companies

**25** INTERNSHIP  
OPPORTUNITIES  
with 10 companies

### Advanced Transportation:

**19** JOB OPPORTUNITIES  
with 10 companies

**8** INTERNSHIP  
OPPORTUNITIES  
with 4 companies

### Digital Media Entertainment:

**14** JOB OPPORTUNITIES  
with 6 companies

**408** INTERNSHIP  
OPPORTUNITIES  
with 135 companies

In response, LAEDC's Business Assistance team has received 60 student resumes from LA County's 19 CCs for available internship and job opportunities. The team received 25 applicants for aerospace opportunities,

one for advanced transportation opportunities and 34 for digital media entertainment opportunities. Over the course of the year, the Business Assistance team has revised, reconfigured and retooled its strategies, under the guidance of the CCW Advisory Committee, to more effectively and efficiently inform students, faculty and deans about job and internship opportunities; this has proved difficult without a common central database. Strategies implemented included the following:

- Utilized the LA regional Strong Workforce Program internship/job placement coordinator contacts project to share all internship and job leads. Information was emailed periodically in a spreadsheet or shared document.
- Executed a contract with a third-party to develop a Customer Relationship Management (CRM) system to establish intra-system relational infrastructure for workforce and education efforts thus aligning industry needs with CCs. (Anticipated completion date: July 2019.)
- Used a universal database: "College Central", which is used by students interested in internships, to post LAEDC's job and internship opportunities on the homepages of the following colleges: East LA, Glendale, LA Harbor, LA Mission, LA Southwest, LA Valley, Pierce, Rio Hondo and Santa Monica.
- Operationalized an online process and communication with community colleges, sector navigators, deputy sector navigators, community college deans, etc. cataloging internship opportunities to encourage student identification and participation.



## WORK STREAM #3: REGIONAL WORK-BASED LEARNING

- Partnered with associated student organizations, career centers and veteran’s clubs on several campuses to inform and promote job and internship opportunities, encouraging participation by students and alumni.
- Worked with NexusEdge, an online career services platform, to lever its community college network and further expand student outreach.
- Participated in the “Your Turn Intern Expo” event at LA Convention Center on March 22, 2019, obtaining resumes from community college students and graduates in attendance.
- Developed and circulated CCW program flyers to increase awareness about community college student internships.

While many of the above strategies have proved to be of limited objective value in terms of increasing student placements, the team is extremely confident that a single CCW portal, providing system-wide relational infrastructure to communicate inter-college, will prove invaluable in terms of access to and placement in future WBL and employment opportunities.

### Innovative and New Internship Partnerships

In addition to the Business Assistance team’s efforts, LAEDC continues to identify and lever existing programs and initiatives to create and access industry partnership opportunities for community college students. Below is a summary of efforts supported by LAEDC on behalf of CCW.

**1 Bio-Flex Pre-Apprenticeship and Apprenticeship:** Bio-Flex is a new innovative project to develop pre-apprenticeship and registered apprenticeship career pathways in the

biosciences industry in LA County. Bio-Flex started as a partnership between Supervisor Mark Ridley-Thomas; South Bay Workforce Investment Board; LA County Workforce Development, Aging and Community Services Department; LAEDC; Biocom; West Los Angeles College; and CSU Dominguez Hills. LAEDC has levered the Bio-Flex Pre-Apprenticeship to support community college pre-apprenticeship opportunities with employers; for example:

- **Protomer: two Spring 2019 Bio-Flex pre-apprentices (2 Pasadena City College students)**
- **Takeda: two to five Summer 2019 pre-apprenticeship opportunities currently available**
- **Freudenberg Medical: in discussion to offer Bio-Flex pre-apprenticeship opportunities for community college students**
- **Oak Crest Institute of Science: in discussion to utilize Bio-Flex pre-apprenticeship program to offer “earn and learn” opportunities for community college students once their current funding sunsets.**

**2 Entercom Project:** Entercom Communications Corp. is a leading U.S. media and entertainment company reaching and engaging over 170 million people nationally each month through its premier collection of highly rated, award winning radio stations, digital platforms and live events. Entercom is interested in partnering with LA County’s community colleges and other educational institutions to develop an 8-week entrepreneurship-in-training program. During the program, students will work in an integrative, much like existing MBA programs,

with the goal to submit entertainment business ideas, with guidance from executives and venture capitalists, to a panel of judges. The experience will prove invaluable, as the students will be exposed to the inner workings of a major media company and gain access to leading entertainment executives. Launch partners include LAEDC, CCW, L.A. County Arts Commission and L.A. County Department of Workforce Development, Aging and Community Services. Entercom plans to have 25-50 opportunities available to community college students. The program is expected to launch in late 2019.

**3** **Riot Games:** In partnership with the LAEDC, West LA-based Riot Games is exploring a partnership with West LA Community College on a career-connected learning program to develop curriculum that would encourage youth from low-to-moderate income communities to pursue STEM careers at the college, while providing a future pipeline of talent for Riot Games. The strategy is to develop a template at West LA Community College that can then be replicated across the system.

**4** **Romeo Power:** Romeo Power is looking to develop collaborative effort with CCW and local community colleges for a summer internship program focusing on lithium battery manufacturing to enhance company's inclusion and diversity program.

LAEDC is scheduled to continue delivering strategic transactional assistance in the form of firm level intelligence, connections and employer relationships to train and connect career education graduates to job opportunities and internships (e.g., work-based learning) in the target industry sectors through June 30, 2019. Results, trends and findings will be available in July 2019.

## WORK STREAM #4: TECHNOLOGY PLAN

To be more demand-driven, industry responsive, future-forward and adaptive, the CCW Workforce & Education Partner Portal (CCW Portal) will be launched (July 2019) as the intra-regional relational infrastructure to connect the 19 community colleges to industry in real time. The CCW Portal is a CRM database of information, built on a Salesforce Community Platform contracted through Launchpad, that will serve as a clearinghouse for firm-level feedback and other information to manage data collection, input and on-going validation. The CCW Portal will provide the following three primary functions:

1. Peer-to-peer interaction through the industry-focused community pages
2. Employer-direct messaging and engagement for all 19 community colleges
3. Student work-based learning and employment application and outcomes tracking

CCW will cover the cost of 10 users at each of the 19 community colleges. CCW will also be facilitating in-person training sessions at the colleges during the summer of 2019 to facilitate the onboarding of faculty, garnering their support for the use of the portal, and to elicit feedback for Phase 2 improvements. *(For a full explanation of the portal, see Attachment B – CCW Workforce & Education Partner Portal: Phase 1.)*



## WORK STREAM #4: TECHNOLOGY PLAN

### “Career Pathways” Video Series: HireEd



A scene from the HireEd video series

Propel L.A. (aka: LA County Strategic Plan for Economic Development (2016–2020)), a division of LAEDC, is completing a video series, titled: HireEd, in partnership with CCW and the L.A. County Office of Education. The series introduces high school students to high-growth and –paying careers and occupations with firms in the LA region. Each video showcases two “Millennial” professionals filmed at their workplaces, highlighting the community college attended, and clearly describes the education pathway taken.

The logos of all 19 community colleges and LACCD are included at the conclusion of each of the eight videos, which will primarily be shown in high school homerooms across dozens of districts throughout L.A. County and posted on both the LAEDC and Propel LA websites, as well as on the YouTube channel and LA County Office of Education website. In addition, new partnerships with youth-serving organizations are being developed to provide more exposure to the videos, such as the network of 35 Boys and Girls Clubs and 27 YMCA locations and clubs. Careers selected and data used are from CCW’s October 2017 *Powering Economic Opportunity Report*.

Sample interview questions included the following:

- 1 What is your educational background? (school attended, certificate/degree received)
- 2 What interested you about this career field?
- 3 What is your favorite thing about your job?
- 4 What is your least favorite thing about your job?
- 5 What does a typical day entail?
- 6 What do you see as the future of this career field?
- 7 Are there any particular skills or extra training someone could apply to excel in this career?

Printed informational materials for each occupation will be provided to students that contain more detailed information on how they can enter the highlighted career field, select the appropriate community college that offers relevant programs/training and expectations re starting wages. To help promote and increase visibility and awareness about the program, large physical posters will be made available to high schools for posting around campus.

GRADUATE FILMED	COLLEGE	CERTIFICATE / DEGREE PROGRAM	INDUSTRY	CURRENT JOB	CURRENT JOB
Ricardo Sanchez	LA Trade-Tech	Electrical	Construction	Electrician	SANZ Construction
Melody Corkins	Pierce College	Construction Mgt	Construction	Project Engineer	Clark Construction
Todd Nguyen	Santa Monica College/ USC	Urban Planning	Transportation	Transportation Planner	CA High Speed Rail Authority
David Seastead	Orange Coast College	A&P Mechanics	Transportation	A&P Mechanic	MX Aero Global
Vartan Bursalyan	Glendale Community College	Drafting/ Engineering	Engineering	Drafting Technician	L.A Dept. of Water and Power
Eileen Esquivel	Pierce College	Nursing	Healthcare	Nurse	North East Valley Health Clinic
Usha Gummandi	LA Valley College	Sonography	Healthcare	Radiology Technician	Kaiser Permanente
Jonathan Stinson	Glendale and L.A. Harbor	Logistics	Logistics	Production Control Specialist	Raytheon
Amalia Castonguay	Pasadena City College	Health Science	Bioscience	Research Associate	Oak Crest Institute of Science

## Bioscience Virtual Hub

LAEDC in partnership with CCW is in the process of developing a bioscience virtual hub. The objective is to build and utilize a website to share real-time, regional bioscience industry information, providing an interface for industry leaders, entrepreneurs, government officials, and investors that gets them directly to the resources they need to succeed. This website will include an interactive map and a regional navigator to provide bioscience firms, and other stakeholders with fast, easy access to a clearinghouse

that can help them find the right resources to finance, scale and further develop their products and services. Specifically, the website will link to CCW website and the WEPP to cultivate and catalogue Los Angeles' middle-skill career paths and opportunities. This virtual hub ensures that our community colleges are the center of the conversation with employers as their local talent pipeline partner.

## CCW Media Campaign and Coverage

### Business Outreach Campaign



**ALL THE TALENT YOU NEED.**

A partnership with community colleges gives you an edge – a direct pipeline for the diverse talent you need.

Whether you're hiring nurses, accounting clerks, graphic designers, electricians or practically anything else, the 19 LA region community colleges are your pipeline to the top talent you're looking for.

The Center for a Competitive Workforce (CCW) connects you with colleges, to streamline the process for hiring and give you the first look at our region's highest performing students. Find diverse candidates with the right skills for your open positions, or select trainees who will develop into high performers.

One call gets the ball rolling.

Start the conversation with Jessica Ku Kim, Workforce Development Director at LAEDC, a partner in CCW. [jessica.kim@laedc.org](mailto:jessica.kim@laedc.org) (310) 256-4835 or Richard Verches, Executive Director of CCW, [verches@competitiveworkforce.la](mailto:verches@competitiveworkforce.la)

**LA's get talent. Take advantage of our region's community colleges.**

- Cabrillo College
- Compton College
- East Los Angeles College
- El Camino College
- Glendale College
- Long Beach City College
- Los Angeles City College
- Los Angeles Harbor College
- Los Angeles Mission College
- Los Angeles Pierce College
- Los Angeles Southwest College
- Los Angeles Trade Tech
- Los Angeles Valley College
- MT San Antonio College
- Pasadena City College
- Rio Hondo College
- Santa Monica College
- West Los Angeles College

**CENTER FOR A COMPETITIVE WORKFORCE**  
Connecting LA Industry and Community Colleges

Visit [www.laedc.org/ccw](http://www.laedc.org/ccw) to find out more

CCW is funded by a Strong Workforce Project of the California Community College Chancellor's Office

One of many full-page ads in LA Business Journal

On behalf of CCW, LAEDC partnered with the Los Angeles Business Journal to launch a three-month business outreach campaign, from October through December 2018, featuring weekly full-page print ads that highlighted the “industry-relevant” talent being prepared at and graduating from our local community colleges. Information contained in these advertisements included, for example: industry-driven certificate and degree programs and number of graduates/completers in the profiled industry/sector. The campaign culminated with a two-page “thank you” to businesses from all 19 colleges for industry’s ongoing and continued support and partnership. LAEDC led the content creation for the campaign, which also encouraged industry internships, the hiring of community college grads, and the need for collaboration with the colleges for program development.

(Copies of the LA Business Journal were delivered weekly to the colleges for dissemination to administration, faculty and students to increase awareness of business news, trends and potential business partners in the region.)

### Print, Radio and Television and Social Media Coverage



Two morning TV shows featured Prof. Howard Stahl, Dept. Chair at SMC with recent grads of the Cloud Computing Certificate program who were hired by tech companies

LAEDC used their media contacts to promote and highlight the CCW reports, attracting interest from traditional and new media outlets and producing favorable articles and on-air interviews related to Strong Workforce and career education innovation at our local community colleges. Below is a summary of CCW media coverage with links:

“*Making a connection between business needs and the curriculum was at the forefront.*”

- FORBES MAGAZINE

- **Businesses Should be Leaders in Training Workers (Forbes)**

<https://www.forbes.com/sites/gradsoflife/2018/11/29/businesses-should-be-leaders-in-training-workers/#438266ad6186>



- **What jobs will and won't be needed in California's future (Orange County Register)**  
<http://www.ocregister.com/2017/10/08/what-jobs-will-and-wont-be-needed-in-californias-future/>
- **LA area community colleges need to do more to prepare future workers (EdSource)**  
<https://edsources.org/2017/la-area-community-colleges-need-to-do-more-to-prepare-future-workers-report-says/588266>
- **Report projects a 42 percent talent shortage of middle-skill workers (Pasadena Star-News and 11 sister newspapers)**  
<http://www.pasadenastarnews.com/2017/10/03/report-projects-a-42-percent-talent-shortage-of-middle-skill-workers/>
- **LA's 20 Hottest Jobs that Don't Require a Bachelor's Degree (KPCC NPR Radio)**  
<https://www.scpr.org/news/2017/10/03/76272/la-s-20-hottest-jobs-that-don-t-require-a-bachelor/>
- **Los Angeles Region Facing Mid-Skill Worker Shortage, Study Finds Partnership with community colleges urged (LA Business Journal)**  
<http://labusinessjournal.com/news/2017/oct/03/los-angeles-region-facing-mid-skill-worker-shortag/>
- **Report shows L.A. regional economy has a big gap its workforce pipeline (CA Economic Summit)**  
<http://caeconomy.org/reporting/entry/report-shows-l.a.-regional-economy-has-a-big-gap-its-workforce-pipeline>
- **LAEDC CCW releases its inaugural report on workforce development (Working Nation)**  
<https://workingnation.com/laedc-ccw-releases-inaugural-report-workforce-development/>
- **AWS Dual Enrollment Program Ramps up in California (T|H|E Journal)**  
<https://thejournal.com/articles/2018/08/23/community-colleges-ramping-up-amazon-cloud-computing-ed.aspx?admgarea=News1>
- **Amazon's Cloud Certificate is Ray of Sunshine (L.A. Business Journal) by Kathryn E. Jeffery and Francisco C. Rodriguez (co-published article to highlight the importance of industry-college partnerships and community college system's role in talent pipelines for LA employers.**  
<http://labusinessjournal.com/news/2018/aug/31/amazons-cloud-certificate-ray-sunshine/>
- **Amazon partners with L.A. community colleges for cloud computing program (Los Angeles Times)**  
<http://www.latimes.com/business/la-fi-amazon-community-colleges-20180809-story.html#>
- **Amazon to train community college students in cloud computing (Education Dive)**  
<https://www.educationdive.com/news/amazon-to-train-community-college-students-in-cloud-computing/529995/>
- **Amazon and L.A. Area Community Colleges Announce Program to Increase Tech Training (CA Economic Summit)**  
<http://caeconomy.org/reporting/entry/amazon-and-l.a.-area-community-colleges-announce-program-to-increase-techno>
- **KNX-AM Radio – Mottek on Money Business Show discusses CA Cloud AWS partnership with colleges (Aired 8/11 and 8/12 on Mottek on Money)**  
Story starts at 10:00 mark: <https://knx1070.radio.com/media/audio-channel/mottek-money-august-11th-2018>
- **Amazon Partners with Community Colleges, High Schools to Offer Cloud-Computing Certificate (LA Daily News and sister newspapers throughout LA)**  
<https://www.dailynews.com/2018/08/10/amazon-partners-with-community-colleges-high-schools-to-offer-cloud-computing-certificate/>
- **Amazon to Team with L.A. Community Colleges for Cloud Computing Certificate Program (LABJ)**  
<http://labusinessjournal.com/news/2018/aug/09/amazon-team-l-community-colleges-cloud-computing-c/>
- **Community colleges and Amazon team up for cloud computing certification training (Working Nation)**  
<https://workingnation.com/amazon-community-colleges-cloud-computing/>
- **Amazon to Partner with Valley Colleges (San Fernando Valley Business Journal)**  
<http://sfvbj.com/news/2018/aug/09/amazon-partner-valley-colleges/>



## CCW Media Campaign and Coverage

- **Long Beach City College Selected For Amazon Certificate Program (Long Beach Business Journal)**  
<http://www.lbbizjournal.com/single-post/2018/08/09/BizBrief-Todays-News-To-Know>
- **L.A. County schools partner with AWS for cloud computing certificate (EdScoop)**  
<https://edscoop.com/la-county-schools-partner-with-aws-for-cloud-computing-certificate>
- **Amazon Teams With Pasadena City College for Cloud Computing Certificate Program (Pasadena Now)**  
<http://www.pasadenanow.com/main/amazon-teams-with-pasadena-city-college-for-cloud-computing-certificate-program/#.W3MGUmaZMIJ>
- **Cloud Computing Certificate: Good for Business, Good for Economic Opportunity (TheCube TV Interview)**  
[https://www.youtube.com/watch?time\\_continue=5&v=iDyEnEkLI74](https://www.youtube.com/watch?time_continue=5&v=iDyEnEkLI74)
- **Is Health Care Pipeline Up to Task? HEALTH CARE: Study says worker shortage on horizon (L.A. Business Journal)**  
<http://labusinessjournal.com/news/2018/jun/08/health-care-pipeline-task/>
- **Digital media is driving job growth in L.A region, report finds (Los Angeles Times)**  
<http://www.latimes.com/business/la-fi-digital-media-growth-20180209-story.html>
- **Want to make it in Hollywood? Try community college (KPCC NPR Radio)**  
<https://www.scpr.org/news/2018/02/09/80581/community-college-move-to-improve-training-for-ent/>
- **LA's digital jobs: They're there, but a lot of you aren't ready for them (Pasadena Star News and SCNG's 11 newspapers)**  
<https://www.pasadenastarnews.com/2018/02/09/las-digital-jobs-theyre-there-but-a-lot-of-you-arent-ready-for-them/>
- **If you're dreaming of a career in Hollywood, here's where the jobs are (CNBC)**  
<https://www.cnn.com/2018/02/09/where-the-jobs-are-in-hollywood.html>
- **Digital Media Jobs in Los Angeles Grow By 11.6% in Past Decade (Variety)**  
<http://variety.com/2018/digital/news/digital-media-jobs-grow-los-angeles-1202691572/>
- **Workforce Report Details Rise in Entertainment, Digital Media (LA Business Journal)**  
<http://labusinessjournal.com/news/2018/feb/09/workforce-report-details-rise-entertainment-digital/>
- **Report: E-sports, Social Media Stars Drive Digital Media Job Growth (LA Business Journal)**  
<http://labusinessjournal.com/news/2018/feb/16/report-e-sports-social-media-stars-drive-digital-m/>
- **KNX-AM 1070 Radio interview on CCW DME report:** <http://my.tvey.es/r3PQo>
- **Professional services industry emerges as major economic driver for the LA Basin (Daily Breeze and 11 sister newspapers in LA Area)**  
<https://www.dailybreeze.com/2018/12/19/professional-services-industry-emerges-as-major-economic-driver-for-la-basin/>

## CCW Partnership Development

CCW's overarching objective is to institutionalize the regional relational infrastructure that is essential to create, sustain and strengthen partnerships between education and industry and, in so doing, increase labor market literacy, reestablish equilibrium between labor market demand and supply, and inculcate regional alignment of strategies, priorities, initiatives and programs to better train, educate and upskill LA County's labor force for the knowledge-intensive industries that will come to dominate our economic future. The CCW team is regularly invited to attend and present at local, state and national workforce development and education meetings and conferences. These presentations at high-profile events were excellent opportunities to widely disseminate the CCW reports and other materials that promote the 19 colleges to community based youth-serving organizations, education and government leaders, employers, students and parents, as well as to raise awareness about the regional initiatives led by CCW on behalf of the 19 colleges in the region and elevate the strategic role of the community colleges here in Los Angeles as the locus of activity for and the "workhorse" of our future talent development system and labor markets.

Select events, meetings and strategic outreach to raise awareness and appreciation from industry, public and community leaders, and attract enrollments, resources, work-based learning opportunities, employer partners and potential faculty:

- **CWA Youth Conference, January 2019, Long Beach**  
Presented at the annual statewide conference leaders with SMC, LAEDC, AWS Educate
- **Salesforce 2018 Dreamforce, San Francisco**
- **2019 L.A. County Youth Career Expo and Job Fair at Mt. SAC**
- **Partnership to Advance Youth Apprenticeships, March 2019, Charleston, S.C.**
- **Lumina Foundation 2019 LiftEd Conference, San Francisco, April 2019**
- **National Network for Dropout Prevention, Palm Springs, October 2017**
- **LA County Workforce Development, Aging and Community Services, December 2018, Los Angeles**
- **Biocom LA Life Sciences HR Conference, October 2018, Los Angeles**
- **SCAQMD Environmental Justice Conference, September 2018, Los Angeles**
- **Foster Youth Conference, November 2018, Los Angeles**
- **LA County Alliance of Boys and Girls Clubs: 2018 Teen Summit, 2019 Youth of Year Competition and Kollab Tech Advisory Council, 2019**
- **City of STEM Science Festival, Columbia Space Center, Downey, April 2019**
- **ReLAY Institute, October 2018, Los Angeles**

Select events and meetings to highlight the strategic work of CCW and LAEDC to build further capacity include:

- **AWS ReInvent, December 2018, Las Vegas**
- **WS SKO (Global Sales Kickoff), February 2019 Las Vegas**  
CCW Director was a main presenter on CCW strategic vision, benefits to employers, value of partnership with community colleges at annual meeting of international AWS sales team
- **American Association of Community College Workforce Development Institute (AACC WDI), February 2019, San Diego**  
Workshop at annual convening of national community college leaders on CCW and CA Cloud regional initiative with panelists from SMC, LAEDC/CCW and AWS Educate
- **Congressional and Jobs for the Future Briefings, March 2019, Washington, DC**
- **Community College Board of Trustees Briefing with Bill Allen, March 2019, LAEDC**
- **NALEO Workforce Development Policy Institute, March 2019, Los Angeles**
- **RED Talk: The Future of the Talent Ecosystem in LA County, January 2019, Los Angeles**
- **CA Assemblymember A. Burke Workforce Development Hearing, November 2018, Hawthorne**
- **Future of Work Town Hall in partnership with Milken Institute and Working Nation, November 2018, Santa Monica**
- **The CA Cloud Workforce Launch Event, October 2018, Los Angeles**
- **L.A. City Mayor's Innovation Team, November 2018, Los Angeles**
- **CWA Meeting of the Minds Conference, September 2018, Monterey Bay**



## CCW Partnership Development

Select events and meetings to promote local and regional partnerships with area colleges, secure work-based learning opportunities and/or co-develop industry-relevant curriculum in partnership with employers, disseminate CCW reports and promote regional collaboration include:

- **OmniWorks, Pasadena, 2019**  
Discuss strategic partnership with CCW and identification of opportunities to scale entrepreneurial training, piloted at ELAC, with more colleges across L.A. County
- **L.A. County Wellness/Vocational Training Center, 3rd Supervisorial District, 2019**  
Discuss opportunity for L.A. Mission to provide training to two cohorts of 30 students annually for credit and resulting in a certificate in culinary arts, etc.
- **OneWorkComp, Inc., Whittier, March 2019**
- **Entercom, L.A. County WDACS, L.A. County Arts Commission and LAEDC regarding proposed new summer innovation competition Entrepreneurial Competition, 2019**
- **River Rangers Project (PlaceWorks (Rivers and Mountain Conservancy, Santa Monica Mountain Conservancy) February 2019**
- **Cloud Advisory Leadership (national monthly partners call), Feb 2019**
- **Lumina Foundation’s Lumina Impact Ventures, Lumina Investing in Future Talent & Education (LIFTed) San Francisco, April 2019**
- **L.A. County Office of Education, Briefing to Board of Education Members, Nov 2018**
- **LACCD Board of Education Ad Hoc Committee on Jobs and the Economy**
- **East L.A. College Dept. of Political Science Career Fair, November 2018**
- **East L.A. College CTE Chairs Monthly Meeting, May 2018 and March 2019**
- **Digital Media/Entertainment Regional Symposium, College of the Canyons, 2018**
- **Metropolitan Transportation Authority (MTA), Executive Officer and Transportation HS**

- **CA Community College’s Strategic Planning Meeting for the Advanced Manufacturing Sector, January 2019, Sacramento**
- **Hospitality Training Academy and Glendale Community College,**
- **Goodwill Manufacturing Skills Council Meeting, November 2017, Los Angeles**
- **Life Sciences Workforce Symposium: Tapping Into LA’s Talent, October 2018, Pasadena**
- **AT&T and Hart Studios, August 2018, Los Angeles**

Going forward, CCW will develop and utilize new online technology such as the WEPP Portal, implement “lessons learned” and continue to build on the ground support across all 19 community colleges. Particular emphasis will be given to increasing faculty engagement and piloting regional advisory committees for select high priority programs. This will promote a more industry responsive, demand-driven, adaptive, future forward and scalable talent development structure driven through bona fide industry engagement, student work-based learning opportunities and applied data analysis.



LAEDC Workforce Development Director Jessica Ku Kim describing CCW at the town hall meeting CCW and Milken Institute co-produced, further developing CCW partnerships

# INTERNSHIP AND JOB SUMMARY LIST

While many jobs and internships in high-growth sectors and priority CTE programs were identified, the biggest challenge was the lack of capacity and technology for colleges to systematically recruit and track students for these opportunities. Below is a list of opportunities that LAEDC, on behalf of CCW, developed with employers.

**Advanced Transportation: 19 JOBS | 8 INTERNSHIPS**

COMPANY	TYPE OF OPPORTUNITY	INTERNSHIP/JOB OPPORTUNITY	# OF POSITIONS
Van Nuys Airport	Internship	Community Relations	2
US Hybrid	Internship	Shop Tech, Assembler, Office	3
Pittman Outdoors	Internship	Social Media, Sales	2
Blue Robotics	Internship	Mechanical Engineer	1
Denso North America	Job	Material Handler, Test Condition Tech	2
EVelocity	Job	Help Desk Support	1
Greenlots	Job	Technical Support Representative	1
kinkisharyo	Job	QC Burn-In Tech, Quality Control Tech	3
Proterra	Job	Production Supervisor, Quality Assurance Tech	2
Romeo Power	Job	Manufacturing Techs	6
Rotex	Job	Shop Floor Techs	2
Boring Company	Job	AutoCAD Drafter	1
Thor Trucks	Job	Shop Floor Techs, Battery Assembly Tech	3
The Gill Company	Job	CNC Machinist	6
LA Metro	Internship	Cloud Computing	5



## INTERNSHIP AND JOB SUMMARY LIST

**Aerospace: 25 JOBS | 25 INTERNSHIPS**

COMPANY	TYPE OF OPPORTUNITY	INTERNSHIP/JOB OPPORTUNITY	# OF POSITIONS
Air Transport Business Development	Internship	Marketing Internship	1
Alpha Technology & Machinery	Internship	Stock Clerk	1
AMRO Fabricating	Internship	Manufacturing Engineer	3
BREK Manufacturing	Internship	Machinists	2
BREK Manufacturing	Job	Machinist	1
BREK Manufacturing	Job	In-Process Inspector B	1
DASCO Engineering Corporation	Internship	Assembly Mechanic	1
Kirkhill Rubber Company	Internship	Development Chemist	1
Kirkhill Rubber Company	Internship	Lab Technician	1
Kirkhill Rubber Company	Internship	Process Chemist	1
KELCO Sales & Engineering	Job	Assembly Painter	1
KELCO Sales & Engineering	Job	Welder	1
DCX-CHOL Enterprises	Internship	Engineering	1
L3 Technologies Electron Devices	Internship	Manufacturing Engineering	1
L3 Technologies Electron Devices	Internship	Human Resources	1
L3 Technologies Electron Devices	Internship	Digital and Software Engineering	1

<b>COMPANY</b>	<b>TYPE OF OPPORTUNITY</b>	<b>INTERNSHIP/JOB OPPORTUNITY</b>	<b># OF POSITIONS</b>
L3 Technologies Electron Devices	Internship	Electrical Engineering	1
L3 Technologies Electron Devices	Internship	Satellite Ion Thrusters	1
L3 Technologies Electron Devices	Internship	Accounting/Finance	2
Senior Aerospace SSP	Internship	Design Engineer	1
Senior Aerospace SSP	Internship	Mechanical Engineer	1
LISI Aerospace- The Monadnock Co	Internship	Accounting Clerk	1
Virgin Orbit	Internship	Business Development	1
Virgin Orbit	Internship	Design	1
Virgin Orbit	Internship	People Team	1
Virgin Orbit	Internship	Finance Accounting	1
Parsons	Job	Designer/Drafter - Electrical	1
Parsons	Job	Electrical Designer	1
Applied Companies	Job	Electrical Assembler	1
Dytran Instruments	Job	Calibration Technician I, II, and III	3
Dytran Instruments	Job	Engineering Lab Technician I	1
Dytran Instruments	Job	Cable Assembler I	6
L3T Electron Devices	Job	Air Conditioning & Refrigeration Mechanic	1
L3T Electron Devices	Job	Journey Level Machinist-Aero Components	1
L3T Electron Devices	Job	Vacuum Systems Mechanic	1
DASCO Engineering Corporation	Job	Expeditor	1
DASCO Engineering Corporation	Job	HR Assistant	1
Heraeus Incorporated	Job	Weaver-Metal	1
Heraeus Incorporated	Job	Maintenance Mechanic	1
A&M Engineering LLC	Job	Quality Control Inspector	1
LISI Aerospace	Internship	Special Project -R&D Lab Technician	1
LISI Aerospace - Monadnock	Job	Quality Engineer I	1



## Aerospace

COMPANY	TYPE OF OPPORTUNITY	INTERNSHIP/JOB OPPORTUNITY	# OF POSITIONS
Precision Castparts Corp-Gardena	Internship	Operations Internship and Co-op	1
Precision Castparts Corp-Gardena	Job	Network Technician	1
Parsons	Job	IT Eng System Support Analyst, Assoc	1
Parsons	Job	COMSEC Specialist	1
Parsons	Job	Information Systems Security Specialist	1
Parsons	Job	SCA-Drafter/CAD Operator III	1
Satco	Job	Assembly Person	1
Satco	Job	Machine Operator	1
Satco	Job	Quality Inspector	1



## INTERNSHIP AND JOB SUMMARY LIST

**Digital Media & Entertainment:** **14** JOBS | **408** INTERNSHIPS

COMPANY	TYPE OF OPPORTUNITY	INTERNSHIP/JOB OPPORTUNITY	# OF POSITIONS
A Box of Rocks	Internship	Social Media Internship	1
Cellular Abroad	Internship	Social Media Paid Internship	1
Sexy Boss Babe	Internship	Photography	1
Sexy Boss Babe	Internship	Public Relations	1
Sexy Boss Babe	Internship	Social Media	1
Sexy Boss Babe	Internship	Website Design	1
Disney	Internship	ABC Affiliate Relations	1
Disney	Internship	ABC Animation Research	1
Disney	Internship	Acquisition & Worldwide Programming	1
Disney	Internship	Brand Management Marketing	1
Disney	Internship	Channels Partnership Marketing	1
Disney	Internship	Corporate Communications Editorial	1
Disney	Internship	Freeform Digital Product	1
Disney	Internship	Marketing Technology	1
Disney	Internship	Motion Experience Design	1
Disney	Internship	Organizational Development	1
Disney	Internship	Production Internship	1
Disney	Internship	Programs Coordinator-Talent Acquisition	1
Disney	Internship	Risk Management Policy Administration	1
Disney	Internship	Southern Calif Tourist Sales & Services	1
Disney	Internship	Tax Accounting	1
Disney	Internship	UX Engineering	1
Disney	Internship	Video and Motion Graphics	1
Disney	Internship	Visual Design	1



## Digital Media & Entertainment

COMPANY	TYPE OF OPPORTUNITY	INTERNSHIP/JOB OPPORTUNITY	# OF POSITIONS
Disney	Internship	WDI Master Planning	1
NBCUniversal	Internship	NBC News & MSNBC	35
NBCUniversal	Internship	Cable Entertainment	26
NBCUniversal	Internship	NBC Entertainment	17
NBCUniversal	Internship	CNBC	15
NBCUniversal	Internship	Corporate Functions	14
NBCUniversal	Internship	Filmed Entertainment	14
NBCUniversal	Internship	Owned Stations & Affiliates	12
NBCUniversal	Internship	NBC Sports Group	11
NBCUniversal	Internship	Content Distribution	10
NBCUniversal	Internship	International	7
NBCUniversal	Internship	Ad Sales	7
NBCUniversal	Internship	Media Tech	4
Warner Music Group	Internship	Data Analytics/Data Storytelling	1
Warner Music Group	Internship	Finance and Accounting	1
Warner Music Group	Internship	Legal	1
Warner Music Group	Internship	International Marketing/Promotions	1
Warner Music Group	Internship	A&R	1
Warner Music Group	Internship	Digital Marketing	1
Warner Music Group	Internship	Film/TV Sync Licensing	1
Warner Music Group	Internship	Marketing (Pop/Rock, Urban)	1
Warner Music Group	Internship	Promotions (Metal, Pop/Rock, Urban)	1
Warner Music Group	Internship	Publicity	1
Warner Music Group	Internship	Sales	1
Warner Music Group	Internship	Video Production	1
Warner Music Group	Internship	Alternative Distribution Alliance	1
Warner Music Group	Internship	Rhino Entertainment	1
Warner Music Group	Internship	Warner/Chappell Music	1
Warner Music Group	Internship	Warner Music Nashville	1
Warner Music Group	Internship	Warner Bros. Records	1
Warner Music Group	Internship	Warner Music Latina	1

COMPANY	TYPE OF OPPORTUNITY	INTERNSHIP/JOB OPPORTUNITY	# OF POSITIONS
Warner Music Group	Internship	Sire Records	1
Warner Music Group	Internship	Warner Electra Atlantic	1
Warner Music Group	Internship	WMG Corporate	1
Legendary Television	Internship	Feature Creative	1
Legendary Television	Internship	Feature Marketing	1
Legendary Television	Internship	Feature Physical Production	1
Legendary Television	Internship	Feature Post Production	1
Legendary Television	Internship	Finance	1
Legendary Television	Internship	Info Tech	1
Legendary Television	Internship	LDN Analytics	1
Legendary Television	Internship	LDN Editorial	1
Legendary Television	Internship	LDN Marketing	1
Legendary Television	Internship	TV Biz Legal	1
Legendary Television	Internship	TV Development	1
Legendary Television	Internship	TV Marketing	1
Legendary Television	Internship	TV Production	1
Legendary Television	Job	Assistant TV Business	1
Legendary Television	Job	Cyber Security	1
Legendary Television	Job	Director Production	1
Legendary Television	Job	Financial Analyst	1
Legendary Television	Job	Sr. Account Manager	1
Participant Media	Job	Assistant, Business Legal Affairs	2
A Noise Within	Internship	Event Production	1
About Productions	Internship	Program Intern	1
Amazing Grace	Internship	Production Intern	1
American Youth Symphony	Internship	Development	1
American Youth Symphony	Internship	Music Library	1
American Youth Symphony	Internship	Public Relations	1



## Digital Media & Entertainment

COMPANY	TYPE OF OPPORTUNITY	INTERNSHIP/JOB OPPORTUNITY	# OF POSITIONS
Angels Gate	Internship	Development	1
Anteaus	Internship	Management Intern	1
Artbeat	Internship	Radio Intern	1
ArtworxLA	Internship	Design and Communication	1
Collage Dance Theatre	Internship	Communication	1
Collage Dance Theatre	Internship	Theatre Intern	1
Diavolo Dance Theatre	Internship	Artistic Intern	1
Diavolo Dance Theatre	Internship	Development	1
Encore Theatre Group	Internship	MDA Intern	1
Encore Theatre Group	Internship	Production Intern	1
Ford Theatre	Internship	Development	1
Ford Theatre	Internship	Marketing	1
Ford Theatre	Internship	Program Intern	1
City of West Hollywood	Internship	Arts Intern	1
Blank Theatre Company	Internship	Associate Producer	1
Culture Shock	Internship	Program & Communication	1
dA Center for the Arts	Internship	Administration	1
dublabb	Internship	Archivist/Curatorial	1
Eagle Rock Cultural Association	Internship	Arts Education	1
Eagle Rock Cultural Association	Internship	Cultural Events	1
East West Players Production	Internship	Production	1
Ebony Repertory	Internship	Marketing Admin	1
Ebony Repertory	Internship	Social Media	1
Echo Park Film Center	Internship	Media Arts Specialist	1
Education Thru Music	Internship	Communication	1
Education Thru Music	Internship	Programs & Operations	1
Film Independent	Internship	Institutional Giving	1
Film Independent	Internship	Content Production	1

COMPANY	TYPE OF OPPORTUNITY	INTERNSHIP/JOB OPPORTUNITY	# OF POSITIONS
Florincanto Dance Theatre	Internship	Development	1
Fountain Theatre	Internship	Development	1
Free Arts for Abused Kids	Internship	Coordinator	1
Free Arts for Abused Kids	Internship	Development	1
Fulcrum Arts	Internship	Program	1
Gabriella Foundation	Internship	Arts Education	1
Gay Men Chorus	Internship	Development	1
Gay Men Chorus	Internship	Marketing/Social Media	1
Glendale Arts	Internship	Marketing & Events	1
Glendale Arts	Internship	Fundraising	1
Grand Performances	Internship	Marketing & Community Engagement	1
Grand Performances	Internship	Artist Relations	1
Grand Vision Foundation	Internship	Digital Archives	1
Grand Vision Foundation	Internship	Social Media	1
Greenway Arts	Internship	Marketing & Community Engagement	1
Greenway Arts	Internship	Production Intern	1
Harmony Project	Internship	Data & Evaluation	1
Harmony Project	Internship	Social Media	1
Harmony Project	Internship	Program	1
Hollywood HEART	Internship	Development/Fundraising	1
Hollywood HEART	Internship	Social Media	1
Independent Shakespeare	Internship	Audience Engagement	1
Independent Shakespeare	Internship	Production Operations	1
Industry Productions	Internship	Production	1



## Digital Media & Entertainment

COMPANY	TYPE OF OPPORTUNITY	INTERNSHIP/JOB OPPORTUNITY	# OF POSITIONS
Inner City Youth Orchestra	Internship	Social Media	1
International City Theatre	Internship	Development & Marketing	1
International Documentary	Internship	Program & Events	1
International Documentary	Internship	Documentary Magazine	1
International Documentary	Internship	Arts Education	1
Invertigo Dance Theatre	Internship	Production & Community Programs	1
Invertigo Dance Theatre	Internship	Marketing & Development	1
Jabberwocky Theatre	Internship	Production	1
Japanese American Cultural	Internship	Performing Arts & Community	1
Japanese American Cultural	Internship	Development	1
JUICE	Internship	Administration	1
Kaleidoscope Chamber Orchestra	Internship	Development	1
Kaleidoscope Chamber Orchestra	Internship	Administration	1
KCET	Internship	Digital Production	1
KCET	Internship	Social Media	1
KCET	Internship	Crowdfunding	1
LA Chamber Orchestra	Internship	Production & Artistic Administration	1
LA Chamber Orchestra	Internship	Marketing	1
LA Children's Chorus	Internship	Administrative	1
LA Commons	Internship	Marketing	1
LA Commons	Internship	Programs	1

COMPANY	TYPE OF OPPORTUNITY	INTERNSHIP/JOB OPPORTUNITY	# OF POSITIONS
LA Jewish Symphony	Internship	Event Production & Marketing	1
LA Master Chorale	Internship	Music Library	2
LA Master Chorale	Internship	Advancement	1
LA Music Arts & School	Internship	Programs & Communications	1
LA Philharmonic	Internship	Education Department	1
LA Philharmonic	Internship	Artist Department	1
LA Philharmonic	Internship	Marketing Department	1
Latino Theatre	Internship	Education	1
Latino Theatre	Internship	Program	1
Latino Theatre	Internship	Technical	1
Lineage Dance Company	Internship	Development	1
Long Beach Opera	Internship	Marketing	1
Long Beach Opera	Internship	Production	1
Long Beach Opera	Internship	Education & Community	1
Los Angeles Opera	Internship	Development	1
Los Angeles Opera	Internship	Education & Community Engagement	1
Los Angeles Opera	Internship	Marketing	1
Lower Depth Theatre Ensemble	Internship Internship	Administration	1
Lula Washington Dance	Internship	Executive Intern	1
Lula Washington Dance	Internship	Summer Dance Program	1
Madison Project	Internship	Education	1
Madison Project	Internship	Marketing	1
Musical Theatre West	Internship	Production	1
Musical Theatre West	Internship	Special Events	1
Musical Theatre West	Internship	Education and Outreach	1
NALIP	Internship	Digital Production	1
NALIP	Internship	Emerging Content	1
NALIP	Internship	Latino Media	1
			1



## Digital Media & Entertainment

COMPANY	TYPE OF OPPORTUNITY	INTERNSHIP/JOB OPPORTUNITY	# OF POSITIONS
Neighborhood Music	Internship	Alumni Engagement	1
Neighborhood Music	Internship	Summer Music Programs	1
New Film Makers	Internship	Event Graphics Design	1
New Film Makers	Internship	Organizational Graphics Design	1
New Musicals Festival	Internship	Festival	1
No Easy Props	Internship	Marketing & Promotions	1
Other Side of Hill	Internship	Production	1
Outfest	Internship	Outreach	1
Outfest	Internship	Video Content Production	1
Outfest	Internship	Program	1
Pacific Music Conservatory	Internship	Marketing, Development & Program	1
Pasadena Playhouse	Internship	Artistic Production	1
Pasadena Symphony	Internship	Marketing & Public Relations	1
Pasadena Symphony	Internship	Special Events	1
PEN America	Internship	Public Programs	1
PEN America	Internship	Emerging Voices Outreach	1
Phantom Projects	Internship	Marketing & Communications	1
Phantom Projects	Internship	Costume Shop	1
Pieter Performance Space	Internship	Program Intern	1
Pony Box Dance Theatre	Internship	Administration	1
Precision Dance Company	Internship	Administrative Program	1
PS Arts	Internship	Design and Media	1
Public Corp for the Arts	Internship	Development/Fundraising	1
Public Corp for the Arts	Internship	Marketing & Grants	1
Red Hen Press	Internship	Design	1
Red Hen Press	Internship	Fundraising	1
Red Hen Press	Internship	Media	1
Robey Theatre	Internship	Production	1



COMPANY	TYPE OF OPPORTUNITY	INTERNSHIP/JOB OPPORTUNITY	# OF POSITIONS
San Gabriel Playhouse	Internship	Archive/Historical Costume	1
Santa Clarita Shakespeare	Internship	Arts Education & Social Media	1
Santa Clarita Shakespeare	Internship	Festival Production	1
Santa Monica Arts	Internship	Events & Marketing	1
Santa Monica Youth Orchestra	Internship	Opus Summer Camp	1
Shakespeare by the Sea	Internship	Producing & Marketing	1
Shakespeare by the Sea	Internship	Production Management	1
Shakespeare Theatre	Internship	Production Management	1
Shakespeare Theatre	Internship	Community Arts	1
Skirball Cultural Center	Internship	Programs	1
Skylight Theatre Company	Internship	Production	1
Skylight Theatre Company	Internship	Digital Marketing & Communications	2
The Music Center	Internship	Summer Arts Studio	1
The Music Circle	Internship	Music Archival	1
The Odyssey Theatre	Internship	Production	1
Theatre of Arts	Internship	Program	1
Tia Chuchas Cultural	Internship	Bookstore	1
Tia Chuchas Cultural	Internship	Grants & Fundraising	1
Unusual Suspects Theatre	Internship	Volunteer Engagement	1
Visual Communications	Internship	Marketing & Social Media	1
Visual Communications	Internship	Archives Program Associate	1
Viver Brasil Dance	Internship	Marketing & Development	1
Viver Brasil Dance	Internship	Archive	1
Wallis Annenberg Center	Internship	Education	1



## Digital Media & Entertainment

COMPANY	TYPE OF OPPORTUNITY	INTERNSHIP/JOB OPPORTUNITY	# OF POSITIONS
Wallis Annenberg Center	Internship	Development	1
Wallis Annenberg Center	Internship	Public Relations/Communications	1
Will Geers Theatricum	Internship	Arts Education	1
Women's Center for Creative	Internship	Membership & Operations	1
WordTheatre	Internship	Media Coordinator	1
WriteGirl	Internship	Marketing	1
Writers Guild	Internship	Script Library	1
Young Musicians	Internship	Program	1
Young Storytellers	Internship	Program	1





# CCW WORKFORCE & EDUCATION PARTNER PORTAL – PHASE 1

**T**o be more demand-driven, industry responsive, future-forward and adaptive, the CCW Workforce & Education Partner Portal (CCW Portal) was developed as the intra-regional relational infrastructure to connect the 19 community colleges to industry in real time. The CCW Portal is a CRM database of information, built on a Salesforce Community Platform, that will serve as a clearinghouse for firm-level feedback and other information to manage data collection, input and on-going validation. The CCW Portal is set to launch by the end of April 2019. The CCW Portal will accomplish this goal through three primary functions as described below.

- 3** Invitations to participate in faculty development opportunities and tracking of those who attended
- 4** Ability to post and share documents, surveys, and reports
- 5** Industry trends including certification and competency requirements by companies
- 6** Industry Council Meetings and other industry engagement events
- 7** Newsletters that can be received daily or weekly via email to stay up to date

## PEER-TO-PEER ENGAGEMENT ACROSS ALL 19 COMMUNITY COLLEGES

The CCW Portal will be used primarily to connect the 19 community colleges around industry community pages that will facilitate the sharing of information and opportunities including, but not limited to, the items listed below. Too often, staff are doing duplicate work across LA County to identify opportunities for faculty to engage with industry, to identify internship opportunities for community college students, and to find relevant data and business intelligence to inform curriculum data. The CCW Portal will be organized around several industry clusters to provide the following:

- 1** Firm-level feedback and business intelligence received by CCW and its subcontractors
- 2** A catalogue of work-based learning opportunities for students – employment, job leads, apprenticeships, pre-apprenticeships, internships

The firm level feedback will focus on 7 target industries. However, the CCW Portal will have the ability to add additional industry community pages as needed.

- 1. Global Trade & Logistics**
- 2. Digital Media & Entertainment**
- 3. Biopharmaceuticals and Medical Devices (Biosciences)**
- 4. Advanced Transportation**
- 5. Aerospace (including Defense & Space Systems)**
- 6. Health Care Services**
- 7. Professional & Technical Services**

The industry community pages will allow the sharing of information across the community college system by faculty, deans, CCW, and LAEDC. We anticipate that the community pages will grow in value as more faculty join and share information. Each college will receive 10 users through the CCW Regional Project and can purchase additional users as needed.

## **EMPLOYER ENGAGEMENT ACROSS ALL 19 COMMUNITY COLLEGES**

At the CCW Industry Council meetings, employers learn from your community college colleagues about the industry-driven curriculum and training and the ability of the community colleges to partner with employers to meet their talent supply needs. Employers are excited to learn more about the training across the community college system and inevitably ask how they can easily get in contact with the right person at the right community college for their workforce needs. Employers certainly do not want to browse through 19 community college websites to identify the right partner for their needs.

To facilitate real time engagement between employers and the community colleges, the CCW Portal will allow employers to register and message across all 19 colleges. Employers will be able to send messages directly to the colleges and engage in a variety of ways including, but not limited to, the following:

- 1** What college has the occupational training pathway to meet their talent needs?
- 2** What college may be interested in co-developing curriculum to meet their talent development needs?
- 3** What college would like to come and meet with the employer to learn more about their workforce needs?
- 4** What college has the resources to upskill their current workforce?
- 5** What college can refer their students for an internship or employment opportunity?

At the last CCW co-hosted Biosciences Workforce Development Council Meeting, many of the employers

asked how they can engage the community colleges in real time and across all the community colleges. CCW shared the functionality of the CCW Portal and the employers were overjoyed to hear that a solution would be made available shortly. Many of the employers, approached CCW after the meeting to emphasize that they would like to use the portal as soon as it is available.

## **STUDENT WORK-BASED LEARNING AND EMPLOYMENT APPLICATION & TRACKING**

As CCW began to develop internship opportunities for community college students, it became clear that the internships too often exclude community college students. They often require that the student be a junior or senior at a university, a graduate student, or a high school student. CCW has worked with businesses to rethink their approach to internships resulting in over 150 new internship opportunities for community colleges students in LA County already. The CCW Portal will facilitate a better structure to share and track internships, employment opportunities, and work-based learning opportunities for students. The CCW Portal will be the central location for faculty to receive notice of new internship and employment opportunities cultivated by CCW and to then refer students to apply. As students register, faculty from the college will receive notification and will need to approve them to apply for the opportunity. This process is set in place to ensure that students are ready with a well-prepared resume to apply for the opportunity. The portal will provide the community colleges with data metrics including placement, tracking applications, and employer and student survey feedback. In addition, faculty will be notified about work-based learning opportunities for students.



## CCW WORKFORCE & EDUCATION PARTNER PORTAL – PHASE 1

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CCW understands and supports individual colleges and the use of their systems to track and share employment and internship opportunities with their students. The opportunities in the portal can be downloaded and uploaded into your system. In addition, any college interested and willing to fund a programming interface (API) to connect the systems can contact CCW. We support the use of technology and integration of technology that allows us to connect our systems and make work seamless.

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### TEN (10) USERS FOR EACH COLLEGE

CCW will cover the cost of ten (10) users for each of the 19 community colleges. CCW will also have the LAEDC team provide in-person training to your faculty where they will cover the following:

1. **CCW and the Portal Overview**
2. **Provide Log-in Information**
3. **Provide a Training Session on How to Best Use the System**
4. **Field and Answer Questions**
5. **Set the Stage for Continuous Feedback During Phase 1 for Improvement Opportunities**

CCW is asking the community colleges to pair up so that a total of 9 trainings can be provided instead of 19. Please email Isabel Duran at [Isabel.duran@laedc.org](mailto:Isabel.duran@laedc.org) and inform her what other college(s) you would like to pair and a few dates that work for you both. CCW would like to ideally train all colleges within the first three weeks of May 2019. Training should take no more than 2 hours and faculty should have access to individual computers or laptops.

For the ten users, CCW suggests the following types of users:

1. **One user for Global Trade & Logistics**
2. **One user for Digital Media & Entertainment**
3. **One user for Biopharmaceuticals and Medical Devices (Biosciences)**
4. **One user for Advanced Transportation**
5. **One user for Aerospace (including Defense & Space Systems)**
6. **One user for Health Care Services**
7. **One user for Professional & Technical Services**
8. **Job/Internship Development and Placement Lead**
9. **Dean overseeing CTE/SWP**
10. **Career Pathways Specialist**

For colleges interested in purchasing additional users, the minimum member bundle is for 20 users at the cost of \$1,660 (\$83 per user). The users cannot be purchased individually. Please let us know if you are interested in purchasing users. Please make your user purchase inquiries directly to Isabel Duran at [Isabel.Duran@laedc.org](mailto:Isabel.Duran@laedc.org).

For any additional information and questions, please contact either Richard Verches or Jessica Ku Kim.

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