



CENTER FOR A COMPETITIVE WORKFORCE

2020-2021

*Annual*

REPORT







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# Why CCW?

*“The Center for a Competitive Workforce (CCW) was and has proven to be an excellent partnership with ELAC’s Career and Technical Education departments. The positive feedback from the ELAC department chairs, program leaders, faculty, and counselors who attended the meetings solidified the importance of this type of partnership and engagement. One example of how ELAC has benefited from this partnership and CCW convenings is by identifying the need of industry to have more of the workforce skilled or knowledgeable in Python, Raspberry Pi, and Business analytics.”*

– **FRANK AGUIRRE**, Assistant Professor of Business and Guided Pathways Faculty Facilitator at East Los Angeles College

**T**he Los Angeles Center for a Competitive Workforce (CCW) was launched in 2017 as a Strong Workforce Program (SWP) regional project on behalf of the 19 L.A. region community colleges that is led by Dr. Patricia Ramos, Dean of Academic Affairs and Sasha King, Interim Associate Dean of Economic and Workforce Development at Santa Monica College and Jennifer Galbraith, Dean of Business at Mt. San Antonio College. This regional partnership was in collaboration with the Los Angeles County Economic Development Corporation (LAEDC), its Institute for Applied Economics, and the L.A./O.C. Center of Excellence for Labor Market Research, hosted at Mt. SAC. CCW is led by its 12-member Advisory Council representing 9 of the 11 college districts, under the leadership of its Chair, Virginia Rapp, Dean of Business at El Camino College.

CCW is a *model for collaborative and strategic regional employer engagement* that leverages the largest regional economic development and business membership organization to support the SWP guiding principles and two co-equal goals: first, to spur *more and better* targeted career technical

education to advance workforce opportunity and to lift low-wage workers into living-wage jobs; and second, to strengthen regional collaboration amongst colleges to better prepare more students for the high-demand jobs that will sustain economic growth in the L.A. region.

Each year, CCW has implemented new diverse and innovative strategies and initiatives to strengthen existing and to grow new partnerships between employers and community colleges, as well as many diverse government, community, education and foundation stakeholders. These initiatives aim to connect faculty and students to key employers in targeted industries; to improve access to jobs and work-based learning opportunities for career education students; to ensure faculty have their finger on the pulse of employer priorities and our regional economy; to ensure career education curricula is aligned with regional economic demand; and to identify the skills, knowledge and abilities that employers expect of students to be competitive for living wage jobs and careers.



## **AS CCW CELEBRATES AN IMPORTANT AND IMPACTFUL FIVE-YEAR EFFORT, IT IS IMPORTANT TO RECOGNIZE THE UNPRECEDENTED SUCCESS THAT WAS ACHIEVED IN 2020-21, DESPITE THE UNIQUE CHALLENGES PRESENTED BY THE COVID-19 PANDEMIC.**

### **THESE HIGHLIGHTS INCLUDE:**

#### **Planned regional program advisory meetings for 7 career education programs, including 3 separate meetings for Esports.**

Over 50 employers participated in meetings with over 150 community college faculty for Accounting (3rd consecutive year), Animation, Automotive Technician, Cloud Computing (2nd year), Esports, Social and Human Services, and Website Design and Development. These meetings achieved unprecedented economies of scale that were highly appreciated by employers and elevated communication with employers as well as between college faculty. This assisted in the sharing of consistent and real-time information to college faculty and their peers. The greatly increased number of participating industry leaders and employers allowed for additional unique perspectives and input on career education curriculum and program design. This also created new opportunities for support of career education faculty and cultivation of enhanced work-based learning, job and career opportunities for students.

#### **Hosted 18 work-based learning, job and career webinars for over 1,000 students with key employers in collaboration with the 7 L.A.**

Regional Directors of Employer Engagement. Participating employers in the regional program advisories committed to direct engagement with students, and offered to introduce students to their companies and industries. Furthermore, the employers committed to helping students understand recruitment and hiring processes and the changing expectations in a post-pandemic workplace.

#### **Hosted quarterly industry council meetings for 3 of our region's most important and highest-growth industry clusters.**

Business leaders and industry executives from around the globe generously shared invaluable insights into their company's growth strategies, demand for talent, new technologies, global trends, new ventures, and opportunities for students with community college faculty and many of their fellow business leaders as presenters, panelists and meeting moderators.

For the past five years, CCW has prioritized Advanced Transportation, Bioscience, and Digital Media/Entertainment as three of our region's highest-growth industry clusters and has co-hosted meetings each quarter to ensure faculty have a seat at the table and voice at each meeting. These meetings provided the space where industry leaders and partners shared exciting news, discussed the latest trends related to technology, training, skills and hiring, and gained newfound appreciation for the quality of instruction and talent being prepared at community colleges.

CCW's emphasis on the co-investment of employers in the education, training, and preparation of community college career education students to better prepare them for in-demand middle-skill jobs and careers has been a consistent hallmark and value of the partnership with LAEDC. Stronger partnerships between employers and community colleges have produced an increase in work-based learning and employment opportunities for students in middle-skill occupations.

Increased regional collaboration with education, community-based organizations, government,





and other workforce development partners strengthen the workforce development ecosystem for community colleges and especially career education faculty and students. Planning and hosting regional program advisory meetings for faculty from all 19 colleges ensure that curriculum and training is aligned with regional economy, labor market priorities and with in-demand middle-skill jobs and careers.

In 2020-21, CCW reached out to the Public Information Officers at all 19 colleges to inform them about the employer engagement role of LAEDC on behalf of CCW and the value of the partnerships, research and other unique and valuable resources to colleges, their faculty, students and graduates. These resources included CCW reports, Workforce and Education Partners Portal, Why LA Life Science Portal, and CCW website to support planning, program development, decision-making, prioritization and campus investments.

CCW was cited and recognized as a model of innovation and was presented to the California Legislature for improving alignment between educational institutions and workforce needs in the February 2021 report on Pandemic Recovery by Little Hoover Commission on California State Government Organization and Economy.

*Thank you* to all the employers, business leaders and industry partners for their incredible support of CCW in 2020-21, and especially their generous spirit and commitment to community colleges and career education students. Kudos to the team at LAEDC – your leadership, partnership, vision, energy and innovation over the past five years has resulted in a model of excellence for private sector engagement of public education, and especially our 19 community colleges and hundreds of thousands of students. The extraordinary leadership of Bill Allen and Stephen Cheung, along with their team of passionate visionaries – Jessica Ku Kim, Claire Anderson, Isabel Duran, Lawren Markle, Ivy Arias, Jacqueline Johnson, Judy Kruger, and so many more have all contributed to the creation of a unique regional model of business/community engagement that has enriched our colleges and economy, as well as the lives and opportunities for so many deserving residents and businesses of our great region.

CCW was also the beneficiary of important partners and partnerships this past year who share our vision of elevating community colleges and career education students and faculty: Former U.S. Assistant Secretary of Labor Jane Oates, President of Working Nation, San Gabriel and Lower L.A. Rivers and Mountain Conservancy, New Ways to Work, Aspen Institute Future of Work Initiative, L.A. County Workforce Development, Aging and Community Services, City of Santa Monica Economic Development, AltaSea, L.A. County Business Federation (BizFed) Anti-Poverty/Economic Mobility Committee, National Science Foundation Future of Work at the Human-Technology Frontier initiative, University Economic Development Association national Digital Summit, Coro Foundation Lead LA, YearUp, City of STEM and KPCC/LAist.

# CCW in the News

CCW STAYED VISIBLE WITH MEDIA COVERAGE, SOCIAL MEDIA POSTS SEVERAL TIMES PER WEEK, ORIGINAL WEBSITE CONTENT ARTICLES ON HOT TOPICS AND OUTREACH OF OTHER KINDS.



LA's leading NPR station, KPCC developed special content in collaboration with CCW's team focused on community college pathways into new careers, LAist and KPCC covered the CCW report on Essential Workers and related career pathways, The 11 SCNG newspapers serving Greater LA covered the CCW report on occupations and pathways into global commerce and ports-related occupations, cloud computing pathways via the CA Cloud initiative continued to garner press based in part of LAEDC's massive

media push at the outset of the program, KABC TV News interviewed LAEDC CEO Bill Allen about the role of our community colleges in economic recovery, and there were about a dozen media articles highlighting LAEDC's report, "Pathways to Economic Resilience" which had large sections dedicated to community college pathways and related recommendations that the region utilize the community colleges. Additional media outreach throughout the year strengthened editorial awareness of CCW.



# The CCW APPROACH

## CORNERSTONE 1:

### Driven by Research and Analysis

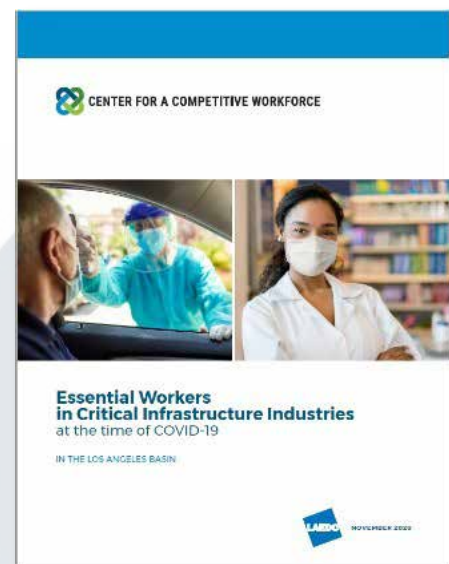
#### ESSENTIAL WORKERS

The full report is available for download here:  
<https://competitiveworkforce.la/essential/>

The Los Angeles Basin's competitive and rapidly changing economic landscape has given rise to a job market in which highly specialized knowledge and skills often mean the difference between success and failure. To help meet this challenge, the Center for a Competitive Workforce (CCW) set out to study the demand for middle-skill occupations in the essential occupations set forth by the California State Public Health Office, with the intention of calibrating the region's talent development system, and ultimately helping job seekers find well-paying careers in hiring industries.

#### *In this report, the Center:*

- Examines occupations in the L.A. region that are affected by the COVID pandemic because they are deemed to be in "essential industries" that must remain in operation
- Identifies the jobs that represent the best targets for community college students
- Compares regional supply of talent to demand
- Identifies career ladders related to these occupations



## OPPORTUNITIES IN GLOBAL COMMERCE: MIDDLE-SKILL JOBS AT LA BASIN AIR AND SEA PORTS

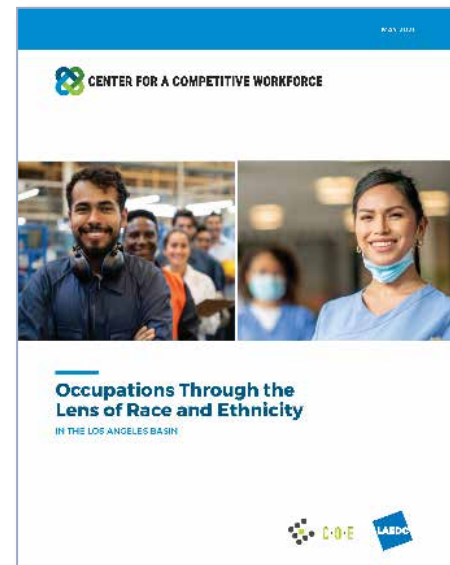
The full report is available for download here:

<https://competitiveworkforce.la/ports/>

The Los Angeles Basin's competitive and rapidly changing economic landscape has given rise to a job market in which highly specialized knowledge and skills often mean the difference between success and failure. To help meet this challenge, the Center for a Competitive Workforce (CCW) set out to study occupations within the port-related industries of the Los Angeles Basin, with the intention of calibrating the region's talent development system.

### *In this report, the Center:*

- Analyzes the major trends occurring in LA's seaport/airport industries
- Projects regional employment in target occupations
- Identifies the jobs that have the brightest future for community college students in the region



## OCCUPATIONS THROUGH THE LENS OF RACE AND ETHNICITY IN THE LOS ANGELES BASIN

The full report is available for download here:

<https://competitiveworkforce.la/race-and-ethnicity/>

The pandemic has brought to the foreground how race related barriers and occupational segregation have contributed to the current economic fallout from COVID-19. In response to the urgency arising from the need to rebuild the economy, this report attempts to shed light on several areas where employers and community colleges working together can address disparities in the workforce.

This report comes at a critical point, where the economy of the Los Angeles Basin can be strengthened with the proper attention to improving opportunity for Black, Hispanic, Asian American and Pacific Islander (AAPI) and other communities of color. Through the promotion of increased diversity in higher-skilled, higher-paying industries and occupations, the region can build back more equitably than before while fostering a more dynamic economy that is positioned for stronger future growth.

The report also assesses whether community college supply is meeting workforce demand for occupations that are considered middle skill for its highly diverse population of students. With total enrollment of nearly 750,000 students in the LA region's community college system



and opportunity to further expand enrollment, the scale of training in this system is large enough to make significant and measurable progress on creating a more diverse talent pool – a foundation for greater ethnic and racial diversity in the Los Angeles Basin's key industries and well-paying, middle-skill occupations.



## CORNERSTONE 2:

## Engage Industry Councils

*“The interaction and collaboration with outside faculty and industry leaders has facilitated in the development of high demand programs in our community college system...I appreciate the CCW partnership because they present new technologies and engage faculty from numerous colleges and industry to stay abreast of current trends and demands.”*

– DR. DOROTHY PHILLIPS, Adjunct Faculty at Los Angeles Harbor College

Industry councils are held regularly for each target industry to enhance and scale industry participation and engagement 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 industry councils is provided below by industry:

## INDUSTRY COUNCIL FACULTY PARTICIPATION

69

Faculty from 16 LA Community Colleges participated in Industry Councils

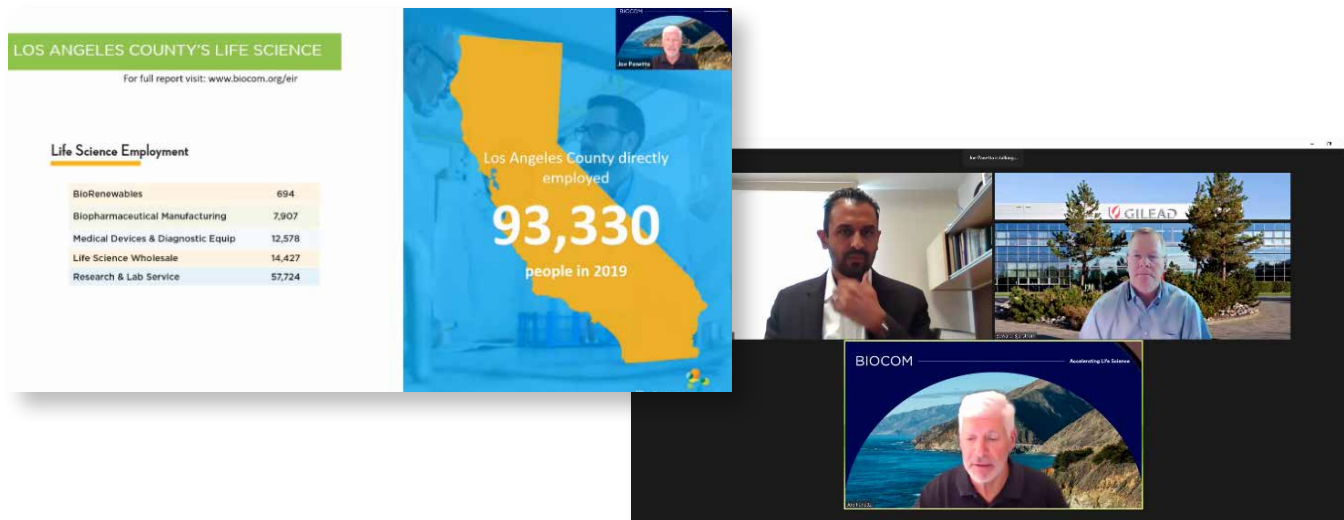


## BIOSCIENCE WORKFORCE DEVELOPMENT COUNCIL

On behalf of CCW, LAEDC manages, staffs, and leads the Bioscience 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 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 regarding their supply and talent development needs; information that is, of course, useful in program and curriculum development. 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.

DATE	INDUSTRY PARTICIPATION
October 28, 2020	<ul style="list-style-type: none"> <li>• Supervisor Mark Ridley-Thomas, Los Angeles County</li> <li>• City of Los Angeles</li> <li>• DeanHouston, Inc.</li> <li>• Councilmember Paul Krekorian, City of Los Angeles</li> <li>• Biocom</li> </ul>
February 25, 2021	<ul style="list-style-type: none"> <li>• Amgen Inc.</li> <li>• Terray Therapeutics</li> <li>• Grifols</li> <li>• Provivi</li> <li>• Biocom</li> </ul>





## DIGITAL MEDIA AND ENTERTAINMENT (DME)

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. The DME Industry Council leads conversations

and industry 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.

### DATE

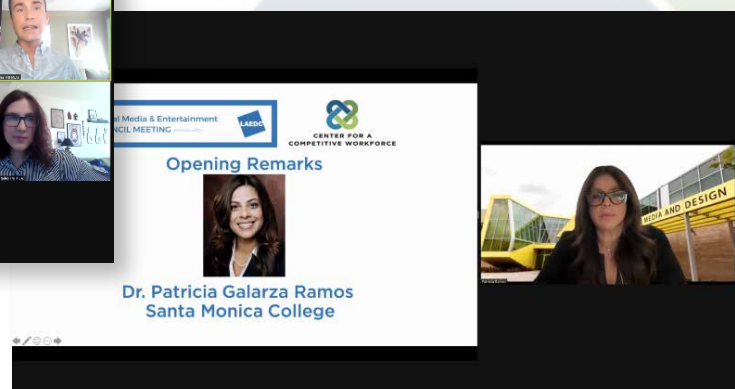
### INDUSTRY PARTICIPATION

December 4, 2020

- New Filmmakers Los Angeles
- LA County Public Health
- Film and Digital Media Liaison, LA County CEO

March 12, 2021

- Cover360
- Firefly Games
- Nixon Peabody
- Xsolla

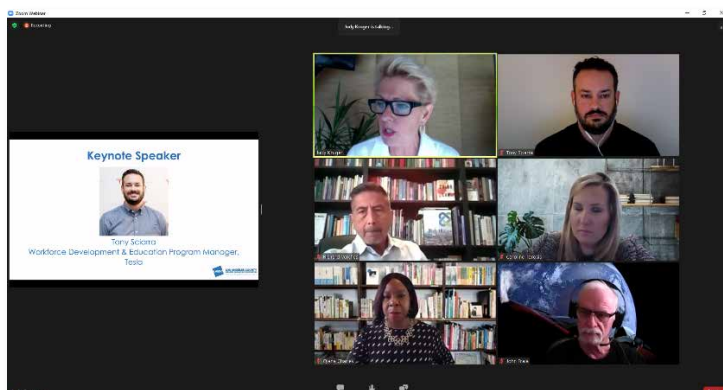


## ADVANCED TRANSPORTATION: E4MOBILITY ALLIANCE

Los Angeles 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.

DATE	INDUSTRY PARTICIPATION
November 12, 2020	<ul style="list-style-type: none"> <li>• Tesla</li> <li>• Southern California Edison</li> <li>• Workforce Development Aging &amp; Community Services (WDACS)</li> <li>• Rio Hondo College</li> </ul>
February 11, 2021	<ul style="list-style-type: none"> <li>• ChargerHelp!</li> <li>• ChargeNet</li> <li>• SparkCharge</li> <li>• Tritium Charging</li> <li>• Circuit</li> </ul>





## CORNERSTONE 3:

# Distill Talent Intelligence through Regional Program Advisories

*"I gained valuable insight regarding the immediate needs of employers and the skills they are looking for in prospective recruits, and enjoyed the chance to share ideas and experiences with other faculty. I look forward to the next meeting and the opportunities it will bring."*

– ERIC OLSON, Automotive Instructor at Rio Hondo College

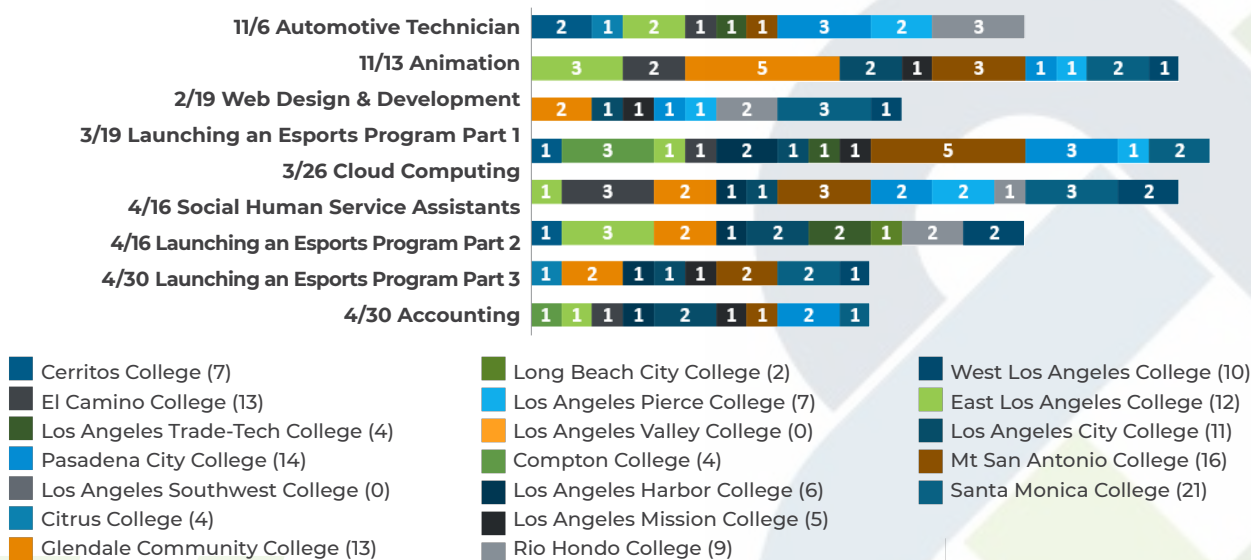
These exclusive conversations between community college faculty and industry leaders identify trends in skills and competencies to align talent development programs and pathways.

At these meetings, diverse groups of regional employers were invited to engage community college faculty and staff, and provide input and insights on talent, technology, and training to

inform existing or new curricula. Employers reviewed, critiqued, and made recommendations on the program descriptions of each of the colleges in attendance, which were compiled into high-quality Look Books that included information on each employer and college representative in attendance. Each meeting concluded with an online poll to evaluate the meeting and confirm the interest of each employer for on-going support and engagement with faculty and students.

## RPA FACULTY PARTICIPATION

**158** Faculty from 17 LA Community Colleges participated in Regional Program Advisories (RPAs)



*"It was very powerful to see community colleges, and the animation industry come together and collaborate. The issues raised, and the solutions proposed to connect students to industry needs is something we should do regularly. Nothing but greatness and success can come out of this."*

– SUNIL THANKAMUSHY, Professor at Mt. SAC



## Distill Talent Intelligence through Regional Program Advisories

### AUTOMOTIVE TECHNICIAN

*“Sharing input from industry located throughout Los Angeles and seeing best practices being used by other automotive community college programs was informative. This exchange of information was helpful for not only developing teaching instruction but also advancing the overall automotive program at El Camino College.”*

– **EDWARD MATYKIEWICZ**, Automotive Instructor at  
El Camino College

#### HOSTED

##### Industry Representation

NOVEMBER 6, 2020

- Greater Los Angeles New Car Dealers Association
- LA Metro
- Constellis
- Canoo
- UPS
- City of Long Beach

### ANIMATION

*“Participating in the Regional Program Advisory Meeting on Animation careers was a great reminder about the collective power that community colleges have to effect positive change for students. The up-to-date, industry focused topics discussed by current animation and entertainment studios will inform how City College’s animation program is preparing students for the workforce and to be part of the Creative Economy.”*

– **DR. AMARPAL KHANNA**, Assistant Professor at  
Los Angeles City College

#### HOSTED

##### Industry Representation

NOVEMBER 13, 2020

- DreamWorks
- Walt Disney Animation Studio
- Bento Box Entertainment
- Nickelodeon
- Netflix
- FarSight Studios
- Gnomon



## WEBSITE DESIGN AND DEVELOPMENT

*“My experience with the Center for a Competitive Workforce and its regular convenings has proven to be an invaluable tool in growing my professional network. I gain pertinent information about local economic and educational trends that directly affects student success. I look forward to more discussions and events hosted by the CCW in the near future. Thank you CCW!”*

– **DAVID HALL**, , Career Education Specialist at Santa Monica College

### HOSTED

#### Industry Representation

FEBRUARY 19, 2021

- **RAPP**
- **Art College of Design**
- **DeanHouston**
- **Valence Enterprises**
- **Taskforce**
- **CannonDesign**
- **CreatorUp**

## ESPORTS

*“In attending the advisory meeting, I benefitted from the overall discussion and listening to the possibilities and expansion for Esports. Faculty and community colleges could be a great asset to the Esports industry via curriculum, student participation, community access and regional promotion.”*

– **MICHAEL A. WILLIAMS**, Career Pathways Coordinator at Pierce College

### HOSTED

#### Industry Representation

MARCH 19, 2021

- **Riot Games**
- **Twitch**
- **Esportz Entertainment Corporation**
- **Former VP of Technology at Blizzard Entertainment**



## Distill Talent Intelligence through Regional Program Advisories

### CLOUD COMPUTING

*“Great collaboration! Valuable insights for faculty to hear from industry experts, firsthand, on how to prepare our students for the Cloud industry. I hope that the CCW Regional Program Advisory will continue to provide this type of collaboration with industry for faculty so that we know what targets to aim for in preparing our students for important careers.”*

– **EARLIE DOUGLAS**, Professor at Pasadena City College

#### HOSTED

##### Industry Representation

MARCH 26, 2021

- Managed Solutions
- The Aerospace Corporation
- Artic Consulting
- AWS Educate
- Blackfin Cloud Services
- nClouds
- Microsoft

### HUMAN AND SOCIAL SERVICE ASSISTANT

*“I’m glad to be involved with the work CCW is doing. The community that you are creating is a win-win-win for students, faculty, and the community at large. I hope we can get our students hired and in turn send out qualified, ethical employees who will influence the community.”*

– **SHERI GALVANIZED**, Associate Professor at Long Beach City College

#### HOSTED

##### Industry Representation

APRIL 16, 2021

- Futuro Health
- Downtown Women's Center
- West Adams WorkSource Center
- Chrysalis
- Rancho Los Amigos National Rehabilitation Center
- Peace Over Violence

## ACCOUNTING

*"I enjoyed the camaraderie, commitment, and sense of community evident in the CCW Regional Program Advisory meeting. It's clear that we in the community colleges need to communicate with our partners in the professional world, so that we are preparing students to enter that space. This partnership provides a vital connection and means of sharing information about how to achieve that goal."*

- KURT HULL, Professor at El Camino College

### HOSTED

#### Industry Representation

APRIL 30, 2021

- Los Angeles County Office of the Assessor
- Holthouse Carlin & Van Trigt LLP (HCVT)
- Vasquez & Company
- Protiviti
- Green Hasson Janks

## INDUSTRY PARTICIPATION

# 47

Employers engaged directly with Los Angeles Community College faculty and students through RPA and WBL meetings and webinars







## CORNERSTONE 4:

# Work-Based Learning

*“Attending these seminars was incredibly helpful. They gave me incredible insight into what it’s like to work in the industry. It was realistic and helped me see that there are multiple paths I can take and still be in the animation industry. It also gave me a huge boost in confidence seeing so many different creators in the field that had come from different backgrounds. Seeing so many different faces in the field made me feel included. Hearing firsthand how everyone came to be let me know that anybody can do it. All anyone needs is time and effort. During the seminars it felt inviting, and you can tell these creators are ready to hear and see new people enter the industry and are willing to help.”*

– STEFFANY ARCEO, Student at Glendale Community College

**W**ork-based learning opportunities enable students to explore careers, apply their education and training, understand employer expectations and contextual mixed learning, receive professional mentoring, and on the job experience (e.g. internship and apprenticeship). This also encourages employers to co-invest in the job and career readiness of students.

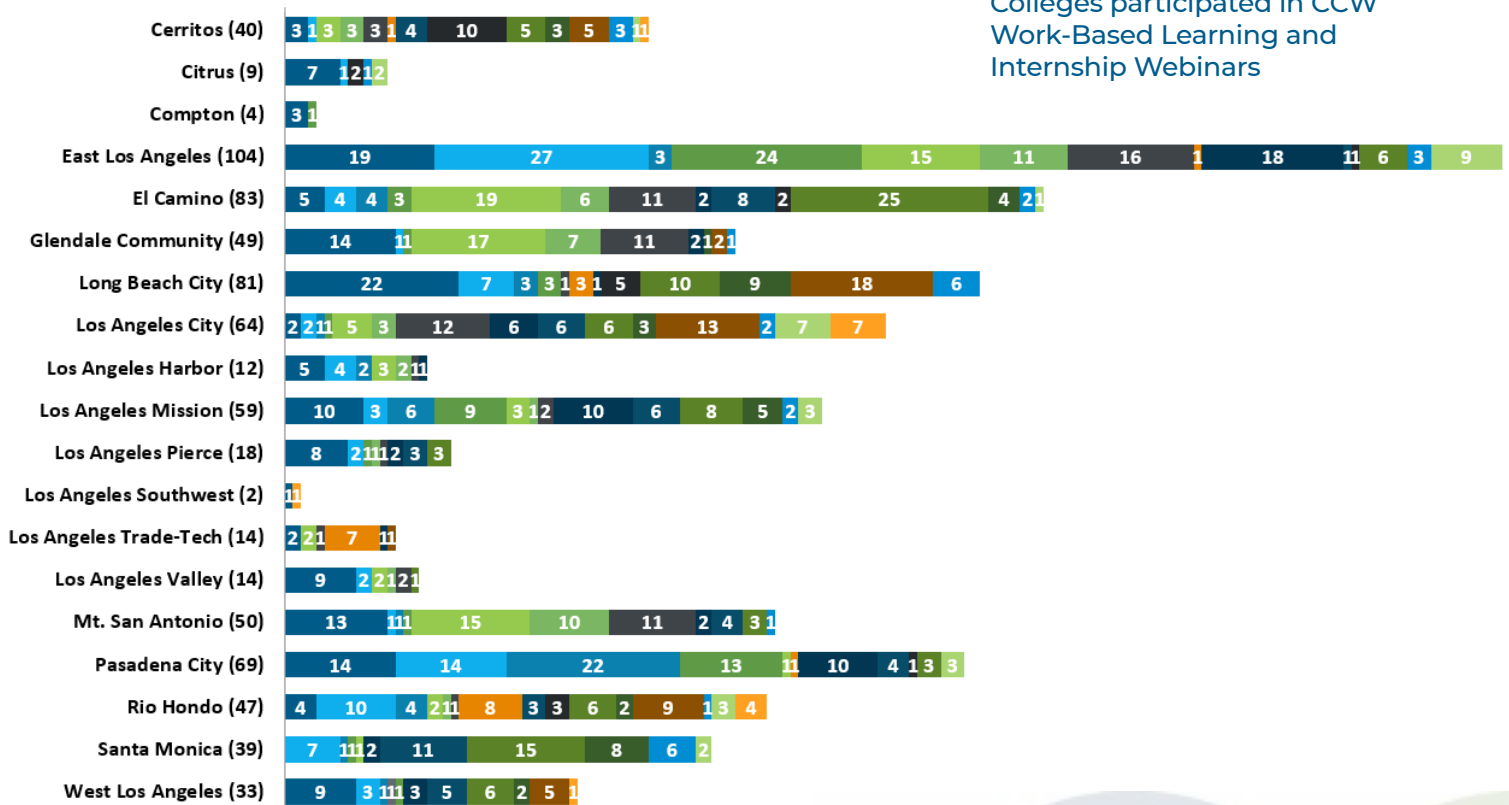
In light of COVID-19, CCW hosted all work-based learning virtually this year, with participation from over 1,000 students across the 19 community colleges. These engagements aligned with the growth occupations and industries identified by LAEDC’s team of economists and those focused

on in the Regional Program Advisories. Topics included: virtual networking and interviewing skills, how to craft an effective resume, “what does a career in Animation look like?” (among others), skills needed to grow in your career, how to land a job as an Automotive Technician (among other careers highlighted), etc. Many of the employers who participated used these interactive webinars as a platform to showcase their internship and job opportunities, and not only inspired participants, but provided detailed guidance on how students could best prepare for success in the application process.

# STUDENT PARTICIPATION

# 1,015

Students from all 19 LA Community Colleges participated in CCW Work-Based Learning and Internship Webinars



- 11/4 What is public Accounting?
- 12/2 How to craft an effective Accounting resume
- 2/10 Recruiting schedule, etiquette and tips
- 3/18 EMT Recruitment and Interview
- 3/23 How to nail your Accounting interview
- 3/25 What does a career in animation look like?
- 3/31 CreatorUp Internship Program
- 4/1 Netflix Animation Careers Panel
- 4/13 How to grow in your career as an automotive technician

- 4/14 What skills and traits do you need?
- 4/13 How to grow in your career as an automotive technician?
- 4/20 What does a career in Cloud Computing look like?
- 4/29 Careers in Cyber Security and Cloud Computing
- 5/4 Tech Jobs: What are they, and how do you land one?
- 5/5 Careers in Public Service: Working for the County of Los Angeles
- 5/11 Communications Career in 2021: Media, Website Design, and Marketing
- 5/13 Careers in Healthcare: 2021 and Beyond
- 5/18 Nonprofit and Community Service Careers

*“Being able to participate in the CCW’s Accounting Webinar was such a wonderful and valuable experience because I had the opportunity to better understand how to prepare for future employment in the accounting industry. As a community college student with a passion for accounting, I am grateful to have had the opportunity to learn from CCW the importance of communication, leadership, grit, and other characteristics required of me to succeed at my post-secondary institution and beyond.”*

– MAPLE DUONG, Student at East Los Angeles College

## CORNERSTONE 5:

# Develop Regional Infrastructures with Technology

### WORKFORCE AND EDUCATION PARTNER PORTAL (WEPP)

*“What was most valuable to me, were the website links to all the Los Angeles County job and internship postings. I had no idea LA County paid so well and had so many different job options available! I truly never checked their online job resources until our Webinar.”*

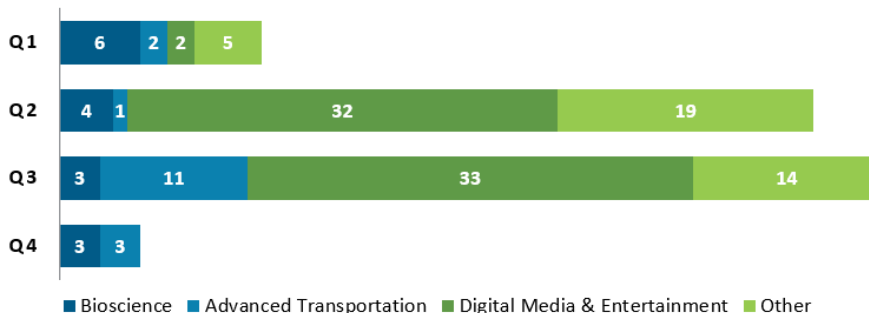
– TRACY DUBIN, Student at West Los Angeles College

To be more demand-driven and industry responsive, the CCW Workforce and Education Partner Portal (CCW Portal) launched in 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 serves as a clearinghouse for firm-level feedback and other information to manage data collection, input, and on-going validation. The CCW Portal provides 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

## STUDENT OPPORTUNITIES

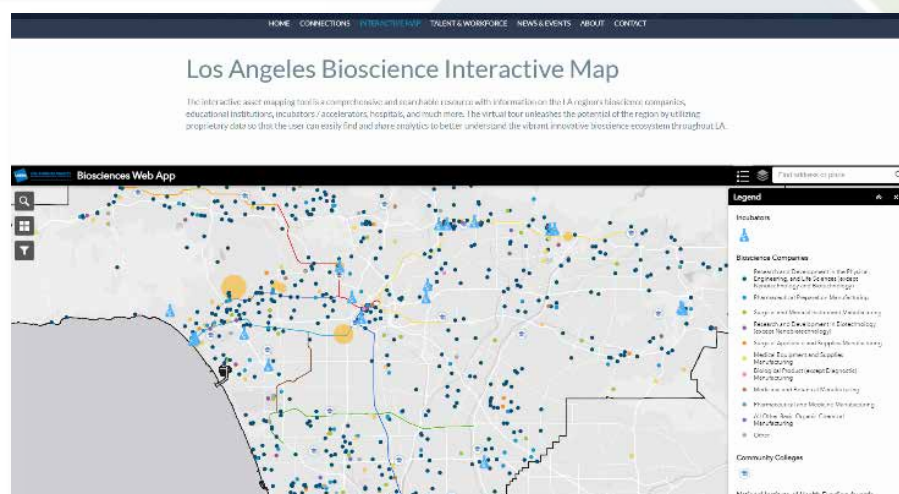
**138** Middle-skill job and internship opportunities added into the Workforce and Education Partner Portal





## WHY LA LIFE SCIENCE WEBSITE LAUNCH

This virtual bioscience hub for the Los Angeles region serves as the world's "front door" to LA County's bioscience industry. Visitors can access real-time data, intelligence, and news about the LA region's bioscience industry and connect directly with industry leaders, entrepreneurs, government officials, jobseekers, and investors. Those looking to engage with like-minded industry leaders can view an updated directory of regional events and opportunities. A searchable database of LA's most exciting bioscience companies at all stages of development, from preclinical- to commercial-stage, along with entrepreneurs changing the face of therapeutics, medical devices, and digital technology can be viewed to support this growing industry. Those looking to strategically examine a detailed landscape analysis of the industry that captures LA's numerous bioscience assets and resources can in a visual layout utilizing geographic information system mapping. Most importantly, this hub connects our visitors to our region's community colleges institutions who are training our bioscience workforce of today and tomorrow.



# CCW Advisory Council & Executive Committee

CCW is guided by a seven-member Executive Committee and **12-member** Advisory Council comprised of Deans who provide oversight and direction. Members represent **nine of 11 districts** and **10 of the 19 colleges in the LA region**; this ensures that the sub-regional needs of such a geographically large region are fairly represented.

The Advisory Council is chaired by Virginia Rapp, Dean of the Business Division, El Camino College, with co-chairs Patricia Ramos, Dean of Workforce and Economic Development, Santa Monica College and Jennifer Galbraith, Dean, Business Division, Mt. San Antonio College. Richard Verches, Executive Director of CCW and Luke Meyer, Director of the LA/OC Center of Excellence for Labor Market Research are ex officio members.

## CCW ADVISORY COUNCIL

### Salvatrice Cummo

Executive Director,  
Economic and Workforce  
Development  
*Pasadena City College*

### Lyla Eddington

K-14 Pathways Coordinator  
*Rio Hondo College*

### Jennifer Galbraith

Dean, Business Division  
*Mt. San Antonio College*

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Associate Dean (Interim),  
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Education & Workforce,  
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*Santa Monica College*

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### Patricia Ramos, Ed.D.

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Dean, CTE, Strong  
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*Los Angeles Harbor College*

## COLLEGE PARTNERS

### Gene Carbonaro

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*Long Beach City College*

### Carmen Dones

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### Laurie Nalepa

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CTE and Workforce  
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### Dr. Paul Flor

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### Marcia Wilson

Dean, Pathway Innovation  
and Institutional  
Effectiveness  
*Los Angeles Trade  
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### Mike Slavich

Dean, Career and  
Technical Education  
*Rio Hondo College*

### Mon Khat

Dean, Career Technical  
Education  
*Los Angeles Pierce College*

### Dr. Lawrence Bradford

Academic Affairs  
Vice President  
*Los Angeles Southwest College*

### Rick Hodge

Dean, CTE and Workforce  
Development  
*Los Angeles Southwest College*



## Partner with CCW

For more information or to learn more about college and industry partnership opportunities please visit our website at <https://competitiveworkforce.la/> or reach out to our team below.



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