



# ANNUAL REVIEW 2022 - 2023



**SALVATRICE CUMMO**

Vice President,  
Economic and Workforce Development

I am delighted to present the 2022-2023 EWD Annual Review, which highlights some of the remarkable achievements and progress we have made this year. Through the hard work and dedication of our staff, our partners, and our community we have been able to foster economic growth, nurture talent, and promote lifelong learning right here in the San Gabriel Valley.

Over the past year, our team has been committed to forging strategic partnerships with local businesses and industry leaders, facilitating a dynamic collaboration that aligns our academic programs with the ever-evolving needs of the job market. As you will find in this review, through these partnerships we have successfully developed and grown innovative programs to help individuals acquire the skills and knowledge required to thrive in today's competitive workforce.

Looking ahead, we remain steadfast in our pursuit of excellence and are committed to nurturing a competent workforce, promoting innovation, and driving economic growth within our community.

Thank you for your ongoing support and trust in PCC and the EWD Team!

# ABOUT

Access and empowerment are the driving forces behind the Division of Economic & Workforce Development, serving the needs of both our students and our community. By creating unique educational and workforce initiatives, we bridge the gap between the classroom and the marketplace, preparing students to enter or advance in their career employment, implement effective job skill upgrades, and/or pursue their entrepreneurial interests. With diligence and determination, it is our ongoing mission to inspire a diverse student body to transform their lives, drive regional economic development, and build global engagement and understanding.

**“Knowing is not enough;  
we must apply.  
Willing is not enough;  
we must do.”**

Johann Wolfgang von Goethe,  
Poet and Playwright



# EWD PILLARS

Through the efforts of the EWD's seven pillars, we continue to build a stronger foundation for future growth and success.



## **THE ROBERT G. FREEMAN CENTER FOR CAREER & COMPLETION**

Offers student career development services, helps students find job opportunities, prepares them for job searches and interviews, and fosters alumni engagement. and interviews, and fosters alumni engagement.



## **WORK-BASED LEARNING**

Develops hands-on learning opportunities at local businesses for PCC students.



## **WORKFORCE TRAINING**

Develops and delivers customized training programs to meet the needs of individual businesses and organizations to upskill their employees.





### **THE SMALL BUSINESS DEVELOPMENT CENTER**

Offers small business owners guidance, training, insights, and resources to start, build, or scale their enterprise.



### **PCC EXTENSION**

Provides education and training options for anyone seeking to upskill their abilities, learn new skills, or just find new ways to enjoy their lives.



### **FUTURE OF WORK INITIATIVE**

Seeks to explore the workforce trends in the San Gabriel Valley and better understand how local companies are preparing for the next generation of workers and adjusting to the quick pace of innovation.



### **THE LOS ANGELES REGIONAL CONSORTIUM (LARC)**

Serves to coordinate, collaborate, organize, and facilitate interaction between Los Angeles' 19 Community Colleges to ensure workforce training is provided to all in a manner that is accessible, efficient, responsive, data-driven and improves outcomes.

# A PATH TO SUCCESS

## THE ROBERT G. FREEMAN CENTER FOR CAREER & COMPLETION

**“Last Fall we had one advisor and four career counselors. Today, we have seven advisors and thirteen career counselors. It was necessary to grow our program to serve the needs of our students, and boy, we’ve done that!”**

- Jacqueline Javier, Director

Since 2022, when Jacqueline first came into her role as Director, the Freeman Center has more than doubled in size. This expansion of the Center’s infrastructure has helped the team focus more on one-on-one career advising and counseling. Additionally, a focus on career exploration through events, panels, and fairs has contributed significantly to job readiness and employment for PCC students.

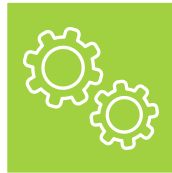
*“On average, career centers reach about 20% of their student population,”* Jacqueline says.

**“WITH OUR EXPANSION, WE’RE REACHING 35-40% OF STUDENTS.”**



**7,780**

**COUNSELING/ADVISING APPOINTMENTS**



**172**

**WORKSHOPS OFFERED**



**2,316**

**STUDENTS WHO PARTICIPATED IN WORKSHOPS**



**700**

**NEW EMPLOYERS**



## “BECAUSE OF THE OPPORTUNITIES I FOUND AT THE CAREER CENTER,

*I have learned about the logistics and coordination necessary for planning large-scale events like the Rose Parade, which has been dubbed ‘America’s New Year Celebration.’ I have also learned about how to work in a professional setting, perform outreach to community members, work across multiple departments, and most importantly, communicate effectively and efficiently.”*

- Asia Chang, Business Administration Major



**139**

**FREEMAN CENTER ACTIVITIES**



**2,742**

**STUDENTS WHO PARTICIPATED  
IN FREEMAN CENTER ACTIVITIES**



**12,838**

**TOTAL STUDENT ENGAGEMENT**

Engineering & Technology major Brandon Hargitay is interested in becoming a software engineer.

*“I like the critical thinking and problem-solving aspect of it,”* Brandon says.

When Brandon is able to solve a problem, it gives them a sense of fulfillment. Through LA-Tech, they completed the Fika Ventures Tech Academy, a 3-month internship where they met remotely twice a week for 2-hour sessions and heard from a variety of guest speakers in the industry.

*“It was great!”*

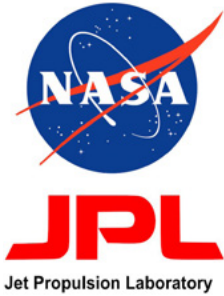


# LEARNING TODAY, EARNING TOMORROW

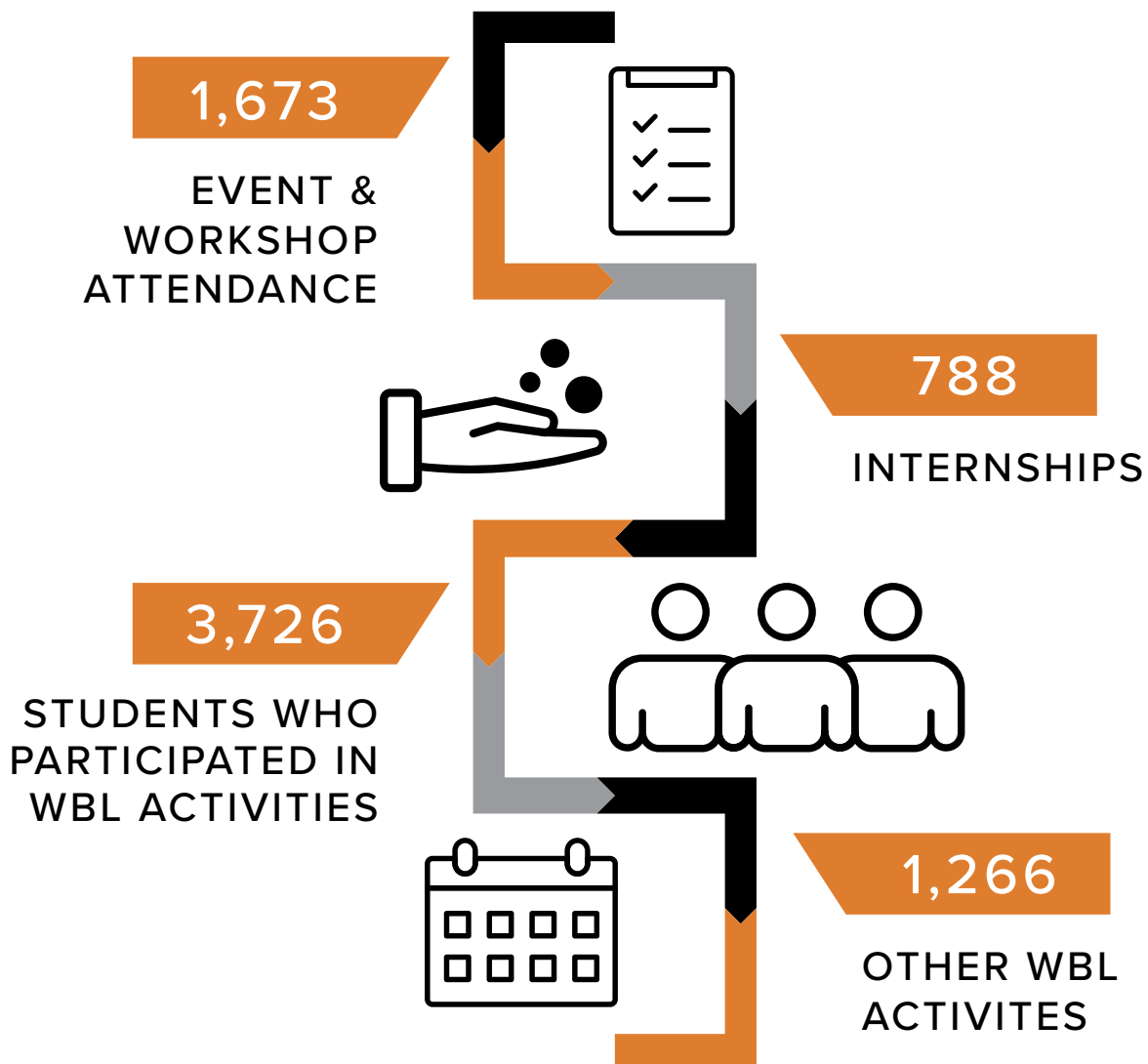
## WORK-BASED LEARNING

We are proud of our partnerships that help provide unparalleled work-based learning opportunities for PCC students.

COMPANIES WHERE PCC STUDENTS  
ACCEPTED INTERNSHIPS IN 2022-2023:







As always, our aim is to champion diversity, equity, and inclusion while empowering students to thrive in dynamic professional environments. Gaining hands-on experience, essential skills, and exposure to real-world jobs ensures that we continue to pave the way for a more inclusive and promising future, where every individual can thrive and contribute meaningfully to the workforce.

# BUILDING FUTURES, ONE SKILL AT A TIME

## WORKFORCE TRAINING

In an era defined by rapid technological advancements and evolving job markets, PCC remains committed to empowering the local workforce.

*“That’s the idea behind Workforce Training,” explains Leslie Thompson. “Community colleges are your best bet for cultivating an informed and skilled workforce. Not everyone is going to go through an academic program of study or a certificate program. But everyone needs training, and everyone needs to keep their skills fresh and relevant in today’s fast-changing job market. That’s where the workforce training initiatives come in.”*

The expansion of the workforce training program is a testament to the EWD’s mission of serving the community. By providing accessible, relevant, and dynamic learning experiences, EWD is actively contributing to the development of a skilled and adaptable workforce that can thrive in today’s rapidly evolving professional landscape.

**“Together, we are shaping a brighter future,  
one skilled worker at a time.”**

- Salvatrice Cummo





**8**  
EMPLOYERS



**192**  
TRAINEES



**11,929**  
TRAINING HOURS

**\$205,417.38**  
TOTAL GROSS REVENUE

### The Employment Training Panel

The Employment Training Panel (ETP) is a funding source for employers to provide upskilling training for new and existing workers. Funded through a California payroll tax, the ETP resource helps workers improve their wages and long-term job opportunities. PCC EWD leverages these resources to deliver workforce training.



# SMALL BUSINESSES, BIG DREAMS

## THE SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

Over the past year, the U.S. economy has seen labor shortages, inflation, and higher interest rates. This has posed many challenges on small business owners in the community, preventing them from fueling growth and adding jobs.

At the SBDC, it is our mission to foster small businesses through the San Gabriel Valley in order to position them for sustainable growth leading to job creation and a healthy regional economy.



**1,100**

CLIENTS SERVED  
WITH 150 NEW



**50**

BUSINESS  
STARTUPS



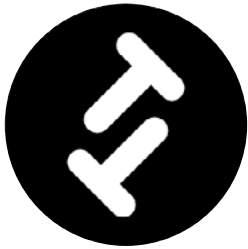
**2,500**

JOBS  
SUPPORTED



**OVER  
\$20 MILLION IN  
CAPITAL INFUSION**

We have been committed to serving historically underserved markets through partnerships with organizations like LEEAF, which mentors BiPOC Women entrepreneurs. We have also focused on assisting small businesses in addressing structural weaknesses exposed during the COVID-19 pandemic, such as limited financial literacy. To tackle this, we have developed programs centered around financial literacy, digital marketing, and accessing capital. Furthermore, we have expanded our team to better address the need for greater diversity, equity, and inclusion by hiring new advisors, mostly women of color, and Spanish speakers.



### SMALL BUSINESS SPOTLIGHT: TOOKTAKE

When Leeanna Gantt began her treatment for breast cancer in 2017, she found herself frustrated by the never-ending task of counting pills and tracking liquid medications. With most medication tracking systems designed with the elderly in mind, Leeanna founded Tooktake which offers a variety of peel-and-stick reminder labels that can be applied to any pill or liquid medication bottle.

Leeanna approached the SBDC in 2021 after being denied a Women Owned Small Business (WOSB) certification. She learned about all the services the SBDC offered and began to steadily grow her business through Amazon and her website. Soon, Tooktake hit the shelves at CVS and Walmart, resulting in a huge uptick in exposure and growth.



As of August 2022, the Tooktake product line can be found in:

- **Over 2,500 CVS Locations**
- **Almost 2,000 Walmarts**

*“The Pasadena SBDC provided the information and resources I needed to position my company for growth and improve my skills as an entrepreneur.”*

-Leeanna, SBDC Client

# ENRICHING LIVES

## PCC EXTENSION

**PCC Extension stands as a beacon of success, skillfully meeting the needs and personal interests of the community. Rooted in its commitment to empowering individuals for meaningful careers and lives, our diverse range of courses cater to various fields, including professional development, workforce training, personal enrichment, skilled trades, and more.**

Over the past year, the department has focused on getting our students and instructors back in the classroom. These classes bring the community together in a significant way and having that in-person contact is a major draw for people. Additionally, the department worked to keep online and hybrid classes available to meet student needs.



*“I learned a lot about EV charging stations, both technically and economically, and their impact on the future of personal transportation and the environment. The course covered the design, safety, maintenance, and human interface with that station, and with the design and practical use of the equipment. Also, the course introduced government regulations and incentives, along with the economic impact on society. I’m so thankful for my instructor and this class!”*

-Nabil, EV Charging Station Installer

*“Our instructor was amazing! The small group interactions only enhanced my participation and overall learning. The options presented to students, along with the instructor’s flexibility in terms of our freedom as writers, was a big plus. I will be taking this class again in the Fall.”*

-Ronald, Poetry Workshop





*“Receiving insight from other writers and connecting with a community of local writers was eye-opening. Through this class, I gained knowledge on the craft of screenwriting, on how to watch movies, on the basics of storytelling. I learned not just from the instructor but from my peers, which was encouraging and inspiring. The class was fun, informative, and enriching, and I would absolutely take it again.”*

-Carol, Screenwriter’s Workshop

**“Because of the small class size and hands-on experience, I was able to learn so much about good and effective communication. These are skills I can apply to both my personal and professional life. Incredible!”**

-Sarah, How to Communicate with Anyone

**3,784**

**COMMUNITY ENGAGEMENTS**

**248**

**PCC EXTENSION COURSES**

**433**

**PCC EXTENSION COURSE SECTIONS**

**404**

**CERTIFICATE PROGRAMS**

**390**

**PROFESSIONAL COURSES**

**3,381**

**TOTAL ENROLLMENTS**



**\$1,064,498.70**

**GROSS REVENUE**

# FUELING GROWTH, POWERING COMMUNITIES

## FUTURE OF WORK INITIATIVE



### “Pulse” Newsletter

The Pulse bi-monthly email newsletter connects with anyone interested in economic and workforce development in and around PCC.

*“Getting ahead’ in life typically means ‘to be successful’ or ‘to excel.’ For many people, however, that aspiration is often hampered by a variety of barriers and obstacles, both personal and public [...] California’s government is working at changing that reality.”*

- Pam Sornson, JD,  
“Entrepreneurs in California – Establishing  
Their Own Value”

CHECK OUT THE  
LATEST ARTICLE  
[HERE](#)





## Future of Work Podcast

**PCC EWD continues to lead the conversation on how to begin closing the gap between student learning and workforce demands in its Future of Work Podcast.**

*“When we look at the future of work as part of our mission, we know that community colleges prepare students not only for a transfer to a four-year college but also for careers in high-paying jobs. It’s working with workforce development and with our industry partners to bring them to the table and make sure our curriculum and our community colleges and education systems meet the needs of industry.”*

- Assemblymember Mike Fong,  
Future of Work Podcast, “How to  
Support Our Students’ Career Goals”



**TUNE IN [HERE](#)**

## Future of Work Conference

**This annual conference returned for its fifth year as the Los Angeles region’s premiere conference on improving community college student success outcomes.**

*“The Future of Work Conference pioneers a novel approach to problem-solving by dividing into interactive discussions on the pivotal topics each year that have a direct impact on student success and their futures upon entering the workforce.”*

- Christina Barsi,  
Founder of Avant Haüs Media

**LEARN MORE [HERE](#)**



# COLLABORATIVE MINDS, SHAPING THE FUTURE

## LOS ANGELES REGIONAL CONSORTIUM (LARC)

With the mission to bridge the gap between workforce preparedness and the employers fueling LA's cutting-edge economy, LARC serves LA's 19 community colleges to ensure they are accessible and affordable to all who seek opportunities with K-12 partners, high-road employers, and priority industries.

**IN 2022, PCC WAS NAMED THE NEW FISCAL LEAD FOR THE CONSORTIUM**

*"We are seen as being thought leaders in the community. Because our division is designed to be both inward-facing and outward-facing, we can be responsive and agile with instruction, student services, and community and legislator engagement."*

- Salvatrice Cummo

Through PCC, LARC is managing 30 K-12 Strong Workforce Partnership projects in partnership with 25 Local Education Agencies (LEAs) totaling nearly \$20 million. These funds connect K-12 educators with college faculty, establish dual-enrollment programs, and introduce primary education students to career opportunities that align with their interests and passions.

Additionally, through PCC's fiscal management, LARC is overseeing 31 Strong Workforce Program projects totaling more than \$34 million.

*"Having LARC here at PCC has been invaluable. The impact of the new leadership has been instrumental in clearly defining procedures and policies in the way that business is conducted. However, the most valuable aspect is the clear and innovative vision being brought to the work of the consortium by the outstanding team that has been formed and the transparency of communication with all stakeholders."*

- Dr. Armine Derdarian,  
PCC Dean of Career and Technical Education

# OUTLOOK



In the approaching 2023-2024 year, the Division of Economic and Workforce Development is set to place a heightened emphasis on legislative initiatives and grant opportunities, which will play an instrumental role in fostering economic growth and individual advancement within the community.

Legislation on workforce development, education, and economic policies significantly shapes the parameters within which our division operates. By proactively engaging with upcoming legislative discussions and initiatives, we can advocate for policies that align with our goals and amplify the impact of our efforts. This involvement not only ensures that our programs are in sync with regulatory changes but also positions PCC as a leading institution in shaping the future of workforce development.


Furthermore, grant opportunities serve as vital catalysts for implementing innovative programs and initiatives. The 2023-2024 year presents a dynamic landscape of potential funding sources, offering avenues to expand our offerings and enhance the quality of our services.

The upcoming year will witness our team's dedication to legislative engagement and grant pursuit. By strategically navigating these realms, we aim to create meaningful change, advocate for progressive policies, and secure resources that will fuel the growth and prosperity of our community through education, workforce development, and economic advancement. PCC EWD remains committed to empowering people through nurturing a competent workforce, promoting innovation, and driving economic growth within our community.




ECONOMIC & WORKFORCE DEVELOPMENT



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