

2019-2020

# ANNUAL REVIEW



ECONOMIC & WORKFORCE DEVELOPMENT

# INTRODUCTION

Welcome to the PCC EWD Annual Review for 2019-2020. As Executive Director, my vision is to create an open interface between employers and a trained workforce, expedite the demand for training and education, and curate the effort to influence the supply of student participants. I am a facilitator, systematically bridging the gap between industry and academia by developing the strategic partnerships that contribute insights to an informed curriculum and an enhanced work-based experience for PCC students, and providing industry partners with training facilities and support for their workers. Remaining responsive to evolving employer needs and pivoting to address these needs is key to my role in the office of Economic & Workforce Development. I continually strive to make PCC the go-to academic entity for industry engagement.

PCC EWD acts as a catalyst in the community by identifying, creating, and delivering work-related services that promote the growth and prosperity of business, develop the current and future workforce, and elevate the college's economic profile in the region. Our goal is twofold:

- 1. To connect PCC students with the companies and industries that will provide them with their occupational and economic futures, and**
- 2. To provide upskilling training and support for the employees of our business community neighbors.**

To achieve that dual goal, EWD is built on four distinct pillars, each of which channels its efforts toward specific economic goals:



**The Small Business Development Center**, assists local businesses find success, as they contribute labor and workforce insights to PCC;



**Workforce Training** for employers needing to upskill their employees;



**Work-Based Learning** for students needing hands-on experience, and



**The Robert G. Freeman Center for Career and Completion** for student career development services and alumni engagement.



Through formalized partnerships, we have built deep and mutually beneficial connections with our local and regional workforce organizations, including the San Gabriel Valley Economic Partnership (SGVEP), Innovate Pasadena (IP), the Los Angeles Economic Development Corporation (LAEDC), and UNITE-LA.

I am also proud to represent PCC EWD as a member of the Boards of Directors of several notable economic development agencies, including the SGVEP and IP, as well as the Foothill Workforce Development Board (FWDB), and as an advisory committee member to the Center for a Competitive Workforce (CCW), and the LA Regional Strategy, Innovation and Marketing (SIM).

Lastly, PCC EWD collaborates with regional, state, and federal resources to contribute to the development of future economic opportunities for our students and neighbors. Our 'Future of Work' Initiative gathers industry and economic leaders to confer about educational and industrial investments that promise high rates of economic-growth return and guide responsive decisions about anticipated educational and business demands. As administrators of programs originating from the state-wide Strong Workforce Program (SWP) and funds made available through federal Perkins Grants, PCC EWD maximizes its value to its constituents by streamlining its services to provide 'best practices' in economic and workforce development.



A handwritten signature in black ink that reads "Salvatrice Cummo".

**SALVATRICE CUMMO**  
Executive Director



**DON LOEWEL**

Director of the Small Business Development Center



## THROUGH THE SBDC

- The SBDC provides 1:1 advising, offering personalized coaching and advice to entrepreneurs by experienced consultants, entrepreneurs, and educators.
- It partners with the following entities to address Covid-19 concerns, support business advocacy, develop workshops, and generate access to capital: San Gabriel Valley Chambers of Commerce, Pasadena Angels, Tech Coast Angels, San Gabriel Valley Economic Partnership, Innovate Pasadena, LAEDC, BizFed, CMTC, SBA District Office, USC Grief Center for Entrepreneurship, USC Brittingham Social Enterprise Lab, Caltech, CalState LA, Art Center of Design, Cross Campus, WeWork, CTRL Collective, PACE, CDC Finance, California CDC, Foothill WDB, Cathay Bank, East-West Bank, and Chase Bank.
- It offers 'BizEd Workshops' customized to deliver strategies and best practices that facilitate business success in today's ever-changing economic climate. Driven by client demand, the agency offers workshops on the Foothill and Rosemead campuses and the Freeman Center on the Colorado campus.
- The SBDC also testified to congresswoman Judy Chu and the House of Representatives Committee on Small Business: "Fostering the American Dream: How SBA Can Empower Immigrant Small Business Owners."
- The SBDC newsletter reaches 1500 clients, with an average open rate of 35-40% and a click rate of 10-15%.
- It created a Public Service Announcement (PSA) for our PCC services that airs on local cable tv and through social media channels hosted by the SBDC and its local partners.
- It participated in a press conference on the impact of Covid-19 on small business, hosted by SGVEP.
- On campus, the SBDC hosted five monthly 'Innovate Pasadena Connect Week' meetups.
- SBDC leadership participated as a guest speaker on 'The Future of Work' Podcast hosted by PCC EWD.
- It provided significant community support in its Covid-19 Response: Between Feb. 15 and June 15, weekly, client volume quadrupled as small businesses sought help with disaster loans. After developing and hosting multiple workshops each week, attended by over 1100 small business owners, the SBDC was asked to contribute to similar workshops for local cities and chambers of commerce, including Pasadena, Montebello, Glendale, La Crescenta, and Montrose.





## THROUGH WORKFORCE TRAINING

### **The Employment Training Panel (ETP)**

ETP is a funding source for employers to provide upskilling training for new and existing workers. Funded through a California state payroll tax, the ETP resource helps workers improve their wages and long-term job opportunities. EWD serves as a contractor to access that funding and to facilitate training.

### **ETP 'Contract Education'**

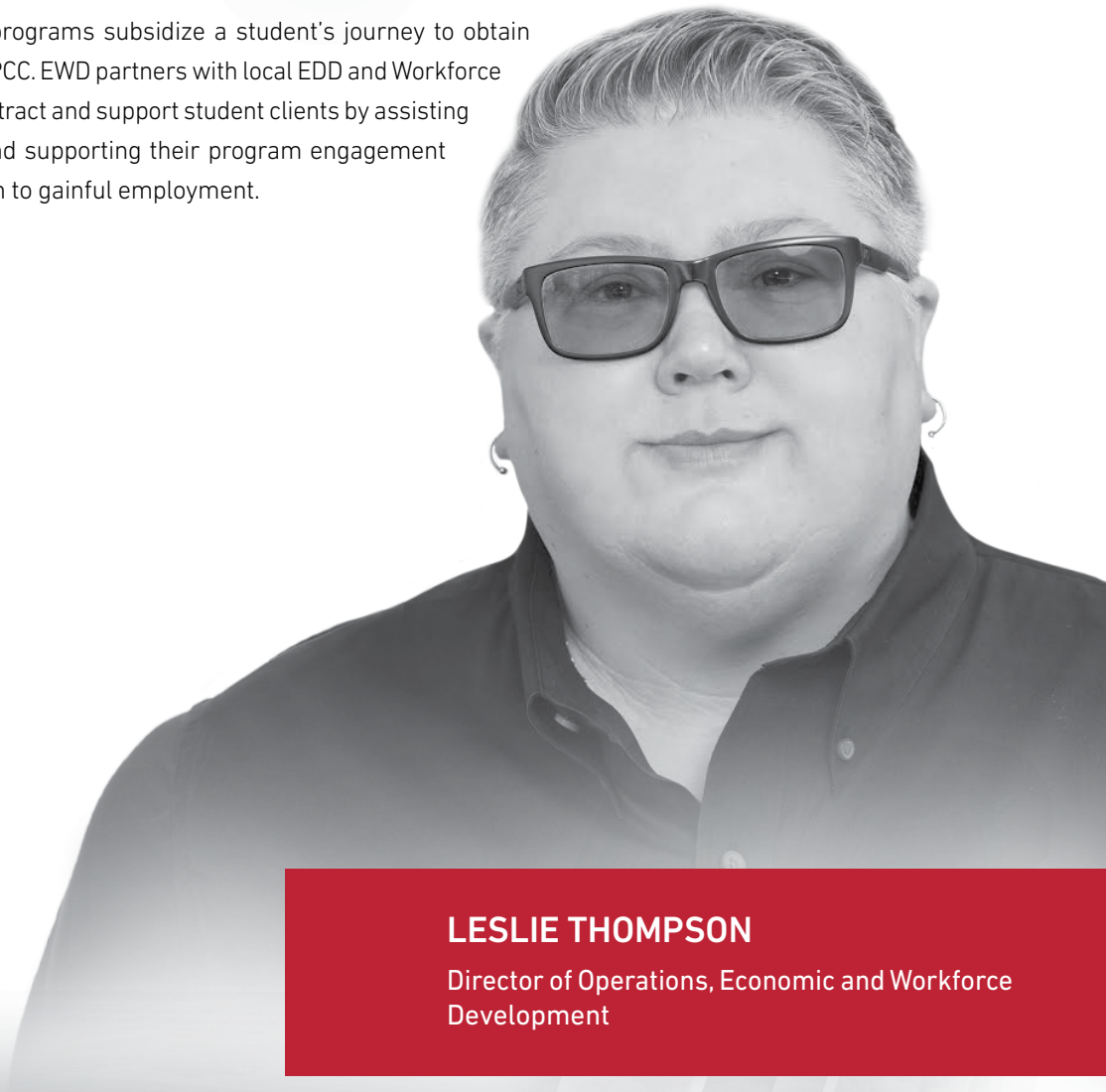
We designed our 'Just In Time' training to provide the upskilling training needed by the existing workforce of our local business community. Our training service eliminates the need for businesses to develop training in-house and maximizes the value of state-based ETP funding.

### **California Training Initiative**

The California Workforce Association granted EWD's participation in this initiative, uniting its efforts within the Workforce Training ecosystem and providing growth opportunities for EWD to deliver quality training to a variety of local employers to upskill existing workforce.

### **TAA & I-TRAIN**

These federally-funded programs subsidize a student's journey to obtain skills and credentials via PCC. EWD partners with local EDD and Workforce Development Boards to attract and support student clients by assisting with their applications and supporting their program engagement from entry to PCC through to gainful employment.



**LESLIE THOMPSON**

Director of Operations, Economic and Workforce Development



## JACQUELINE JAVIER

Program Manager, Work-Based Learning  
Robert G. Freeman Center For Career  
And Completion



## THROUGH WORK-BASED LEARNING

### Community Partners

In 2019-2020, the Office of Work-Based Learning (WBL) established relationships with 45 community partners committed to providing experiential learning opportunities to students, including internships, mentorships, and community-based learning. In addition to the new relationships we are building, we have long-established relationships with work-based learning partners such as:

- Adelante Youth Alliance
- California Institute of Technology
- L.A. Bioscience Hub
- L.A. Department of Arts and Culture
- NASA Jet Propulsion Laboratory



## THROUGH THE ROBERT G. FREEMAN CENTER

### Employer Engagement and Survey

In Spring 2020, the Freeman Center sent out a survey to gauge industry needs, determine the effect of the COVID-19 pandemic on local employers, and create connections for engagement with Pasadena City College via Freeman Center career services and events.

## THROUGH THE FUTURE OF WORK (FOW) INITIATIVE

### The FOW Conference

Held on November 19, 2019, with over 300 in attendance, the conference assembled innovative leaders from various industry fields, academia, and government to explore how to continue developing an innovative workforce, encourage local workforce growth, and help build the economic growth of the San Gabriel Valley. Attendees learned how

organizations are working together to overcome talent gaps by better aligning industry needs to education programs. These programs will assist in workforce upskilling, allowing organizations to fill vacancies from the currently available talent pool and create development opportunities that provide a sustainable model for a robust future workforce.

Building on the success of our inaugural Future of Work Conference in 2019, EWD will host the 2020 Future of Work Conference virtually on November 12, 2020. The conference will address issues of Advancing Diversity, Equity, and Inclusion in Workforce Development and Innovating Career Technical Education.

### FOW Industry Round Tables

The Future of Work Industry Breakfast Series brings together representatives from key industry sectors of the San Gabriel Valley to convene with regional economic and workforce development officers on trends and opportunities to meet industry needs. The EWD designed the program to facilitate an intimate and candid atmosphere where participants can examine barriers to growth, brainstorm strategies to overcome those barriers and create action plans for collaboration over the course of the year.



### **The EWD Podcast**

PCC EWD is leading the conversation on how to begin closing the gap between what our students are learning and what the workforce will demand of them. We speak to policymakers, business owners, educators, and the students for whom we advocate. We explore how education can partner with industry, how to be more equitable in the workplace, and how to create economic growth for students and the community.

### **The EWD “Pulse” Newsletter**

The ‘Pulse’ bi-monthly email newsletter connects with anyone interested in economic development in and around PCC. It shares news, regional events, and insights into the work of the EWD and its partners, as well as examining current trends in workforce development.



# ACTIVITIES



## THROUGH THE SBDC

### **Innovate Pasadena Connect Week**

Held October 2019, the SBDC orchestrated the 'PCC Maker Festival' during Connect Week, with over 200 community members and students explored several technology exhibits, including a Mars rover from JPL, PCC clubs such as she codes, PCC Electronics, and PCC Motorsports.

### **PCC Venture Launch**

This six-week course teaches 'lean' startup methodologies to entrepreneurs. Taught by nationally ranked business schools, including Stanford, Berkeley, and Columbia, 'Lean Startup' methodologies facilitate business model testing by teams of entrepreneurs to ultimately validate or invalidate the feasibility of their venture. Taught by the SBDC Director and members of his advisory team, the SBDC team has led the process for over 30 cohort groups of entrepreneurs from PCC, USC, CalState LA, and Caltech. The program is offered free of charge two times per year to PCC students, faculty and staff, and is the anchor of our innovation efforts on campus. In 2020, the program moved to the Freeman Center, then shifted successfully online due to Covid-19.



## THROUGH WORK-BASED LEARNING

### **Campus Collaboration Highlight**

By partnering with the Math, Engineering, Science Achievement (MESA) program on campus, the Freeman Center has established strong relationships with MESA's industry partners, who extend internship opportunities to our students and also engage them in other work-based learning activities. The partnerships provide many internships and career opportunities at the program level for MESA students, and, as a result, the Freeman Center has been able to support those students with resume building for internship applications and skills development for upcoming conferences.

### **Student Needs Assessment**

In Spring 2020, the Freeman Center conducted a student survey to identify and clarify specific career needs. A total of 1,114 students responded, contributing approximately 5,000 unique career service requests. Of those, 1,644 were linked to general career services (such as resume support or career advising), and 3,356 were related to work-based learning (such as internships or job shadowing experiences). They use this information to sign point student feedback in strategic planning and develop intentional work-based learning programs that meet PCC students' needs and interests.



## THROUGH THE ROBERT G. FREEMAN CENTER

### **Navigating COVID**

The Freeman Center team and Work-Based Learning colleagues were able to modify all career and work-based learning support services for virtual delivery within two weeks of the shut-down caused by the pandemic. Their services provided valuable virtual activities throughout the spring semester, including Career Readiness Week, Industry Career Panels, one-on-one mock interviews, resume review sessions, and three career-related webinars.



## Workshops

These workshops deliver career-related information and skills to students outside of one-on-one career counseling appointments. Offered both in-person and virtually, workshop topics include:

- **Networking:** Students learn networking skills to inform their career decisions, enhance their work readiness, and gain experience that supports their educational and career goals.
- **Acing the Interview:** Students learn to navigate the interview process and walk away with improved communication skills, better responsiveness of interview questions, and enhanced confidence to respond to challenging interview questions.
- **Resume Development:** Students learn to write an effective resume that highlights their skills and experiences, stands out from the pack, and gets the attention of the employer.
- **LinkedIn:** Students develop or enhance their LinkedIn profile, build their network, and connect with professionals in any industry.
- **Employability Skills:** Students learn the top skills employers seek when recruiting for jobs and internships. This workshop helps students build leadership skills and strengthen communication, problem-solving, and customer service skills.
- **What Can I Do With This Major?** Students learn about the career paths they can pursue with their chosen major.
- **Discovery:** Students explore the various majors and career paths that best connect with their interests and values.
- **What's Next?** Students learn to design an educational path and identify actions to take to reach their career goals.

## Open House

With 457 recorded attendees, this three-hour open house hosted numerous stations, games, and activities to attract student engagement. Seven employers offered job opportunities to potential recruits attending the Open House, including Autism Learning Partners, RMDS LAB – Pasadena, US Census Bureau, U10 Corporation DBA Mathnasium, Rockview Farms, Kidspace Children's Museum and O'Reilly Auto Parts.

## Campus Programs and Partnerships

The Freeman Center engaged with several groups and organizations across campus to deliver high-quality career programming to a large number of students. During these engagement activities, the Freeman Center delivered workshops, panel discussions, and classroom presentations: There were a total of 21 events with 28 partner programs participating.



**JASON BARQUERO**

Director, Robert G. Freeman Center  
For Career And Completion

### **Job Fair**

Held May 2019 with 68 companies, 148 recruiters, and 854 students in attendance, the job and career fair provided an invaluable opportunity for students to meet employers and gain a deeper understanding of the connection between majors and careers. Employers from a wide variety of fields discussed various opportunities available with their organizations. Students were able to practice professional communication skills, experience informational interviews, learn about multiple occupational fields, and engage in informal job interviews.

### **Employment Forums**

These forums are designed to help students navigate the realities of employment, understand the current job market, including which industries are hiring, and learn about filing for unemployment. Additionally, students gain a greater understanding of the variety of career services offered by the Freeman Center.

### **Industry Career Panels**

These panels offer students an opportunity to build on their industry knowledge, meet with professionals, and engage in career exploration. The panel's goal is to expose students to multiple career options within the given field. Through the course of the year, there were 6 Industry Career Panels with 36 industry partners and 404 students in attendance. The panels were segmented according to the six Career Communities:

- **STEM:** Seven panelists participated from Industry; Jet Propulsion Laboratory, Space X, Boeing, Upper San Gabriel Valley Municipal Water District, Southern Cal Gas, Northrop Grumman, and IBM.
- **Business & Industry:** Five panelists participated from Industry; Kaiser Permanente, Chase Bank, Deloitte, Partners in Diversity Staffing, Chick Fil A Enterprise, and The Southampton Group.
- **Health Sciences:** Six Panelists participated from Industry; US Navy Pharmacy, Dietetics, Kaiser, Huntington Hospital, City of Hope, and PCC.
- **Liberal Arts:** Six panelists participated from Industry; Felton Elementary, Day One, LePoint, PCC Child Development Center, Public Health, and Adelante.
- **Social & Behavioral Sciences:** Five panelists shared insights from Industry; Children's Hospital Social Work, Healthcare Systems, City of Pasadena, LAPD, and Personal Counseling PCC.
- **Arts, Communication, & Design:** Six panelists from Industry participated; Partners SYNCFAB, FIDM, Healthcare Systems, APA Agency, Mackey Creative Lab, and Mac





### **Career Readiness Week**

This week was a blur of virtual career and work-based learning activities for PCC students of all disciplines. During Career Readiness Week, the Freeman Center hosted 17 industry partners and more than 140 PCC students.

## **IN COLLABORATION WITH THE CENTER FOR COMPETITIVE WORKFORCE**

The Center for Competitive Workforce is a Strong Workforce Program regional project that institutionalizes the regular engagement of, and partnerships between, our 19 LA-based community colleges and regional employers from high-growth industry sectors. By activating these productive partnerships, we develop real-time “feedback loops” that inform innovation in the programs, courses, and curricula at our community schools so they can meet industrial demands for a highly skilled workforce. They also offer students the critical real-world experiences that come from work-based learning opportunities such as internships.

Center for Competitive Workforce has several work streams:

- Labor Market Analysis
- Industry Councils
- Regional Program Advisory Meetings
- Work-Based Learning Partnerships
- Company Visits and Career Videos
- Workforce and Education Partners Portal
- Bioscience Industry Portal



ROBERT G.  
FREEMAN  
CENTER  
FOR CAREER & COMPLETION

**METRICS**

**SBDC**

**40**

*New Businesses Started*

**1000**

*unique clients counseled*

**100**

*Workshops that trained more than  
1000 attendees.*

**\$19,000,000**

*in loans, venture capital and business  
owner investments into their businesses.*



# FREEMAN CENTER

**7,275**

*Students Engaged*

**4,834**

*Counseling & Advising Appointments (FY 2019-2020)*

**9**

*On-Campus Recruitment Activities*

**187**

*Workshops (FY 2019 - 2020)*

**175**

*Student Applications*

**2,342**

*In Student Attendance of Workshops*

**1,612**

*Employers in the system*

**429**

*Jobs Posted*

# WORK BASED LEARNING

**143**

*Faculty Engaged*

**3,455**

*Students Engaged*

**1,726**

*Student Internships*

**1,743**

*In-classroom experiences*

**180**

*Student Appointments*



# EWD

OVER

**2 million**  
in Strong Workforce funds awarded  
to CTE programs

**\$976,306**

in Perkins funds awarded  
to CTE programs

## SOCIAL MEDIA ACTIVITY

**78%**

Increase in audience growth

**145%**

Increase in impressions

**196%**

Increase in engagements





### YE “YALE” WANG

Dual Enrollment student who will be attending Stanford University in Fall 2020.

*“Through the events hosted by the Freeman Center, I was able to improve my resume. I also learned interview skills, and learned from many professionals and made connections in the fields I’m interested in.”*

### BRYAN GONZALEZ

Engineering & Technology student who has attended several virtual career events this year.

*“The Freeman Center helped me with developing my resume. I also found volunteer and networking opportunities, internships, and job search opportunities through the Center’s ‘Jobspeaker’ site. I think the Freeman Center has an exceptional team of leaders, including its ‘All-Star caliber’ team of Jacqueline, Yajaira, Stephanie, Antonio, and Alexis.”*

### KEVIN PRADA

Computer Science student who wants to pursue a Ph.D. and work for Google doing research.

*“I really enjoyed the opportunity to meet with professionals from the Boeing Company during the Center’s ‘Resumania.’ Doing a mock interview with a Caltech recruiter was also an amazing, invaluable experience. I was able to work closely with Antonio Del Real, a Freeman Center Career Counselor, who helped me focus on my goals and was always extremely helpful. He provided advice not only on an academic and career level but also on a personal level. Antonio recommended that I join SHPE and connected me to other available resources at PCC. He provided a place of support for me by being inclusive and understanding and letting me drop by his office at any time.”*

## HELENA AMBROSINO

Biological Technology student  
who holds a Master's in  
Environmental Engineering.

*"The Freeman Center has supported my career development in several ways, and I felt I had real support from the Center's employees. In any activity, they followed up on the process and offered me honest and constructive advice. If they see that I can take advantage of other resources or opportunities, they are always willing to mention it. The Center also helped me develop my career path by assisting with my resume, preparing me for interviews, and helping me explore opportunities such as volunteering, internships, and motivational conferences."*

## KANCHAN KAUR

Computer Science student who  
wants to pursue a law degree to  
pursue intellectual property law.

*"I was recently accepted for the NCAS program with NASA! Through the Freeman Center, I learned about the Workforce Ready Training Program by Bixel Exchange and the Cornerstone OnDemand Foundation. I was able to complete the program during quarantine and found the experience extremely rewarding. I also attended the AVIXA Women's Council event hosted at the Freeman Center and went to the STEM Networking Banquet. These events provided gave me the opportunity to interact with industry professionals who are in careers that I'm interested in."*

# OUTLOOK

The evolving economy, emerging technologies, and generational trends are triggering paradigm shifts in how PCC delivers its services. Responding to feedback from our students, faculty and local industries, PCC EWD is committed to continuously evolving its programs to provide spaces that promote a dynamic, fluid and specialized workforce development strategy.

Our goal is to provide all our PCC students with meaningful learning opportunities enhanced by experiential learning opportunities that build connections between them and their real-world mentors to lead them to well-paying jobs and careers. Simultaneously, we seek to support our local and regional industries with access to new talent, by providing technical assistance, and by building customized trainings for their organizations.

Central to the evolving process is our intent to focus on the alignment of workforce systems to achieve numerous purposes:

- to serve the needs of both our students and our community,
- to inspire diverse students to transform their lives,
- to drive regional economic development, and
- to build global engagement and understanding.

PCC EWD is driven to lead these efforts with our communities.

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***“Someone’s sitting in the shade today because  
someone planted a tree a long time ago”***

*Warren Buffet*

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ECONOMIC & WORKFORCE DEVELOPMENT