



ECONOMIC & WORKFORCE DEVELOPMENT



# ANNUAL REVIEW

2021 - 2022

# INTRODUCTION

Thank you for taking the time to read the PCC EWD Annual Review for 2021-2022. We are excited to share with you all the work we've done over the past year, and we are confident you will find it extraordinary.

As you know, the San Gabriel Valley offers a wealth of opportunity for all those who choose to call it home, and residents and businesses are continually looking to PCC for the future workforce. PCC is a linchpin in the region, as it sits at the intersection of business, economic development, education, and the betterment of our working population. The College's mission – to enrich students' academic, personal, and professional lives – is more vital than ever as we continue to attract top talent and business in the area.

It is thanks to the hard work of many individuals that PCC has flourished into a place that connects students to universities, graduates to meaningful careers, and area residents to cultural experiences and lifelong learning. The work we do and the services we provide fuel the local workforce and foster economic stability.

In the wake of COVID-19, the EWD has enjoyed major accomplishments, including the launch of new programs, a targeted recruitment campaign, expanding awareness about free services, and welcoming students back on campus.

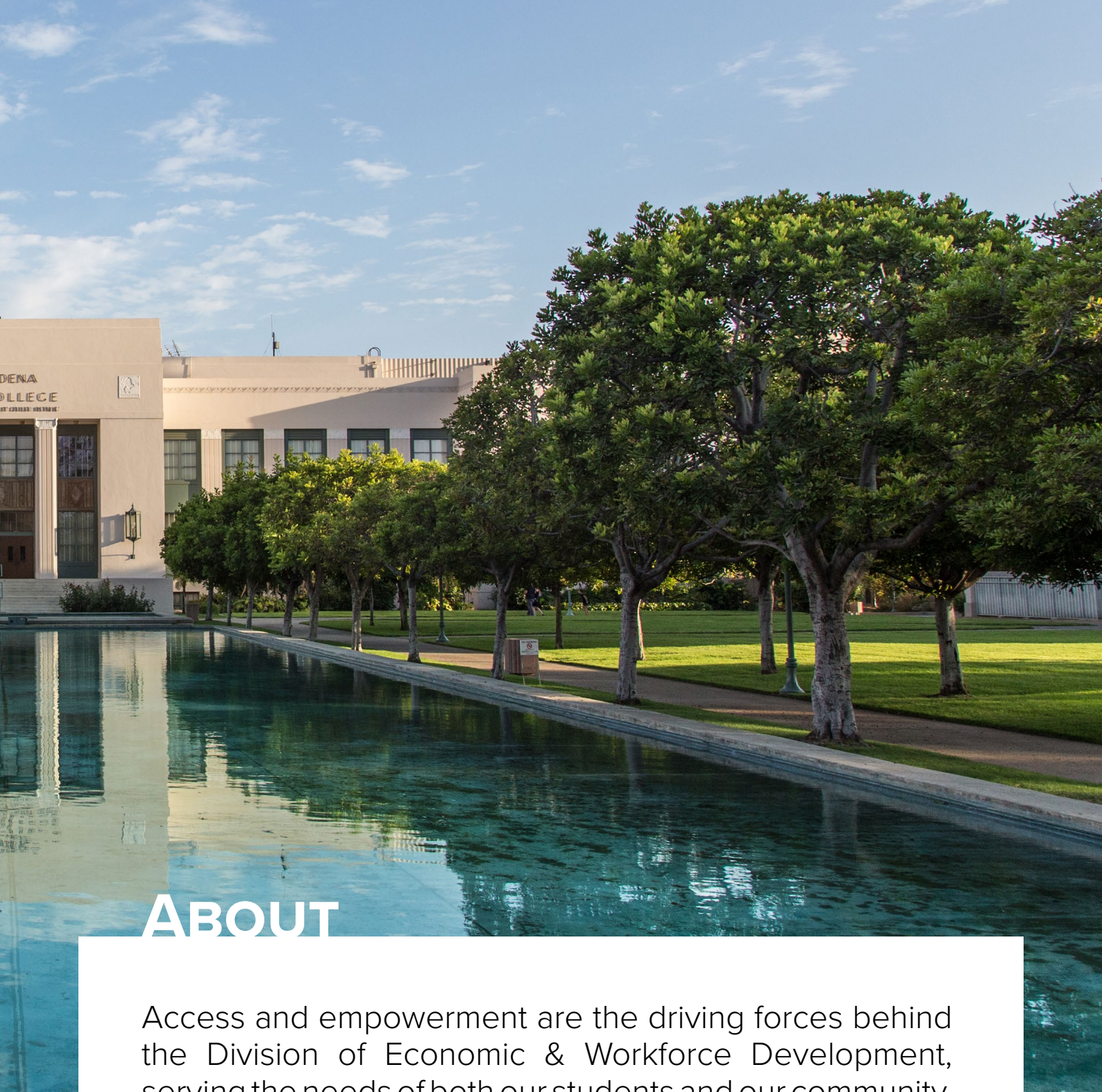
As you read this EWD Annual Review, we hope it is inspirational to hear about the impact PCC continues to have on our community. We are proud of all that PCC has accomplished in the 2021-2022 academic year, and we know you will be too!



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

**SALVATRICE CUMMO**

Vice President,  
Economic and Workforce Development



## 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 seek entry-level employment and implement effective job skill upgrades. 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.

# EWD PILLARS

Through the efforts of the department's seven pillars, EWD delivered exceptional value upon which it will 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.



## **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 (SBDC)**

Offers small business owners guidance, training, insights, and resources to start, build, or scale their enterprise, as they contribute labor and workforce to PCC.



## **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**

This initiative seeks to explore the workforce trends in the San Gabriel Valley to 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 in the region to ensure workforce training is provided to all in a way that is accessible, efficient, responsive, data-driven and improves outcomes.



## THROUGH THE **ROBERT G. FREEMAN CENTER**

### **Spring 2022 Career Fair**

For the first time since Spring 2019, the Freeman Center hosted its annual on-campus job fair, which saw engagement from companies in the automotive, education, engineering, accounting, healthcare, law enforcement, and social and behavioral sciences fields, among others.

- **51** employers in attendance
- Over **300** student participants
- **98** companies engaged
- Approximately **173** job and internship opportunities available for students and alumni

### **ResuMANIA!**

In preparation for the Career Fair, the Freeman Center hosted a full day of in-person resume reviews, giving students the chance to consult with career service experts regarding the quality of their resumes.

### **Professional Headshots**

Many community college students do not have access to - or the resources to take a high-quality photo that can be used for professional purposes? This year, 93 PCC students were able to have a professional headshot taken over the course of two days.

### **Connect Week with Innovate Pasadena**

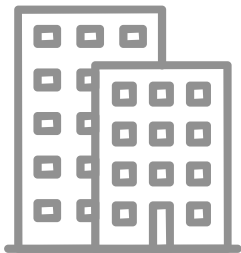
For the second year in a row, the Freeman Center was invited to present at Innovate Pasadena's Connect Week, which aims to strengthen Pasadena's innovation community through education and resource exchange. This year's topic was "Flipping the Script: How today's community college STEM students are gaining 21st century skills."

### **Lancers Live**

The Lancers Live program consists of virtual career chats called Alumni Talks where PCC alumni share insight into their professional experiences post-PCC. This year, the Freeman Center hosted two Alumni Talks featuring fellow Lancers...

Albert Alatorre, Leadership Development Program Manager at Twitter

Bryan Munoz, Data Science Program Manager at UC, Irvine



**NEW  
EMPLOYERS**

**525**

### College Central Network

The Freeman Center has officially launched the College Central Network, which serves as a central hub for all incoming employers, as well as a one-stop shop for students seeking full-time or part-time job and internship opportunities. Approximately **2,790** opportunities were available to students through **514** regional employers.

### College 2 Career Series

In Spring 2022, the Freeman Center partnered with Solvit HR, LLC to prepare upcoming graduates for real-world work environments. The College 2 Career Series was a three-part program consisting of:

- Training 1: On-boarding process, managing job expectations, and negotiation skills
- Training 2: Diversity, Equity & Inclusion
- Training 3: Communication & Professionalism



# THROUGH THE OFFICE OF WORK-BASED LEARNING

## Kaiser Permanente Partnership

Through the office of Work-Based Learning's continued partnership with Kaiser Permanente's Controller's Office to support diversity, equity, and inclusion, it has offered invaluable work-based learning experiences for PCC students.

- The Kaiser-PCC Mentorship Program helps PCC students develop important life skills, social and cultural capital, improve academic integration, and build self-efficacy.
- KP selected PCC to launch a Summer Internship Partnership program to provide access and opportunity to underrepresented and marginalized students. This year, three PCC students were offered a paid internship for Summer 2022.
- For its second year in a row, KP offered a series of Employability Skills Training workshops that ranged from topics on communication, networking, mentorship, and personal branding.

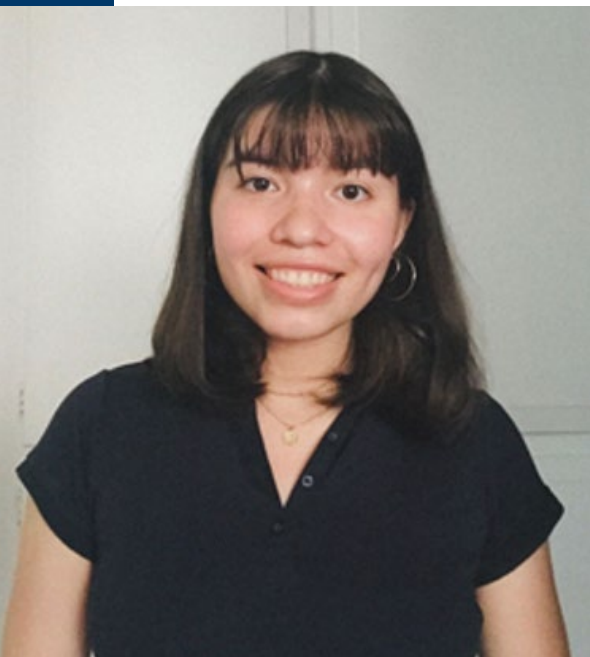
## Pasadena Tournament of Roses Partnership

In collaboration with the Pasadena Tournament of Roses Association's Community Relations Department, the Office of Work-Based Learning launched its first year of the ROSE Fellow Program. The program transpired from a mutual commitment to help increase the number of leadership opportunities available to students from underrepresented populations.



# \$10,000 SCHOLARSHIP

Serving as a ROSE Fellow from August 2021 – April 2022, Azucena Duran was awarded a \$10,000 scholarship by the Pasadena Tournament of Roses for her leadership and advocacy of women's rights, social justice, and more inclusive settings.



Originally from the Bay Area, Azucena now calls Pasadena home. She earned her AA in Sociology this past Spring and will be attending UCLA in the Fall, where she will be studying Public Affairs.

**“I believe that building a community starts with helping underrepresented groups and facilitating an open dialogue where everyone can find their voice.”**  
- Azucena

**NASA's Jet Propulsion Laboratory:**

**Student Independent Research Intern (SIRI) Program**

This year, the Office of Work-Based Learning became the new facilitator at PCC for connecting students to the SIRI program. 26 students applied with 6 students earning a spring 2022 internship at JPL.

PCC students provided amazing contributions in the areas of lunar water exploration, satellite deployment, data analysis, planetary electromagnetic exploration, space radiation and mechanical engineering.

**WORKSHOP  
& EVENT  
ATTENDEES**

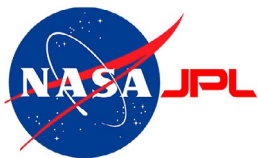
**621**



**1,160**

**STUDENT  
INTERNSHIP  
PLACEMENTS**

**PCC students accepted internships with the following companies in 2021-2022:**



**Deloitte.**



City of  
Hope®

**LATECH.ORG**

Consulate General of France, Los Angeles - Hayes Law Firm - Gutierrez, Preciado, & House, LLP  
KROST CPA's Mandalay Pictures - Keller Williams Commercial - LA-Tech.org - Kaiser Permanente  
Powderhouse Studios - Huntington Medical Research Institute





# THROUGH WORKFORCE TRAINING

As rapidly as workforce demands are changing, so is the need for continuous upskilling and training. The Office of Workforce Training offers training for both incumbent and displaced workers, both by leveraging state funding and by creating custom fee-based 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.

## **ETP ‘Contract Education’**

The Office of Workforce Training designed ‘Just In Time’ training to provide the upskilling training needed by the existing workforce of our local business community. This 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





# THROUGH THE SBDC

## Advising

The SBDC continues to provide 1:1 advising, which offers personalized coaching and advice to entrepreneurs by experienced consultants, entrepreneurs, and educators.

## BizEd Workshops

The SBDC continues to offer our 'BizEd Workshops,' which are customized to deliver strategies and best practices that facilitate business success in today's ever-changing economic climate. Driven by client demand, we also started offering these workshops on Zoom.

## Newsletter

The SBDC newsletter currently reaches over 3,500 clients, with an average open rate of 35-40% and a click rate of 3-5%.

## Covid-19 Client Retention

The crush of Covid-19 business demand has pulled back, and the SBDC has retained approximately 50% of the maximum demand. It now serves roughly 1,000 unique clients each year, up from 600 prior to Covid.



**DON LOEWEL**

Director, Small Business  
Development Center



**5,774**  
JOBS SUPPORTED



**1,575**  
CLIENTS SERVED

## SBDC Partnerships

Partnered with many entities to support business advocacy, develop workshops, and generate access to capital.



INNOVATE PASADENA



San Gabriel Valley Chambers of Commerce, Pasadena Angels, Tech Coast Angels, San Gabriel Valley Economic Partnership, CMTC, SBA District Office, USC Grief Center for Entrepreneurship, USC Brittingham Social Enterprise Lab, 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.



## THROUGH PCC EXTENSION

PCC Extension offers numerous courses, programs, workshops, and activities to the greater PACCD community, addressing students' personal enrichment and professional development needs. It provides a wide array of certificate programs for individuals exploring or changing careers, improving skills, or gaining increased knowledge to enhance promotion opportunities.

### Certificate Programs

PCC Extension offers programs developed and taught by department-hired Trainers, and programs provided in collaboration with third-party partners. In addition, it offers certificate programs for active military spouses through MyCAA, as well as certificate programs for Vocational Rehabilitation through the California Workers' Compensation Supplemental Job Displacement Benefits (SJDB) program.

### Military Spouse Career Advancement Account (MyCAA)

This workforce development program provides up to \$4,000 of tuition assistance to eligible military spouses of active military service members. Student program benefits include a laptop, course materials, national exam fees, and career development assistance.

### Supplemental Job Displacement Benefits (SJDB)

California's Return-to-Work Supplement Program provides approved vouchers of up to \$6,000 to eligible clients to be used to help pay for education-related retraining or skill enhancement at state-approved, accredited California schools. Learners may use the funds to help cover such costs as tuition, fees, computers, and textbooks.

### ProTrain, LLC

In collaboration with the PCC Extension team since 2013, ProTrain's assigned personal Training Assessment Manager (TAM) helps students tailor their specific program to meet their career training interests and expectations.

## Cengage Group (ed2go)

One of the largest education technology companies in the world, Cengage provides high-quality digital services and products to millions of students to equip them with the skills and competencies needed to advance careers.

## UGotClass

Focuses on “New Skills for the 21st Century,” employing instructors with national recognition who build the online courses they teach. A variety of instruction media, including multimedia and personally recorded presentations, is designed to enrich students’ engagement and learning experience. UGotClass offerings include a comprehensive variety of industry certificate programs, including data analysis, web design, SQL, coding, and project management.

## Good Times Travel

Partnered with PCC Extension since 2011, Good Times Travel (GTT) operates several hundred day trips annually throughout Southern California, as well as myriad multi-day tours throughout California and North America. Though trips and tours were suspended during COVID-19, GTT weathered the storm and now, back online, has seen a renewed interest in travel by its longtime travelers as well as by new travelers. PCC Extension has a dedicated travel database with a current count of 553 names and email addresses. Targeted email notifications detailing upcoming destinations result in a corresponding increase in trip and tour registrations. PCC Extension’s travelers remain some of its most active repeat customers and include not only members of the community but also members of the PCC family, past and present.

“The writing assignments were interesting, and I was very motivated to write. I learned many new techniques and methods helping me have a successful writing experience.”

- Student of PCC Extension  
Autobiography Workshop



**475**  
CERTIFICATE  
PROGRAMS



**ELAINE CHAPMAN**

Director, PCC Extension



# THROUGH THE **FUTURE OF WORK**



The EWD

## **“Pulse” Newsletter**

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

[Read the Latest Article](#)



The EWD

## **Future of Work Podcast**

PCC EWD is leading the conversation on how to begin closing the gap between student learning and workforce demands. 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.

[Listen to the Latest Episode](#)



The EWD

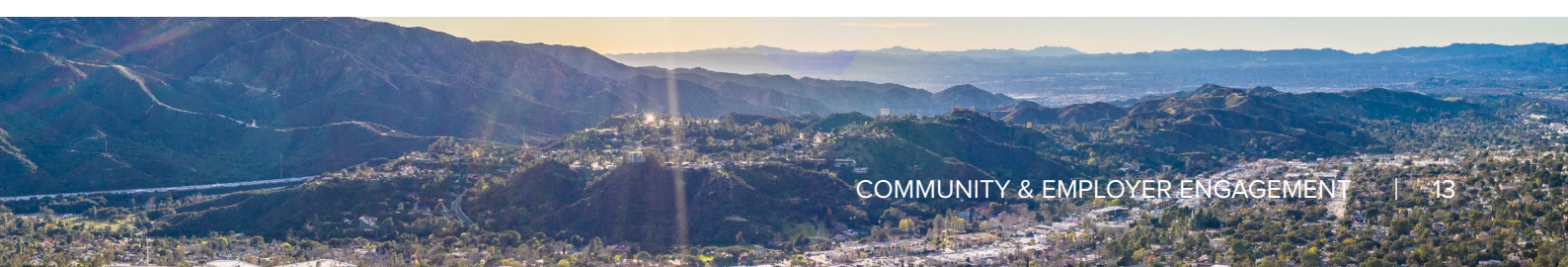
## **Future of Work Virtual Conference 2021**

Last year’s topic was ‘Advancing Equity, Inclusion, and Diversity: Beyond the Benchmark.’ The conference saw leaders from emerging industries, government, and academia come together to share a look forward at key trends, workforce needs, and upskilling. Attendees learned how organizations are working together to overcome talent gaps by better aligning industry needs to education programs. These programs are designed to 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.

### **2022 Future of Work Conference:**

[Breaking Barriers to Increase Job Placement and Workbased Learning](#)

[Watch the Full Conference](#)





## THROUGH THE ROBERT G. FREEMAN CENTER

### Career Workshops

The Freeman Center offers a suite of career development workshops throughout the year to support students at any stage of their professional journey. Workshops are designed to help students develop self-efficacy, explore career pathways, gain employability skills, and strengthen their career confidence.

The Freeman Center offers the following workshops:

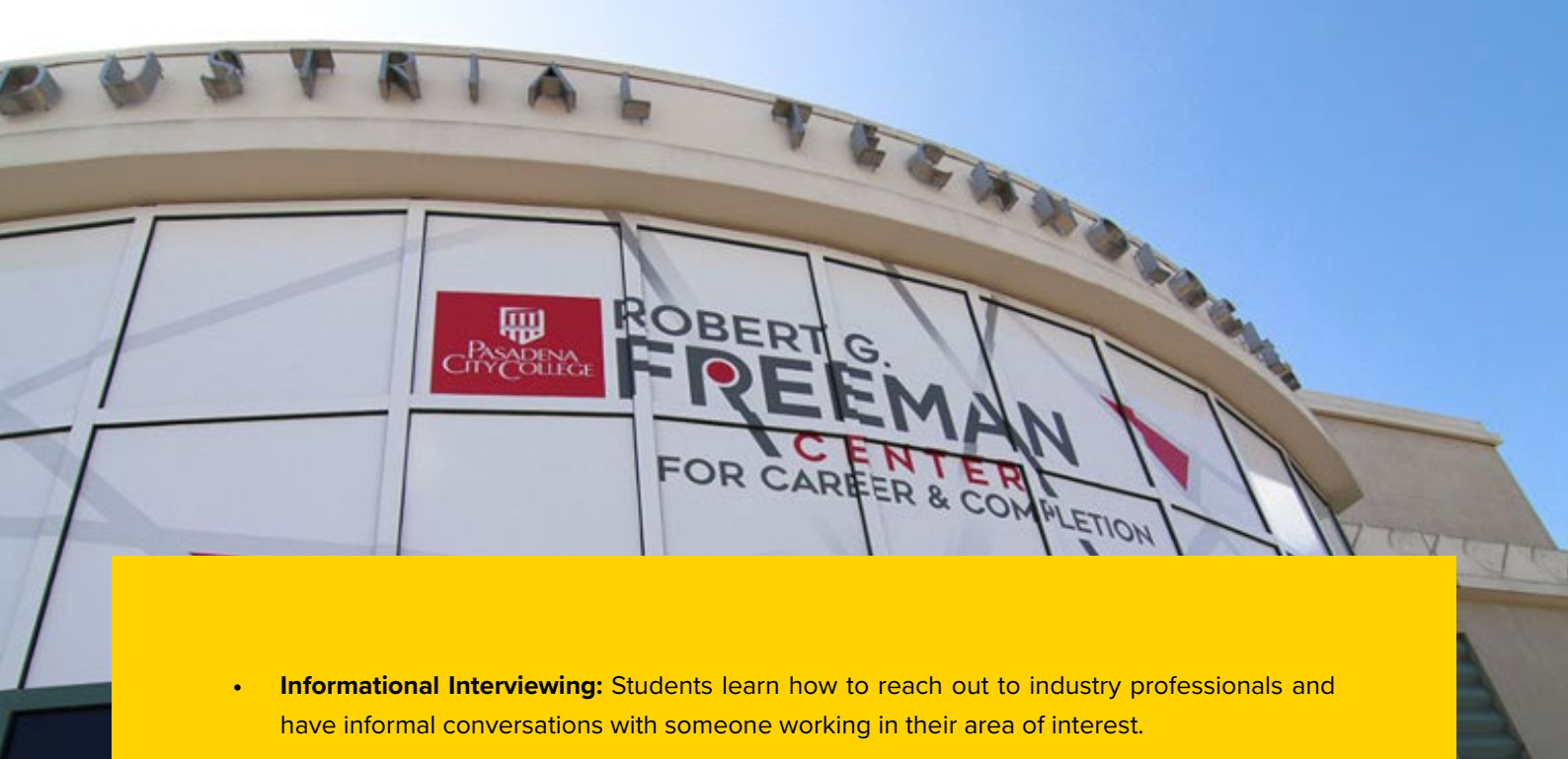
- **What can I do with this major?** Students learn about the career paths they can pursue with their chosen major.
- **Discovery:** Students explore the various majors and career paths that best connect with their interests and values.
- **Intro to Career Services:** Students learn about the various services offered at the Freeman Center, including one-on-one appointments, workshops, events, and employment opportunities.
- **Write the Right Resume:** Students learn to write an effective resume that highlights their skills and experiences, stands out from the pack, and attracts the employer's attention.
- **Conducting an Effective Job Search:** Students learn how to establish a strategy for seeking employment.
- **Navigating College Central Network (CCN):** Students learn how to utilize PCC's online job board and best practices for searching and applying to jobs and internships.
- **Acing The Interview:** Students learn to navigate the interview process and walk away with improved communication skills, experience with the interview process, and enhanced confidence to respond to challenging interview questions.
- **LinkedIn (Part 1 & 2):** Students develop or enhance their LinkedIn profile, build their network, and connect with professionals in any industry.



**JACQUELINE JAVIER**

Inerim Director, Robert G. Freeman Center  
for Career and Completion





- **Informational Interviewing:** Students learn how to reach out to industry professionals and have informal conversations with someone working in their area of interest.
- **Networking:** Students learn networking skills to inform their career decisions, enhance their work readiness, and gain experience that supports their educational goals.
- **Prepare for the Fair:** Students learn how to prepare for an upcoming job or internship fair, including the need for tailored resumes and how to engage with recruiters.
- **Landing the Internship:** Students learn the differences between paid and unpaid internships, academic credit options, and strategies for securing an internship offer.
- **Set Yourself up for Success:** Students learn about work-based learning activities and how it can support their academic and career success.
- **The Power of Volunteering:** Students learn how to tie in their passions and interests with service-learning opportunities that support their professional development.
- **The Power of Mentorship:** Students learn the importance of having personal and professional mentors and how to develop meaningful relationships that promote growth.
- **Employability Skills:** Students learn what employability skills are and how they translate into the workplace.

**WORKSHOP  
& EVENT  
ATTENDANCE**

**2,624**



## THROUGH THE **SBDC**

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### **Pasadena Angels Screening Meetings**

The SBDC has partnered with Southern California's most respected Angels investors to provide PCC students with a unique startup experience. Each month, 4 PCC students attend a meeting where the Pasadena Angels screen 4 startups for investment.

### **Black Economic Equity Steering Committee**

SBDC Director Don Loewel sits on the board of a San Gabriel Valley nonprofit focused on supporting Black entrepreneurs in Pasadena and surrounding areas. This group aims to provide programming and mentorship to Black-owned businesses with a goal of creating a network of sustainable support provided by the business community.

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**CAPITAL  
INFUSION**



**\$43M**

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### **Veterans Business Outreach Program**

The SBDC hosted 2 "Boots to Business, Reboot" programs each year for veteran entrepreneurs. Veterans have the character, discipline, and skills needed to succeed as small business owners and entrepreneurs. The training program provides participants an overview of business ownership as a career vocation, an outline and knowledge on the components of a business plan, a practical exercise in opportunity recognition and an introduction to available public and private sector resources.





### **USC Marshall School of Business Pitch Contests**

Each Spring, the PCC Venture Launch program is run for the semi-finalists of two USC pitch contests. Many of these teams also participate in the Venture Launch program at PCC, which adds to the experience for students.

### **Innovate Pasadena Connect Week**

Connect is an annual festival of independently organized talks, workshops, and social events conceived by independent organizers and hosted virtually by companies representing Pasadena's innovative spaces. As a Connect collaborator, the SBDC hosts planning meetings each year, and Director Don Loewel participates on the IP Marketing Committee.

### **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.



## THROUGH **PCC EXTENSION**

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### **Marketing and Communication**

PCC Extension reaches more than 125,000 PACCD households and 13,000 businesses through print and online marketing. It stays connected to its communities through Facebook, Twitter, and Constant Contact advertising campaigns using its database of more than 12,000 email addresses. PCC Extension staff routinely connect with the community through email, walk-in, and phone engagements.

# METRICS

## FREEMAN CENTER



# 4,295

STUDENT ENGAGEMENT

# WORK-BASED LEARNING

20

WORKSHOPS AND EVENTS

621

WORKSHOPS AND EVENT ATTENDEES

219

STUDENT APPOINTMENTS COMPLETED

103

INTERNSHIP PROGRAMS PROMOTED

1,160

STUDENT INTERNSHIP PLACEMENTS

5,980

COURSE LEVEL STUDENT PARTICIPATION

## WORK-BASED LEARNING INDUSTRY PARTNERS

A total of **103** that engaged in Work-Based Learning programs, including internship info sessions, recruitment collaborations, and event participation. Here are just a few of them:



Bank of America



ACADEMY  
OF MOTION PICTURE  
ARTS AND SCIENCES





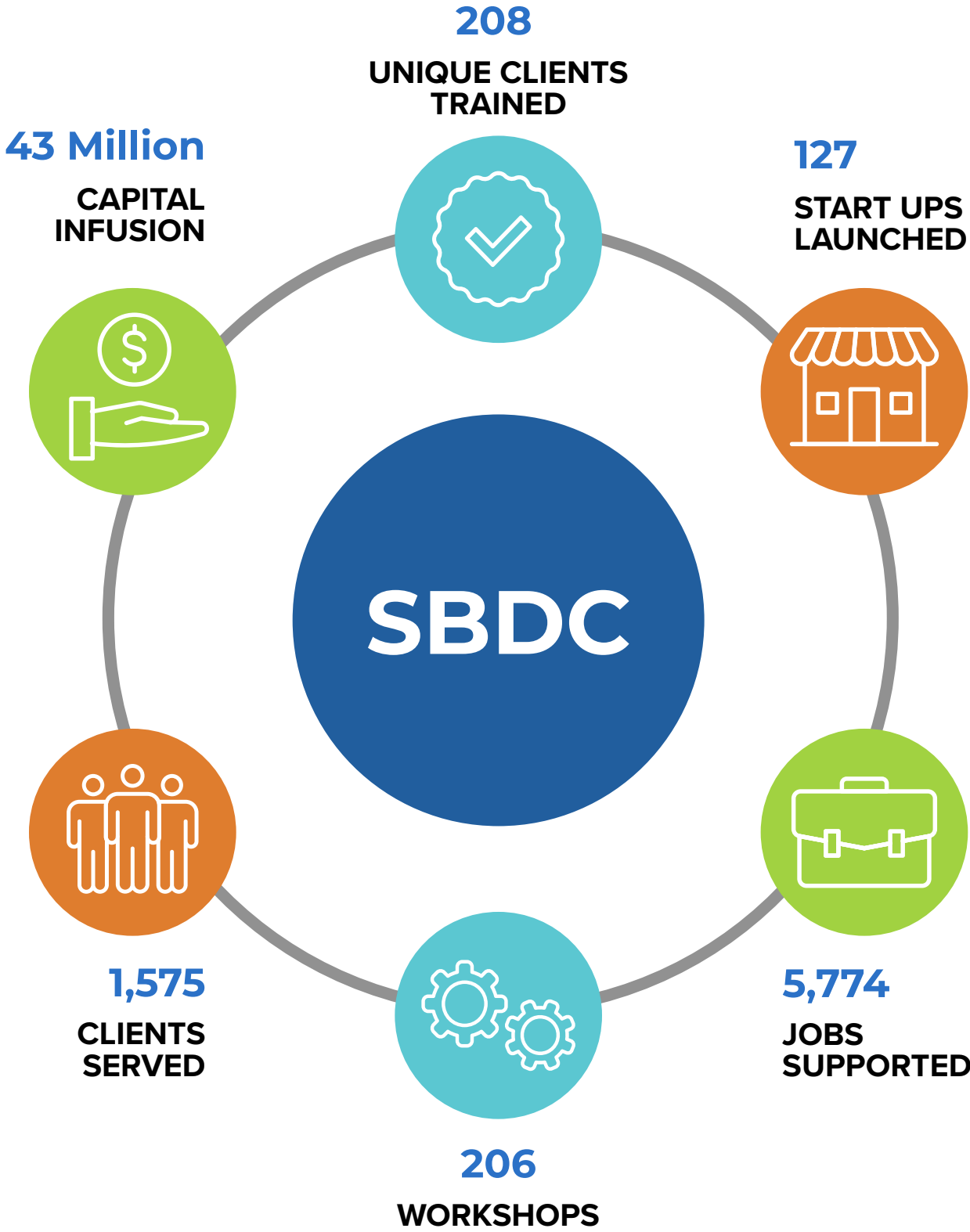
# WORKFORCE TRAINING



## WORKFORCE TRAINING EMPLOYERS

Crest Coating, East/West Coast Logistics, LLC.





# PCC EXTENSION



**67**  
**EXTENSION  
INSTRUCTORS**



**128**  
**PCC EXTENSION  
COURSES**



**4**  
**THIRD-PARTY  
PARTNERS**



# OUTLOOK

The Division of Economic & Workforce Development remains committed to its role as a catalyst for change within the workforce development ecosystem and a bridge of communication between employers and the college. Each of the pillars under EWD will continue to provide valuable services to students, employers, entrepreneurs, and adult learners and each are looking forward to another year of innovation and growth in the following ways.

- Continue to expand awareness and reach of technical services for small businesses and emerging entrepreneurs
- Strengthen students' communication skills, enthusiasm, team-working and networking capabilities, problem-solving and critical thinking, and professionalism
- Evaluate workforce training offerings, introduce new trainings, adjust and update programs, and collaborate with all instructional divisions
- Help employers in Los Angeles County access ETP funds and provide valuable training and up-skilling for their employees
- Bolster programs and services within the Freeman Center to establish meaningful career development experiences



## ROBERT G. FREEMAN CENTER

### **On-campus Internship Program:**

The Freeman Center seeks to establish an on-campus internship program to help increase the number of paid internship opportunities available to students with limited resources. The on-campus internship program was piloted in 2021-2022 through a partnership with Pasadena's SBDC.

### **Career Counseling & Student Self-Efficacy:**

This upcoming year, the Freeman Center will have access to new student enrollment data that will inform us of students' career confidence levels. Through this data, our career services team will conduct intentional outreach to our most vulnerable student populations, including those who are undecided of their major, unaffiliated with a student empowerment group, and/or those who indicate a need for additional career exploration. Through these efforts our career counseling team aims to increase students' self-efficacy levels and further support their career development journey.

### **Resume Building Campaign:**

A key component of helping PCC students become job ready entails helping them develop the right tools. Resumes are a requirement to gain employment, however some students may be unaware of what a resume is. Through a resume building campaign, the Freeman Center will conduct ongoing outreach to first-year students to help increase awareness of the importance of having a resume template. Additionally, the Freeman Center will target students who are in their second year (or more) of educational studies to help them tailor resumes to their industry or occupation of interest.

# OUTLOOK CONT.



## ROBERT G. FREEMAN CENTER - CONTINUED

### **Career Communities Collaboration:**

The Freeman Center will continue to partner with PCC's Career Communities to support career exploration activities year-long. This upcoming 2022-2023 academic year, the Freeman Center will help kick-off a career exploration event, which will highlight career services at PCC and how the team works collaboratively with success coaches, career community faculty leads, and student empowerment groups to strengthen wraparound student referrals. The Freeman Center will also support career community groups with the coordination of career panels by engaging and recruiting industry professional who can share their career journeys with students in various majors.

### **Career Ambassador Program:**

As an ongoing approach to developing meaningful experiences for PCC students, the Freeman Center will be launching a Career Ambassador Program for student workers who are placed at the center. Through this program, student workers will be assigned intentional projects that align with their career interests and skills. Assignments will vary to support a range of employability and technical skills, including event planning, social media management, graphic design, community outreach, public speaking, customer service, program coordination, and leadership development.

### **Community Job & Resource Fairs:**

Pasadena City College will be exploring opportunities to host local community job fairs and community resource fairs to engage current and prospective learners to our academic and career training programs. With the drastic decline in state-wide enrollment numbers, this new approach could help the local job seeker gain access to employment opportunities while gaining information on how to upskill or reskill by enrolling in one of PCC's credit or noncredit programs.

### **Alumni Employment Data:**

In collaboration with the PCC Foundation's alumni relations program, the Freeman Center will utilize alumni employment outcomes data to help identify opportunities to further support recent graduates. Through GradCast, a platform that helps track graduate employment outcomes, our employer engagement team will be able to target high-need industry sectors and develop intentional outreach initiatives to help position PCC graduates for employment success.

### **Targeted Recruitments:**

In our continuous effort to be responsive to the employers' demand in the communities we thrive in and to the students we are preparing for the future workforce, a series of targeted recruitment is planned for the upcoming year. The targeted recruitments will connect students to employers in each Career Community. This effort piloted with the Rose Bowl Aquatic Center who came on site at the Freeman Center and recruited 4 students in the 2 hours they were there.





## WORKFORCE TRAINING

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PCC is currently servicing as a subcontractor to access ETP funds. The current value of that contract is \$250,000. We continue to help employers all over Los Angeles County access ETP funds and provide valuable training and upskilling for their employees. This pillar under Economic and Workforce Development continues to evolve and expects to see more growth in the coming year.



## WORK-BASED LEARNING

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We will continue to improve and deliver strategic opportunities to students in real-life work experiences where they can apply academic and technical skills and develop their employability. An integral part of student growth, WBL will focus on strengthening students' communication, enthusiasm and attitude, teamwork, networking, problem solving and critical thinking, and professionalism to develop competitive advantages for achieving career goals in the challenging world of employment. Through strong partnerships with employers and through engaging the communities we serve, WBL will continue to invest in what is best for our students in terms of internships, jobs, and mentorship that is responsive to the need of the labor market. In addition, the students will be provided professional development and advising every step of the way.



## THE SBDC

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As the Covid-19 crisis subsides, the Pasadena SBDC is focused on continuing to expand awareness about our free services for small businesses. To that end, we have developed strategies and programming to build resilience in our clients and launched new programs to serve the growing population of startups in Southern California.

Our Economic Mobility program will provide vital information about financial statements, thus arming clients with the knowledge to maximize their profitability, as well as prepare them for raising capital in the future. Our Startup Program will leverage our Venture Launch program to help startup founders succeed and raise capital. We are confident that programs like these will allow us to hit our substantial goals for growth and our required metrics.

# OUTLOOK CONT.



## **PCC EXTENSION**

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PCC Extension recognizes and appreciates the unique interests and expectations of the PACCD community. This community includes both residents as well as more than 13,000 businesses. PCC Extension, the not-for-credit arm of the college, is able to operate with flexibility, enabling a quick response time to changing needs, lifelong learning preferences, and emerging career fields. PCC Extension continuously evaluates course offerings, introduces new courses, adjusts and updates certificate programs, and collaborates with credit divisions to incubate and nurture courses and programs for possible transfer to credit-bearing opportunities.



## **Introducing the Los Angeles Regional Consortium (LARC)**

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In January 2022, PCC was named the new fiscal lead for the newly formed Los Angeles Regional Consortium (LARC), which consists of 19 community colleges in Los Angeles County. LARC serves to coordinate, collaborate, organize, and facilitate interaction in the region to ensure workforce training is provided to all in a way that is accessible, efficient, responsive, data-driven and improves outcomes. Champions of students, up-skilled, re-skilled and employers, the work of the Los Angeles Regional Consortium (LARC) is to bridge the gap between employer needs and workforce preparedness.




# EWD

ECONOMIC & WORKFORCE DEVELOPMENT



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