



Capstone Project: CWA Executive Bootcamp, 2017

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Objective

To develop a web based one-stop shop for regional employers and other stakeholders to source fee based customized trainings offered by the Central Valley and Mother Lode (CVML) regions Community Colleges.

Background

Contract education services offered by California Community Colleges can significantly impact business retention and expansion. “Contract education means those situations in which a community college district contracts with a public or private entity for the purpose of providing instruction or services or both by the community college.” (California Education Code Section 78020).

Several of the CVML regions colleges offer a variety of customized fee-based training programs and often partners with their local Workforce Development Boards to provide training to job seekers and incumbent workers. A few of the colleges have very strong portfolio of training offerings and have a strong employer base to fill the classes, and some of the colleges have a very small portfolio and even if they can offer a training, it becomes cost prohibitive to offer training for only a few students.

With the increased focus on regional approach and to utilize each of the college’s strengths, there is an opportunity for contract education units of the CVML regions colleges to take a unified approach to offer training solutions across the region at a predetermined schedule to establish consistency, co-invest in curriculum development, single point of entry for customer acquisition by regional colleges etc. CVML colleges have taken a step and have created a ***CVML Contract Education Collaborative*** that is working together to develop a web based tool to improve access and marketing of the training offerings to the region.

Challenges

- Single point sourcing can be challenging as each college has its own systems and policies
- Finding a structure that can effectively serve as the single point contact
- No system is currently in place to follow up on leads, manage referrals and provide case management services to ensure customers’ needs are met
- Curriculum development can be challenging when working with multiple colleges

Project Status

A web interface (www.cencalworkforcetraining.com) was developed by the CE Collaborative member colleges and continue to work on improving the web interface and contract education services.



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Imagine if your employees were more productive...

40%

of employees who receive poor job training leave their positions within the first year – has this happened at your company?

65%

of global leaders cite “talent and leadership shortages” as their #1 business challenge – are you one of them?

90%

of organizations do not have all the skills they need to be successful – is this your organization?

100%

of organizations would benefit from their employee’s working more productively



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