



**COACHELLA VALLEY
ECONOMIC PARTNERSHIP**
CLIMATE FOR SUCCESS

CVEP Workforce/Jobs Model: Strategic Talent and Business Development

**20,000
Higher
Wage
Jobs**



**Business & Entrepreneur
Development**

**500+ Business
Partners Engaged**

- Healthcare
- Advanced Tech
- Arts, Media & Entertainment



**College, University &
Higher Skills Training**

College of the Desert

**California State University
San Bernardino**

University of CA Riverside

Paid Summer Internships

College Scholarships & Student Support



**High School
Academies/Pathways**

**3,900
students**

**Elementary/Middle School
Career Exposure**

**2,600
students**

Work-Based Learning (WBL): Faculty Externships / Job Shadowing / Class Room Speakers / Student Internships





CVPE Board Chair

CVPE Board Executive Committee / CVPE CEO

CVPE Board of Directors

**Workforce Excellence Oversight
Committee**

**Legislative
Committee**

**Marketing/Economic
Development Committee**

Education
Engagement

Business
Engagement

Data

Workforce Excellence

Business Development

Academies

Industry
Councils

Scholarship &
Student Support

iHub /
Accelerator

Small Business
Development Ctr.

Marketing

CVEP Workforce Pipeline Strategy:

- **Align** education and economic development strategies.
- **Link** education programs pre-school through graduate school (P-20) to provide multiple pathways to college and career.
- **Connect** business partners to career pathways programs, leverage resources
- **3 Industry Councils** in Healthcare/Life Sciences, Energy/Clean Tech and Arts, Media & Entertainment
 - **Convene business and education** to prepare the future workforce for targeted clusters.
 - **Facilitate Regional Strategies** to increase opportunities for students learning in career-relevant pathways tied to target industry clusters.
 - **Guide and Invest in the Development** of each segment of the pathway
 - **Support High Impact Practices** to ensure student success across the pipeline
 - **Direct Financial Support** – Scholarships and student services

Healthcare/Life Science



Energy / Clean Tech



Arts, Media & Entertainment



Our Future Workforce: By the Numbers – 2011/2012

71,212 K-12 Students



Palm Springs USD
23,604 students
7,356 High School

- Dropout Rate: 13%*
- UC/CSU Ready: 22%
- Hispanic: 73%
- English Learners: 31%
- F&R Lunch: 79%

Coachella Valley USD
18,409 students
5,126 High School

- Dropout Rate: 24%*
- UC/CSU Ready: 29%
- Hispanic: 97%
- English Learners: 53%
- F&R Lunch: 81%

Lifetime cost per dropout to community:
\$260,000

Desert Sands USD
29,199 students
9,410 High School

- Dropout Rate: 16%*
- UC/CSU Ready: 31%
- Hispanic: 70%
- English Learners: 23%
- F&R Lunch: 68%

71,212 Total Students
21,892 High School Students

- 2011-2012 Data
- *Dropout Rate 2010 data

School Data Source: CA Dept of Ed/www.cde.ca.gov
Source: CA Dept. of Education

Workforce Excellence:

Advancing an Educated Workforce for a Thriving Local Economy

A Collaboration of the:

Coachella Valley Economic Partnership

Riverside County EDA/
Workforce Investment Board

The James Irvine Foundation

Riverside County Office of Education

Ford Motor Company Fund:
Ford NGL: Next Generation Learning

Desert Healthcare District

College Access Foundation

PSUSD / DSUSD / CVUSD

College of the Desert / UCR /
CSUSB





**COACHELLA VALLEY
ECONOMIC PARTNERSHIP**
CLIMATE FOR SUCCESS

The Why:

**Education *IS*
Economic
Development**





**COACHELLA VALLEY
ECONOMIC PARTNERSHIP**
CLIMATE FOR SUCCESS

The Talent Dividend

...each additional percentage point improvement in aggregate adult four-year college attainment is associated with **an \$856 increase in annual per capita income.**

Raising the median adult four-year college attainment rate of the top 51 metro areas **from 30.7 percent to 31.7 percent** would be associated with an **increase in income of \$143 billion per year for the nation**



COACHELLA VALLEY
ECONOMIC PARTNERSHIP
CLIMATE FOR SUCCESS

What if?

An additional 1,000 Coachella Valley students completed a 4 year degree?

Approaching \$1 million increase in annual
per capita income

Education pays!



**COACHELLA VALLEY
ECONOMIC PARTNERSHIP**
CLIMATE FOR SUCCESS

Major Accomplishments

Regional Collaboration

Regional Plan written and adopted

- 75 stakeholder authors
- 3 K-12 Districts
- County Office of Education
- College of the Desert, UCR
CSUSB





**COACHELLA VALLEY
ECONOMIC PARTNERSHIP**
CLIMATE FOR SUCCESS

Major Accomplishments

\$6.4 million in Grant Revenue since 2005

6,500 Career-Themed Program Participants

1,500+ Total College Scholarships

11,000 hours volunteered by industry partners

\$ 7.4 million Total College Scholarship Dollars - \$5 Million from CAFC and \$2.4 Million from matching partners

22 matching partners investing **\$700,000** in scholarships annually



JFK Memorial (Tenet) Hospital Pediatric Disaster Drill May 2013
126 Fifth Grade Medical Magnet Program students
44 hospital professionals
6 County Emergency Preparedness Agencies

Preparing the Pipeline: The Healthcare Industry Council



Elementary/Middle Schools Programs

- PSUSD Middle School JUMP Programs & Career Explorations
- DSUSD K-8 Pre Med Magnet



High School Programs

Academies:

- CVHS
- LQHS
- IHS
- PDHS
- CCHS
- PSHS



College & Industry Support

- COD
- Riverside County Office of Ed / ROP
- Riverside County EDA /WDC
- Private Schools
- PTS – Matching Partners Scholarships
- CVEP/HCC Internships



University & Community

- CSU San Bernardino
- UCR, Med Scholars, Med School
- Private Universities
- PTS/Matching Partners Scholarships
- CVEP HCC Internships

**12,120
Healthcare
Jobs**

Working Backward from Job Demand: 12,120 Workers

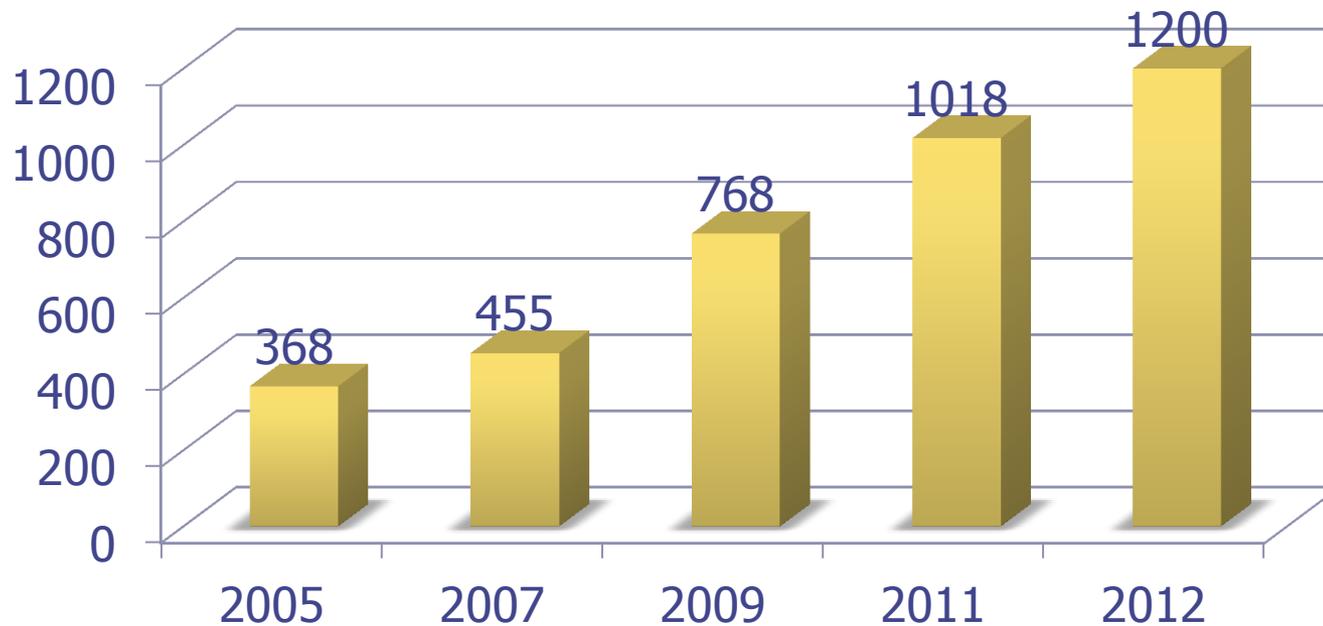
- 12,120 healthcare workers, 9% of Valley Workforce*
- 1:40 ratio of healthcare workers to residents
- Average Wage \$54,548*
- 2005 CVEP Labor Market Study:
 - Greatest needs: Nurses, caregivers, medical office workers
 - **80% of hard to fill jobs are being filled with applicants from outside the Coachella Valley.**
- Coachella Valley: **2,000 new healthcare workers will need to be trained to meet population demands by 2016****
- California Health Jobs.org “Help Wanted” report - In So. Cal, 500,000 workers need to be trained by 2030, 1 million statewide (<http://www.calhealthjobs.org/help-wanted-report>)

*CVEP Economic Report 2009/ CA Employment Development Department

**2009 Healthcare Workforce Assessment (Desert Healthcare District) preliminary results

CVUSD, DSUSD, PSUSD Increasing K-12 Opportunities

Students in High School Health Academies/Pathways



*A Regional Network of
6 Health Academies/Pathways*

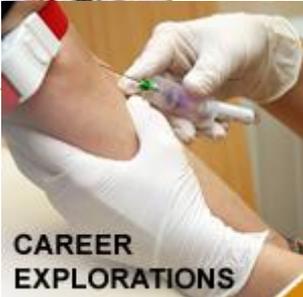


10,000+ hours

Work Based Learning Provided by Coachella Valley Employers in 2012



**HOST
FACULTY**



**CAREER
EXPLORATIONS**



**INTERNSHIPS FOR
STUDENTS**

**JOB
SHADOWS**



**CREATE/SUPPORT
SCHOLARSHIPS**

Preparing the Pipeline: Arts Media Entertainment Industry Council DRAFT

Elementary/Middle School



Carrillo Ranch Elementary Magnet Academy for the Arts

- DSUSD: Carrillo Ranch K-5 Magnet School / 707 students
- PSUSD: Middle School Digital Media Design – Raymond Cree, Nellie N. Coffman, Painted Hills, James Workman / 1,000 students
- PSUSD – DigiCom (K-12)

High School



Cathedral City High School DATA Academy Students filming segment

- Academies
 - Cathedral City HS Digital Arts Technology Academy 240 students
 - CV High School Digital Arts Academy 140 students
- Pathways
 - Indio HS – Animation, Film, Broadcast, Web – 200 students
 - DHSHS – Graphic Design, Digital Media – 200 students
 - Desert Mirage HS – Graphic Design/Audio – 200 students
 - Palm Springs HS – Digital/Media/TV – 180 students

College / Industry Support



COD Theater Arts

- College of the Desert
 - Theater Arts, Digital Media, Communications
- Industry Resources
 - CVEP: Arts Oasis
 - Riverside Co. EDA/WIDC
 - PSWIFT
 - IEEP: IE Film Commission
 - Desert AD Fed
 - CV Film Alliance
 - PS Int'l Film Festival
 - PS Art Museum
 - McCallum Theatre
 - Others!
- Scholarships & Student Support

University / Community



CSUSB Palm Desert

- CSUSB
 - BA in Communications
 - Indian Wells Theater
- UC Riverside / MFA
- IPAC (Indio Performing Arts Center)
- Colleges/Universities across the country
- Scholarships & Student Support

19,000
Creative
Economy
Jobs

*Creative Cluster Study
CVEP/Arts Oasis
May 2012*

Preparing the Pipeline: Energy/Clean Tech/STEM Workforce Student Pathways



JOBS:
What Are
They and
How Many?

Solar, Wind,
Geothermal,
Water, Utilities,
Defense: Navy,
Marine Corps

Solar Industry
Labor Market
Study in process –
available Spring
2013

University / Research



UCR Bourns College of Engineering

College / Industry Support



COD DEEC Training Programs

- College of the Desert
 - Desert Energy Enterprise Center
 - Advanced Transportation Technology Energy Center
 - A.S Degree / Certificates – Energy/Utilities – In Process
- Private Schools
 - Renova Energy Academy
- Industry Resources
 - CVEP
 - Advanced Technology Industry Council
 - Renewable Energy Roundtable
 - Riverside Co. EDA/WIB
 - Inland Empire USGBC
 - NSWC Corona

College Scholarships & Student Support

High School



Desert Mirage HS Green Energy Technology Academy Students

- Academies
 - Desert Mirage HS GrEAT - Green Energy And Technology Academy 110 students
 - Desert Hot Springs HS R.E.A.L. – Renewable Energy Academy of Learning 160 students
- Riverside County Office of Education –
 - ROP Classes – Energy/CAD
- SMaRT Education: After-School Robotics

Middle School



Desert Springs Middle School Tours Cal-Energy

- Career Explorations
- STEM: PSUSD 140 students
 - Pre-Engineering & Robotics
- PD Middle School: DSUSD
 - Intel Science School of Distinction
- SMaRT Education: After-School Robotics

Work-Based Learning (WBL): Faculty Externships / Job Shadowing / Class Room Speakers / Student Internships

Scholarship Funds Awarded by City

CITY	2013	TOTAL
Desert Hot Springs	\$190,000	\$786,000
Sky Valley	\$0	\$12,500
Palm Springs	\$137,500	\$713,500
Cathedral City	\$325,000	\$1,255,000
Thousand Palms	\$62,500	\$254,500
Rancho Mirage	\$7,500	\$72,500
Palm Desert	\$102,500	\$657,500
Indian Wells	\$0	\$0
Bermuda Dunes	\$10,000	\$70,000
La Quinta	\$70,000	\$352,000
Indio	\$207,500	\$1,181,000
Coachella	\$195,000	\$1,083,500
Thermal	\$67,500	\$495,000
Mecca	\$85,000	\$418,000
Salton City	\$30,000	\$121,500
TOTALS	\$1,490,000*	\$7,472,500

*An additional \$217,000 in scholarships is in the process of being awarded by CVEP's Pathways to Success program and matching partners, totaling more than \$1.7 million for 2013.

Supporting Student Success

Counseling & Advising

- Housing & Enrollment
- Financial Aid
- Transportation
- Campus Navigation
- Academic Guidance
- Course / Major Selection

Workshops

- Time Management
- Goal Setting
- Analytical Reading
- Note Taking
- Stress Management
- Finals Preparation
- Active Reading
- Core Writing
- Financial Management

Work Based Learning

- Mentoring
- Internships
- Job Shadowing

Student Networking

- Online Social Networking
- Peer Counseling / Posse

Student Tracking

- Academic Performance
- Persistence to Degree





**COACHELLA VALLEY
ECONOMIC PARTNERSHIP**
CLIMATE FOR SUCCESS

Following Faith

The Pipeline at Work

- Career Explorations: DRMC, EMC, JFK
- PSHS – Health Academy
- Pathways to Success Scholarship/Desert Healthcare District
- HCC Summer Intern
- Chair – CVEP Emerging Health Professions Workgroup





Momentum – the time is NOW!





COACHELLA VALLEY
ECONOMIC PARTNERSHIP
CLIMATE FOR SUCCESS

Coachella Valley's 5-Year Regional Plan:

- 30% of students enrolled in career-themed academy
- 80% of students have a personalized graduation plan
- 10% increase in high school graduation rate
- Increase region's FAFSA completion rate to 85%
- 10% increase in the college-going rate
- An endowed scholarship structure generating \$1M annually
- Legislative Advocacy supporting College & Career Readiness



**COACHELLA VALLEY
ECONOMIC PARTNERSHIP**
CLIMATE FOR SUCCESS

Align your Work with Ours

- Match a Scholarship
- Provide a Paid Internship
- Join an Industry Council
- Support an Academy
- Increase FAFSA completion
- Prioritize College Completion





COACHELLA VALLEY
ECONOMIC PARTNERSHIP
CLIMATE FOR SUCCESS

Thank you!

Sheila Thornton

Vice President Workforce Excellence

Tel: 760/799-4137

Email: sheila@cvep.com

Kim McNulty

Director Next Generation Learning

Tel: 760/413-5990

Email: kim@cvep.com