

# The Community Alliance Initiative

## A Workforce Engagement Strategy

### Energy Construction & Utilities

California Community Colleges  
Workforce & Economic Development

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**Engage. Enroll. Employ.**

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# Energy, Construction & Utilities LMI Data

	Top Occupations	Number Employed	Annual Openings	Average Annual Awards	Annual Demand/ Supply Gap	Median Wage	5-Yr Annual Wage Growth w/AA
Energy	Electrician	72,684	9,907	456	9,451	\$84,220	15.45%
	HVACR Mechanic	30,674	4,046	1,072	2,974	\$53,630	5.08%
	Solar Photovoltaic Installer	3,667	748	96	652	\$41,550	9.53%
Construction	Carpenter	145,362	14,715	123	14,592	\$54,390	7.27%
	Plumber	56,012	7,673	339	7,334	\$53,120	7.6%
	Sheet Metal Worker	13,058	1,730	59	1,671	\$54,410	8.88%
	Construction Inspector	12,276	1,496	108	1,338	\$87,790	13.68%
Utilities	Water & Wastewater Plant Operator	7,874	732	215	517	\$68,800	8.18%
	Electrical Power Line Installers	7,330	850	95	755	\$106,690	6.39%

# The Community Alliance Initiative Addresses the “Why?”

- The Community Alliance Initiative is a thoughtful exploration to engage, listen and learn about local organizations’ clients and their unique barriers to entry.
- As the statewide sector team continues to design career education curricula and programs responsive to industry needs and prepare a highly-skilled workforce, we know simply marketing jobs and wages is not enough - and requires a deeper understanding of our diverse populations.
- Our ultimate goals are to design more effective, distinct and targeted outreach strategies connecting populations to energy and construction community college programs, in-demand local career opportunities and industry partners.

# The Community Alliance Initiative – Roll Out

Model 1: Butte County – Q2 2019

Model 2: Orange County – Q3 2019

Model 3: Bay Area – Q4 2019

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# The Engagement Paradigm

“If you build it, they will come...maybe.”



# Engagement Paradigm

Often a great divide between a person's eligibility for a service or program and their actual use of it.

To serve the "*hard-to-reach*" we must change our thinking.

Our goal, instead, is to reach the "*yet-to-be-reached.*"



# Barriers – Structural



Completing a degree requires a student to sort through an overwhelming labyrinth of information to make complicated decisions.

As a result, poor course and program decisions, in turn costing more \$ and time, likely leading many students to drop out in frustration.

# Barriers - Motivational

Connection between coursework and own lives and future goals difficult to identify.



For students to stay motivated to persist on their academic trajectory, they need to both see the **DESTINATION AND PATHWAY** to get there.



# Engagement Paradigm



Case Study:

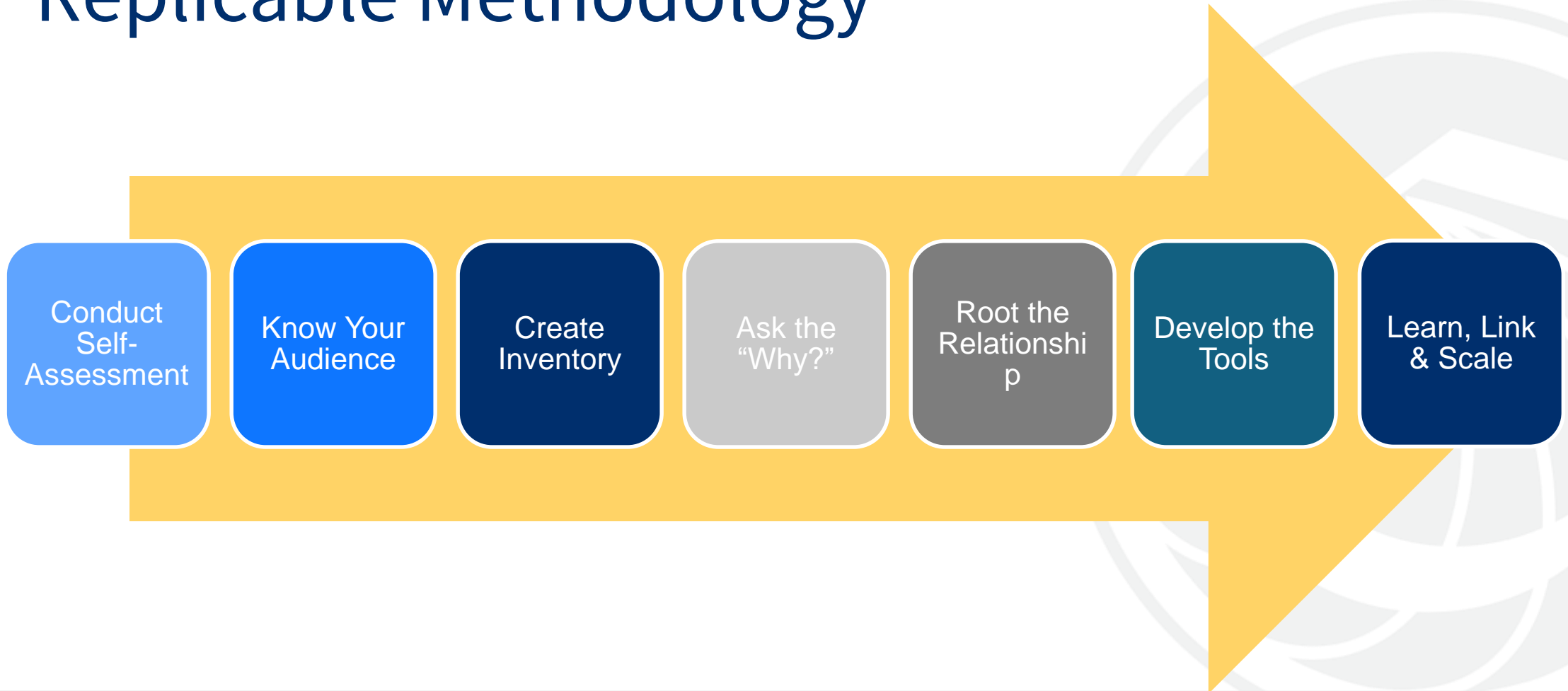
“Straight to the Source”



# Butte College



# Replicable Methodology



# X County

	# ECU Students	Male	Female	Veteran	A.A.	Hispanic	1 <sup>st</sup> Gen
CA Census		50%	50%	4%	6%	39%	
ECU Statewide		<b>85%</b>	<b>14%</b>	<b>4%</b>	<b>5%</b>	<b>46%</b>	<b>14%</b>
X	185	58%	39%	>1%	>1%	14%	>1%
X	178	97%	>1%	6%	7%	55%	19%
X	722	75%	23%	3%	2%	49%	12%
X	304	62%	38%	>1%	>1%	24%	3%
X	147	87%	12%	>1%	>1%	35%	15%
X	1201	77%	22%	4%	1%	40%	3%
X	930	64%	33%	4%	>1%	22%	13%
X	446	81%	18%	>1%	>1%	58%	33%
X	3,711	96%	3%	1%	4%	63%	1%

# The CBO Universe



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