TO: Strong Workforce Program (SWP) Task Force

FROM: Theresa Rowland, Associate Vice Chancellor

DATE: November 4, 2016

RE: Update on Local Expenditure Planning for FY2016 funds

This is a brief update on progress made since the SWP Task Force meeting on October 24, 2016.

EXPENSE RELATED A SWP 2016-17 draft expenditure plan is in development to include:

* PERSONNEL
  + SWP Program Staffing: Associate Dean; Management Assistant (for accounting and reporting); Research Assistant (to assist the CTE programs with labor market information, website, events, data collection, program review assistance, support to SWP processes and reporting metrics to the state);
  + CTE “Marketing Assistant” – title TBD (to support CTE programs with materials, website, social media, print, web, graphics, communications on events and recruitment, etc…);
  + Staffing emphasis on pathways; aligned academics to job classifications and industry certifications; cooperative work experience education;
* INSTRUCTION – SPRING 2017
  + Approx 12 requests for CTE courses to be included in the Spring 2017 schedule were received through a request form based on critical courses to CTE programs and evidence supporting SWP eligibility; Faculty will be notified no later than Monday, 11/14/16;
* ONE TIME CAPITAL IMPROVEMENT
  + A proposal form has been distributed to Deans, mostly focused on the CCSF Centers, to request one-time capital improvement projects that support “more and better” CTE; examples include: remodeling classrooms to accommodate larger enrollments; equipment upgrades to bring CTE labs into current standards for the workplace;
  + Planned furniture and necessary modifications of space to accommodate new Workforce and Economic Development staff offices;
* PROFESSIONAL DEVELOPMENT
  + Travel to conferences; learning and implementation on-campus events; pathways development;
* OUTREACH & MARKETING
  + Program marketing materials and consultants to support web, print, social media;

NON-EXPENSE RELATED

* NEW CURRICULUM
  + An examination of recent CTE approved curriculum that supports innovation and emphasis on skills currency in key industries with job growth—purpose is to support newly approved curriculum that hasn’t yet been offered;

The SWP Task Force appointed the following team to meet the January 31 deadline for the SWP Local Expenditure Plan:

* Beth Cataldo;
* Craig Persiko;
* Theresa Rowland;
* Richard Wu;

This Local Plan team will meet November 8, at 2:30 pm to discuss the above, this is an open meeting.