


# RESPONDING EFFECTIVELY TO INDUSTRY: IF NOT US, WHO?

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You might have heard the following:

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Community colleges are just not responsive, or not responsive enough, to business or industry!

# Audience Poll

Community colleges are just not responsive, or not responsive enough, to business or industry.

TRUE? • FALSE?



# Accurate Claim or Not?

“Community colleges are just not responsive, enough, to business or industry.”



# College for Career Preparation

- Recent Survey: 80% of high school seniors plan to attend college for better job opportunities (WiseChoice, 2010).
- Pew Research Study: 47% of the public says that the main purpose of a college education is to teach work-related skills and knowledge compared with 39% who say it is to help students grow personally and intellectually. (May 15, 2011)

# College for Career Preparation



Almost all community college funding is directed to **helping students develop the skills and knowledge for a career (or group of careers) after completing college or university.**

# College for Career Preparation



Estimates vary about how much instruction and activity at community colleges is **devoted to direct career preparation**

- Mainstream Career and Technical Education (CTE) programs
- Economic Workforce Development (EWD) programs
- Small Business Assistance Centers (SBAC)

# California Community Colleges



- Are A Publicly Funded Educational Resource



# California Community Colleges



**Important Resource for State  
But Not Unlimited**



# Responsiveness Concerns: *Mainstream CTE?*



Some Capacity Issues



# Responsiveness Concerns: *New Business and Industries?*



# Responsiveness Concerns: *New Business and Industries?*



MADE FROM  
**SCRATCH**

# Challenges to Providing Services to New Businesses and Industries



**“Pinball Machine” Problem**



# “Pinball Machine” Problem

- Is there a single point of contact at your college/district responsible for new curriculum or training requests from businesses or industry?
- If a business or industry representative contacted a college or district employee about a curriculum or training request, would the employee know to direct the representative to the single point of contact?
- Does your college/district have a clear process for accepting or denying a curriculum development or training request?

# Challenges to Providing Services to New Businesses and Industries



**“No Operators Are Standing By” Problem**



# “No Operators Are Standing By” Problem

- Although new requests might be assigned to a particular administrator, it's **unlikely that these requests are his or her only duties** in most districts.
- Would be very unusual for colleges to have CTE faculty set aside and waiting for requests from industry/business.



# Challenges to Providing Services to New Businesses and Industries



**“We Need This Yesterday” Problem**

# “We Need This Yesterday” Problem

- The need for trained workers is just one more issue for new businesses. Representatives may tend to focus on the end product: **the number of trained workers needed and how long it will take for them to be produced.**
- Business or industry representatives may not be clear about or understand the need for **a sequence of instructional activities required to produce trained workers.**

# Challenges to Providing Services to New Businesses and Industries



“Try To Be All Things To All People” Problem

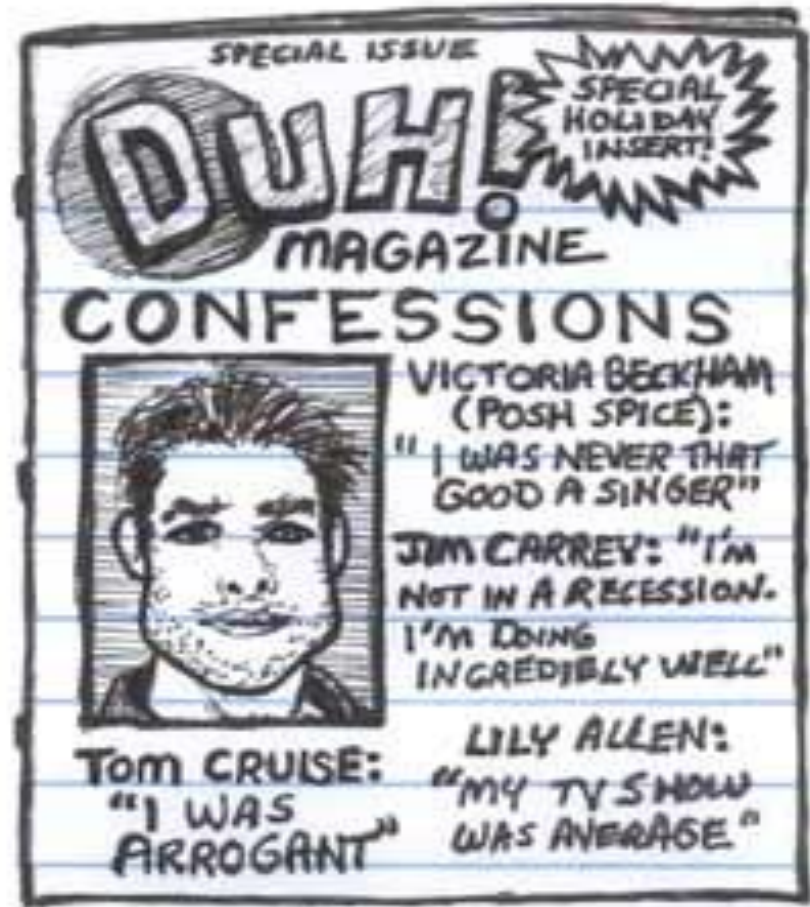
# “Be All Things To All People” Problem

- Are all training requests that come to the CCCs **worth doing?**
- If not, **who decides?**  
**what process is used** to make the decision, and  
**how is the decision communicated?**



# Given the Challenges, Not Too Surprising When We Hear:

“Community colleges are just not responsive, or not responsive enough, to business or industry!”



# Strategies/Recommendations



**Create a Single Point of Contact**

# Strategies/Recommendations



Expectations Management



# Strategies/Recommendations



**Don't Reinvent the Wheel**

# Strategies/Recommendations



**Educate About/Explain Options**

# Others?



alternative approaches

# Are we failing to be responsive?

