

Future **BUILT**

MARCH 2021



Orange County Regional Strong Workforce Work-Based Learning and Job Placement Project

Quarterly Report

ORANGE COUNTY
CAREER EDUCATION

Fall into the Future.



Between innovating and adapting, it's been a busy quarter for career education in Orange County. Even with the health crisis impending on in-person meetings and services, our colleges managed to break new ground, while making great headway in the county-wide effort to prepare career education grads for workforce success.

From integrated online tools to genuine employer connections, the following highlights showcase the Orange County Community College's ongoing commitment to students, alumni, employers, and community members in our region.

Virtual "Future Built Friday"

Makes Career Readiness a Reality

Career education isn't just about hands-on workforce training. It's also about scoring the skills to land the job in the first place. Last fall, our "Future BUILT Friday" career readiness series went virtual, connecting 900 Orange County community college students to critical job-seeking resources.

With help from industry partners like Amazon, United Health Group, Fender and Marriott, the series provided nine interactive seminars focused on various aspects of employability. The online workshops covered topics like networking, interviewing, and cultivating a professional social media presence, while expert-led industry panels delivered direct, real-world advice for future job-seekers. Additional perks included one-on-one career coaching donated by partner-presenters and access to three free Launch Your Career licenses.

For participants like Paige, the weekly sessions were a confidence-builder and a game-changer.

"Many folks are not right out of college and are life-long learners with diverse skills," says the Saddleback College student. "A huge thanks to all those involved in arranging these sessions."

While proving a success thanks to the tireless work of organizers, presenters and partners, the series indicated that CTE students crave more intervention when it comes to pre-employment skills. In a post-event survey, 19 of 20 students said they would like to attend more virtual career events. And with dedicated speakers like South Bay Workforce Investment Board's Deborah Shepard on board, we're just getting started.



“If the students are *taking home as many lessons learned as I, they're going to be in great shape,*” says the industry coaching expert. *“Congratulations on a job well done.”*

- DEBORAH SHEPARD

Success's Secret Agent: Career Launch Program Goes Unlimited

It's no secret that networking plays an enormous part in cultivating career opportunities. In fact, four in five jobs are unadvertised, relying instead on established yet undisclosed—and often labyrinthine—pipelines.

The solution for students, who tend to begin and end their career search online, is the industry-savvy provided by **Career Launch, a program designed to help community college CTE grads identify "hidden" opportunities and land jobs**. Beginning this Spring, the Strong Workforce grant-funded resource will be available on an unlimited, all-access basis, connecting students to interactive, microlearning coaching culminating in live Q & A sessions and access to a private LinkedIn group.

"Career Launch will help students tap into that hidden 80 percent job market," says Founder and Director Sean O'Keefe. "We partner with colleges to give students the skills they need to launch a search for a job or internship, and we do it by creating a holistic, high-touch experience through each step of our career launch method."

Already, Career Launch has served four cohorts of NOCE students. With expanded access to the program, including training for two representatives per college and student workbooks, the program is slated to provide access to all OC community colleges through 2023—great news for prospective professionals like Lucina Yamez:

"Basically, I learned to be more aggressive and professional in my search, and it worked!"



Already, Career Launch Has Served

Four Cohorts of NOCE Students

"Career Launch will help students tap into that hidden 80 percent job market."

- FOUNDER AND DIRECTOR SEAN O'KEEFE





LinkedIn Learning

Resources Reach 2,000+

Analytics Project Delivers Decisive Data In Year 1

With a full year—and more than 50,000 completed employment profiles—in the books, the Emsi Labor Market Analytics and Alumni Outcomes is off to an auspicious start.

The scheduled three-year deep dive into data yielded custom employment and outcomes data for every college in Orange County. Among the results was a ranking of top regional employers, topped by the US Army & Navy, Kaiser Permanente and Hoag Hospitals, and a geographical survey indicating that more than four in five alums found employment in the Orange County/Los Angeles area.

Year 2 activities have already begun, with project leaders focused on delivering the remaining datasets and getting to work on aggregate files.

Workshop Yields Future Built Employment Engagement Strategies

Opportunity knocks in Orange County, and with the right workforce connections, we can ensure that it happens at our colleges' doors.

Last fall, 12 career services staff representing the OC Community Colleges attended a one-day workshop focused on building strong student-faculty relationships that successfully convert to industry connections upon graduation. Hosted by Network Kinectons, the conference cultivated innovative employer engagement ideas among the attendees and yielded an actionable set of best practices to apply to career services efforts going forward.

From becoming Photoshop phenoms to protecting their creative copyrights, **OC students are leveraging LinkedIn Learning to expand connections to contemporary career skills.** The suite of tools for IT and creative professionals will be available free to students and faculty through March 2022.

LinkedIn Learning provides an on-demand library of tools and courses, allowing for seamless integration into learning plans. Currently, OC's community colleges boast more than 2,100 active users, accounting for 7,400-plus total online hours. Meanwhile, over 75 faculty and counselors have integrated the tools and courses into their own courses.

The widespread adoption of this valuable resource is the result of a focused awareness effort last quarter. Key to the effort was the development of "Future BUILT"-branded landing pages to house important links and instructions. These sparse, clean web pages act as a welcoming hub for active users and prospects alike, while providing a touch-down spot for campaign-driven traffic.

The Ultimate 'Resume': Portfolium Access Offered Through March 2022

OC career education alums are Future BUILT... and now, they can prove it. Students have access to Portfolium—a network built to connect ideas, people, projects, companies and more.

The powerful student showcase tool is available free to all students, and is currently being integrated with the Future BUILT career education homepage.

***Future* BUILT**

Orange County Community Colleges

**Coastline College | Cypress College | Fullerton College | Golden West College
Irvine Valley College | North Orange Continuing Education | Orange Coast College
Saddleback College | Santa Ana College | Santiago Canyon College**

FutureBUILT.org

Learn more about Orange County's award-winning and affordable career education programs.