

CTE Deans Meeting

12-12-2016, 8:30 - 10 a.m.

Location: SBCCD/ATTC



MINUTES

Welcome & Call to Order – Meeting called to order at 9:04 a.m. by Joyce Johnson

Roll Call/CTE Deans Voting:

Barstow-Sandi Thomas

Chaffey-Joy Haerens

College of the Desert-Zerryl Becker

Crafton Hills-June Yamamoto Copper

Mountain-Zachary Ginder

Moreno Valley-Melody Graveen & Art Turnier

Mt. San Jacinto-Joyce Johnson

Norco-Kevin Fleming

Riverside- Kristi DiMemmo

San Bernardino Valley- Albert Maniaol

Victor Valley College-Ron Graham

Others:

IE/DRC – Julie Pehkonen

Diann Thursby (recorder)

Guests: Charles Henkels, Colleen Molko, Norco College; Jeff Klug, San Bernardino Valley College

CCCAOE Updates – (Kevin Fleming)

- In the process of planning the spring 2017 conference. The conference will be held May 8-10, 2017 at the Hyatt in Sacramento. Registration will be open after the holidays. Hotel reservations should be reserved now.

APPROVAL OF MINUTES

Review and Approval of Minutes – November 7, 2016 Meeting

Kristi DiMemmo moved to approve the minutes from the November 7, 2016 CTE Deans meeting.

The motion was seconded by Art Turnier. Motion carried with one abstention.

ANNOUNCEMENT OF INTENT (No Action Necessary)

The following programs were announced in November. There were no major concerns and they will now be placed In Development until brought forward for Endorsement:

Norco College Business Information Worker Certificate & Associate Degree - Date Announced: 10/19/2016

Chaffey College Business Information Worker I Certificate - Date Announced: 11/04/2016

Chaffey College Business Information Worker II Certificate - Date Announced: 11/04/2016

Mt San Jacinto CA Foundations and Framework Certificate- Date Announced: 11/07/2016

ENDORSEMENT

- **Norco College Business Information Worker Certificate (Certificate and AS degree) – Colleen Molko**
Overview of Certificate and Labor Market Information.

Ron Graham moved for full endorsement of the Norco College Business Information Worker Certificate and Associate Degree. The motion was seconded by Sandi Thomas. Motion carried.

- **Norco College Construction Management (Certificate and AS degree) – Charles Henkels**
Charles was there on behalf of Jim Thomas. Overview of Certificate and Labor Market Information. There is strong support from the industry for this program.

Kevin Fleming moved for full endorsement of the Norco College Construction Management Certificate and Associate Degree. The motion was seconded by Kristie DiMemmo. Motion carried.

ENDORSEMENT

- **Chaffey College Business Information Worker I Certificate -Joy Haerens**

Overview of Certificate. The certificate was designed to be “stackable” to the Administrative Office Management Associate Degree.

Kevin Fleming moved for full endorsement of the Chaffey College Business Information Worker I Certificate. The motion was seconded by Albert Maniaol .Motion carried.

- **Chaffey College Business Information Worker II Certificate -Joy Haerens**

Overview of Certificate/Discussion.

Kevin Fleming moved for full endorsement of the Chaffey College Business Information Worker II Certificate. The motion was seconded by Art Turnier. Motion carried.

OTHER

San Bernardino Valley College Modular Basic Peace Officer Certificate - Action/approval:

The college has requested a modification to the March 7, 2016 CTE Deans minutes to reflect a revision in the name of San Bernardino Valley College’s Modular Basic Peace Officer Certificate of Achievement. The word modular was added after the minutes were approved, however, it is necessary that the minutes of the CTE Deans meeting match what is being submitted to the Chancellor’s Office for approval.

Ron Graham moved to accept the modification of the March 2016 CTE Deans minutes to reflect a revision in the name of San Bernardino Valley College’s Modular Basic Peace Officer Certificate of Achievement. The motion was seconded by Art Turnier – Motion carried.

Discussion item: Regional Consortium role in program approval process

- Discussion of the State Level Program Approval Process.
- Center of Excellence (COE) is a valid source of consistent data for the region.
- “New Process”: New curriculum endorsement will occur at the college level. The curriculum will be certified by the CIO. The CTE Deans will no longer be endorsing or approving. The Deans will review curriculum to make sure there is no saturation or destructive competition.
- Simple Notice of Intent Form with basic information and Labor Market Information produced by COE.
- The Chancellor’s office is trying to streamline the curriculum approval process.
- We adopted our regional process to align with the Chancellor’s Office.
- Challenge – showing labor market demand in emerging fields:
 - Suggestion: requesting Primary Research from the COE. The Primary Research process takes more time than “standard” Labor Market Information so plan ahead to give COE enough lead time to do this work.
 - Suggestion: As a region identify industries in which more labor market data needed and which would benefit from having Primary Research done. Possible industries: Cyber Security and Health Occupations.
- The Notice of Intent should be happening at the beginning of the “approval process”.
 - Ideas/suggestions: Share ideas of possible curriculum that is “in the works”. The “in the works” discussion would become a standing agenda item at the CTE Deans Meeting.
 - The “in the works” would be a very collaborative process. Discussed the possibility of sharing industry advisory minutes and Labor Market Information.

Kevin Fleming moved all twelve colleges in the region use Norco College’s Business Information Worker endorsement justified off regional labor maker need and non-destructive competition for all twelve colleges in our region valid for two years (December 2018). The motion was seconded by Ron Graham. (The original motion was amended to include valid for two years.). Motion carried.

OTHER

(Discussion item: Regional Consortium role in program approval process - continued)

- College of the Desert and Moreno Valley College are both interested in Business Information Worker “regional piggyback endorsement”.

Kevin Fleming moved that San Bernardino Valley College and College of the Desert use Norco College’s Construction Management Certificate and AS degree endorsement justified off regional labor maker need and non-destructive competition until December 2018. Sandi Thomas. Motion carried.

- Discussion on how the “regional piggyback endorsement” will work:
 - Comes through as an info item under the regional approval process. That Valley College is moving forward with “blanket” approval. (just information using the blanket approval).
 - The Labor Market Information (LMI) will be included in the minutes when a “regional piggyback endorsement” occurs.
- It was suggested that the “in the works” discussion could be called “thinking out loud phase”. The following was shared/discussed:
 - Crafton Hills – Physical Therapy Assistant. Moreno Valley and Norco had interest as well. Comments/Discussion: A fulltime program director/faculty member is needed and at least one dedicated space for the program.
 - Moreno Valley - Criminal Analysis Program, Data Analytics with a Health Care focus.
 - Mt. San Jacinto - Fire Academy and Aviation Program. Comments/Discussion: City of Hemet has dedicated land for the college to have for a Fire Academy. Art and June offered for “them” to come and look at their college’s Fire programs. Zerryl offered to be a resource for since COD is training for small amount of students in an expensive program.
 - Mt. San Jacinto - Aviation Program Comments/Discussion: The program would be run out of French Valley. Background checks are vital for the students in the program.
 - Valley, Chaffey, Mt. San Jacinto, College of the Desert, and Victor Valley - Drone Technology Comments/Discussion: (Two Areas: Commercial & Military). Victor Valley is working on Aviation program to include drones. Sinclair Community College (Ohio) has a drone “program”.
 - Primary Research from COE will be needed.
 - College of the Desert - Welding, Sports Medicine, Paramedic, Aviation Mechanic Maintenance, Zero Net Energy, IT Technician, and Fitness Trainer

Good of the Order

The Deans agreed if needed an online “review/vote” would be possible during January 2017. The next scheduled meeting will be held on February 6, 2017 at San Bernardino CCD/Applied Technology Training Center.

- Meeting Adjourned at 10:04 a.m.

Next Meeting: **February 6, 2017 at SBCCD/ATTC**

***Meeting held via CCCConfer. The call-in number and passcode is the same for each meeting.
Telephone conference line: 1- 888-450-4821 - Passcode: 263821**

Business Information Worker Occupations

Riverside-San Bernardino-Ontario MSA (Riverside and San Bernardino County combined)

Please see page 5 of this document for business information worker occupation definitions and alternative job titles.

Job Opportunities

In the Riverside-San Bernardino-Ontario MSA, business information worker related occupations are expected to increase nine percent between 2015 and 2020. By 2020, more than 20,000 business information worker job opportunities will be available due to new job growth in this occupation group and replacement need (e.g. retirements); more than 4,000 jobs openings each year during the five-year time frame. As shown in the table below, General Office Clerks is the occupation with the most annual job openings. Customer Service Representatives will experience the highest rate of growth – 12 percent.

Exhibit 1: Five-year Projections for Business Information Occupations

Occupations	2015 Jobs	2020 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Annual Openings
Office Clerks, General (43-9061)	28,875	31,167	2,292	8%	5,587	1,117
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	20,694	22,380	1,686	8%	2,870	574
Customer Service Representatives (43-4051)	16,172	18,172	2,000	12%	4,151	830
Shipping, Receiving, and Traffic Clerks (43-5071)	11,427	12,605	1,178	10%	2,521	504
Receptionists and Information Clerks (43-4171)	8,615	9,604	989	11%	2,245	449
Office and Administrative Support Workers, All Other (43-9199)	5,113	5,446	333	7%	1,062	212
Order Clerks (43-4151)	3,548	3,776	228	6%	735	147
Hotel, Motel, and Resort Desk Clerks (43-4081)	2,143	2,238	95	4%	668	134
File Clerks (43-4071)	1,769	1,821	52	3%	237	47
Court, Municipal, and License Clerks (43-4031)	1,096	1,175	79	7%	114	23
Total	99,453	108,385	8,932	9%	20,190	4,038

Source: EMSI

Earnings

In the Riverside-San Bernardino-Ontario MSA, the median level wage for business information workers is \$15.49 per hour, above the MIT Living Wage estimate of \$11.75 per hour for a single adult living in the Riverside-San Bernardino-Ontario MSA. The average annual earnings for these occupations are \$33,256 per year, assuming full-time employment.

Exhibit 2: Earnings for Business Information Workers in the Riverside-San Bernardino-Ontario MSA

Occupations (SOC)	Entry Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings	Avg. Annual Earnings
Court, Municipal, and License Clerks (43-4031)	\$15.58	\$21.25	\$24.16	\$43,614
Customer Service Representatives (43-4051)	\$10.78	\$16.51	\$26.89	\$36,935
File Clerks (43-4071)	\$9.97	\$14.00	\$22.42	\$31,428
Hotel, Motel, and Resort Desk Clerks (43-4081)	\$9.51	\$11.58	\$15.26	\$25,209
Order Clerks (43-4151)	\$10.51	\$16.85	\$23.66	\$35,536
Receptionists and Information Clerks (43-4171)	\$9.60	\$13.17	\$21.48	\$29,569
Shipping, Receiving, and Traffic Clerks (43-5071)	\$9.83	\$14.21	\$22.17	\$31,453
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	\$11.26	\$17.82	\$25.07	\$37,579
Office Clerks, General (43-9061)	\$9.68	\$15.03	\$22.76	\$32,574
Office and Administrative Support Workers, All Other (43-9199)	\$9.75	\$12.17	\$21.05	\$28,666
Average Wages	\$10.30	\$15.49	\$23.53	\$33,256

Source: EMSI

*Entry Hourly is 10th percentile wage, median is 50th percentile wage, experienced is 90th percentile wage.

Job Postings, Top Employers, Skills, and Education

Across the full year 2015, there were a total of 11,220 job postings for business information workers in the Riverside-San Bernardino-Ontario MSA. Nearly 40% of these listings were for customer service representatives (4,487 postings).

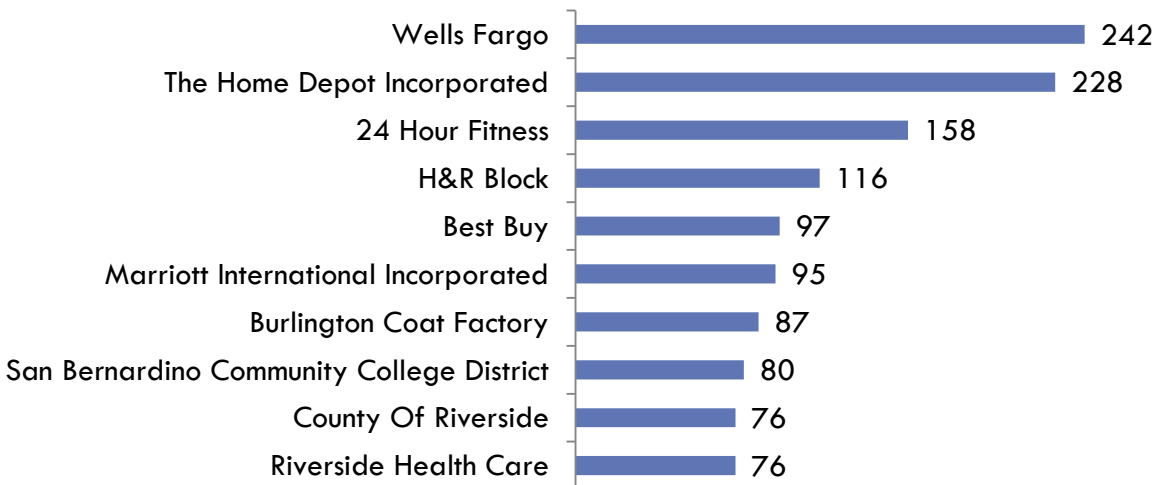
Exhibit 3: Job Postings by Occupation (n=11,220)

Occupations	Job Postings, Full Year 2015
Customer Service Representatives (43-4051)	4,487
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	2,915
Office Clerks, General (43-9061)	1,267
Receptionists and Information Clerks (43-4171)	1,033
Hotel, Motel, and Resort Desk Clerks (43-4081)	528
Shipping, Receiving, and Traffic Clerks (43-5071)	512
Office and Administrative Support Workers, All Other (43-9199)	326
File Clerks (43-4071)	80
Order Clerks (43-4151)	72

Source: Burning Glass

Exhibit 4 lists the top employers hiring business information workers. Top employers include: Wells Fargo, Home Depot, 24 Hour Fitness, H&R Block, and Best Buy. Only 63% of job postings included the name of the employer.

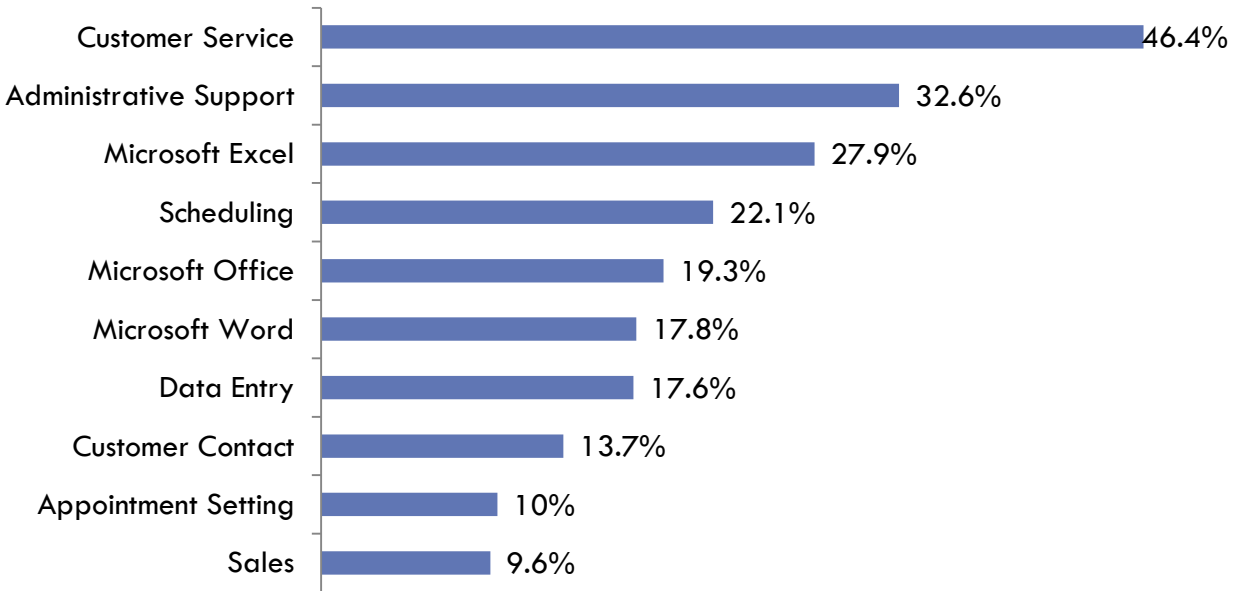
Exhibit 4: Top Employers in the Riverside-San Bernardino-Ontario MSA (n=11,220)



Source: Burning Glass

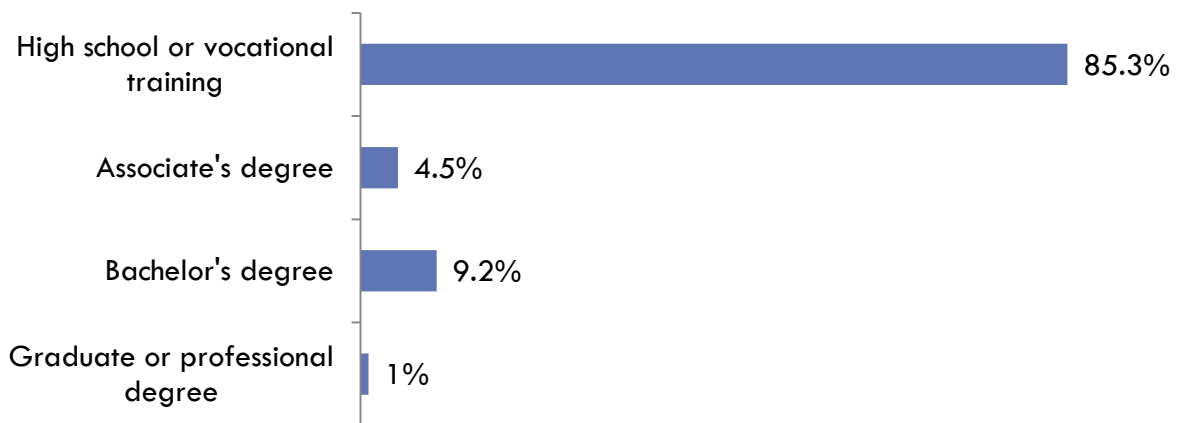
Exhibit 5 lists the top 10 skills mentioned in job postings for business information workers. Top skills include: customer service, administrative support, and Microsoft Excel. Please see the business information worker website to view the general pathway skills and certifications list for this pathway: <http://ict-dm.net/biw>

Exhibit 5: Top Skills for Business Information workers (n=11,220)



Source: Burning Glass

Exhibit 6: 2015 Online Job Postings Minimum Advertised Education Requirements for Business Information Workers (n=11,220)



Source: Burning Glass

Student Completions

Exhibit 7 shows the projected 2015-2020 annual job openings for the occupations in Exhibit 1 with an associated TOP6 programs. Exhibit 7 also shows the annual average regional community college awards and the total annual average awards for education institutions outside the California Community Colleges system. Please note, an award is not equivalent to a single person in search of a job opening since students may earn more than one award, such as a degree in addition to a certificate. Please see the business information worker website for course related to this pathway in the Inland Empire region: <http://ict-dm.net/biw-pathway-home/category/inland-empire-biw>

Exhibit 7: Annual Job Openings and Student Completions in Riverside-San Bernardino-Ontario MSA

TOP06	TOP06 Title	Annual Job Openings	Annual Avg Associate Degrees (2012-15)	Annual Avg Certificates or Other Credit Awards (2012-15)	Total Other Ed. Annual Avg Awards (2012-15)
051400	Office Technology/Office Computer Applications	4,038	52	49	194

Occupation Definitions and Reported Job Titles

Court, Municipal, and License Clerks (43-4031)*

Perform clerical duties for courts of law, municipalities, or governmental licensing agencies and bureaus. May prepare docket of cases to be called; secure information for judges and court; prepare draft agendas or bylaws for town or city council; answer official correspondence; keep fiscal records and accounts; issue licenses or permits; and record data, administer tests, or collect fees.

**This title represents a group of more specific occupations, which include: Court Clerks (43-4031.01), Municipal Clerks (43-4031.02), and License Clerks (43-4031.03)*

Customer Service Representatives (43-4051)

Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints.

Sample of reported job titles: Account Manager, Account Representative, Call Center Representative, Client Services Representative, Customer Care Representative (CCR), Customer Service Agent, Customer Service Representative (Customer Service Rep), Customer Service Specialist, Member Services Representative, Sales Facilitator



File Clerks (43-4071)

File correspondence, cards, invoices, receipts, and other records in alphabetical or numerical order or according to the filing system used. Locate and remove material from file when requested.

Sample of reported job titles: Claims Clerk, Clerk, Documentation Specialist, File Clerk, Human Resources Assistant (HR Assistant), Manufacturing Clerk, Medical Records Clerk, Office Assistant, Police Records Clerk, Records Clerk

Hotel, Motel, and Resort Desk Clerks (43-4081)

Accommodate hotel, motel, and resort patrons by registering and assigning rooms to guests, issuing room keys or cards, transmitting and receiving messages, keeping records of occupied rooms and guests' accounts, making and confirming reservations, and presenting statements to and collecting payments from departing guests.

Sample of reported job titles: Desk Clerk, Front Desk Agent, Front Desk Associate, Front Desk Attendant, Front Desk Clerk, Front Desk Supervisor, Front Office Agent, Guest Service Representative, Guest Services Agent (GSA), Night Auditor

Order Clerks (43-4151)

Receive and process incoming orders for materials, merchandise, classified ads, or services such as repairs, installations, or rental of facilities. Generally receives orders via mail, phone, fax, or other electronic means. Duties include informing customers of receipt, prices, shipping dates, and delays; preparing contracts; and handling complaints.

Sample of reported job titles: Hub Associate, Materials Specialist, Order Analyst, Order Clerk, Order Entry Administrator, Order Entry Representative, Order Processing Clerk, Order Taker, Sales Assistant, Warehouse Clerk

Receptionists and Information Clerks (43-4171)

Answer inquiries and provide information to the general public, customers, visitors, and other interested parties regarding activities conducted at establishment and location of departments, offices, and employees within the organization.

Sample of reported job titles: Clerk Specialist, Community Liaison, Front Desk Receptionist, Greeter, Member Service Representative, Office Assistant, Receptionist, Scheduler, Senior Receptionist, Unit Assistant



Shipping, Receiving, and Traffic Clerks (43-5071)

Verify and maintain records on incoming and outgoing shipments. Prepare items for shipment. Duties include assembling, addressing, stamping, and shipping merchandise or material; receiving, unpacking, verifying and recording incoming merchandise or material; and arranging for the transportation of products.

Sample of reported job titles: Receiver, Receiving Clerk, Receiving Manager, Shipper, Shipping and Receiving Clerk, Shipping Clerk, Shipping Coordinator, Shipping/Receiving Clerk, Traffic Manager, Warehouseman

Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)

Perform routine clerical and administrative functions such as drafting correspondence, scheduling appointments, organizing and maintaining paper and electronic files, or providing information to callers.

Sample of reported job titles: Administrative Assistant, Administrative Associate, Administrative Secretary, Administrative Specialist, Administrative Technician, Clerk Typist, Department Secretary, Office Assistant, Secretary, Staff Assistant

Office Clerks, General (43-9061)

Perform duties too varied and diverse to be classified in any specific office clerical occupation, requiring knowledge of office systems and procedures. Clerical duties may be assigned in accordance with the office procedures of individual establishments and may include a combination of answering telephones, bookkeeping, typing or word processing, stenography, office machine operation, and filing.

Sample of reported job titles: Administration Assistant, Administrative Assistant, Clerk, Customer Service Representative, Office Assistant, Office Clerk, Office Coordinator, Office Manager, Receptionist, Secretary

Office and Administrative Support Workers, All Other (43-9199)

All office and administrative support workers not listed separately.

*"All Other" titles represent occupations with a wide range of characteristics which do not fit into one of the detailed O*NET-SOC occupations. O*NET data is not available for this type of title.*