



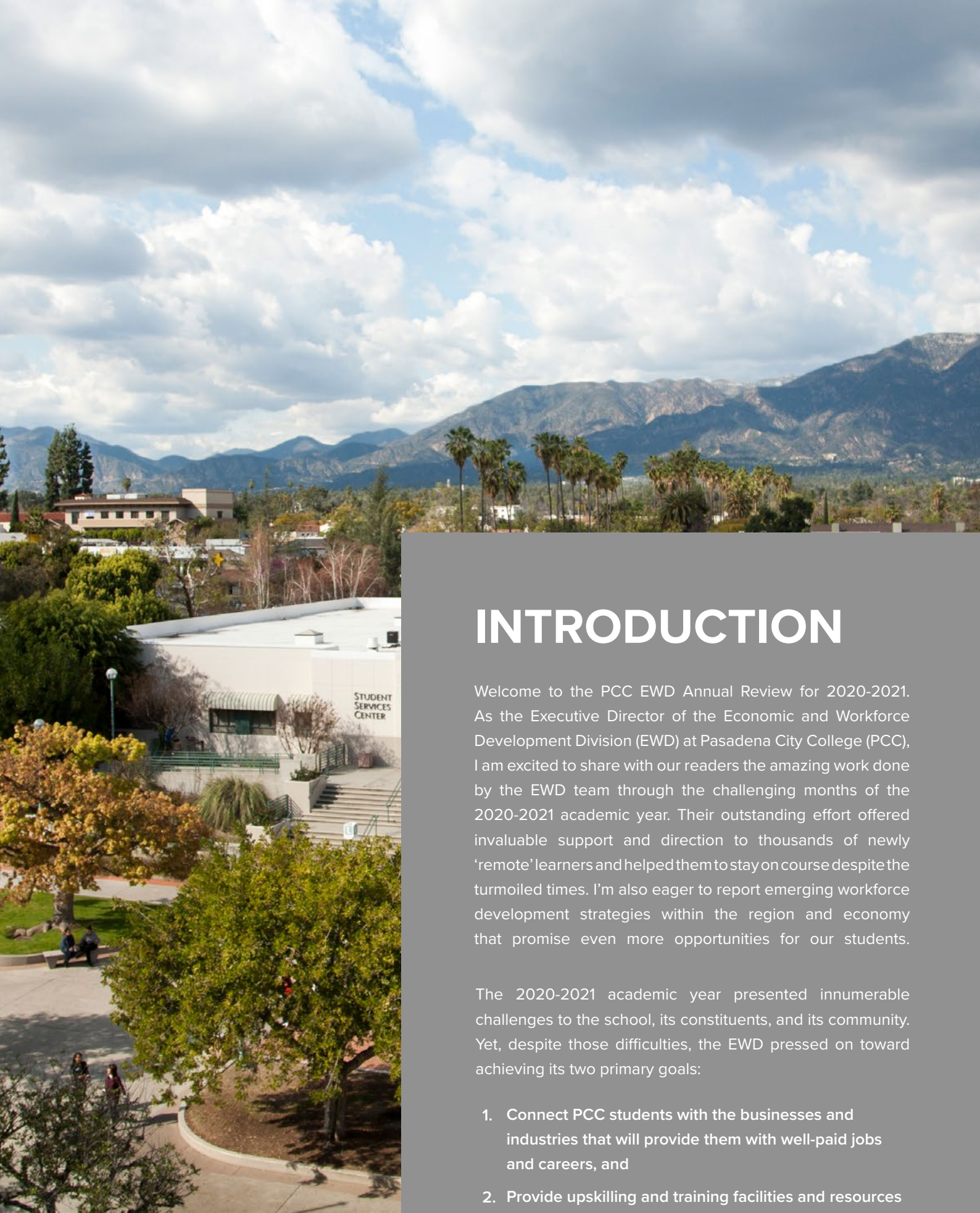
ECONOMIC & WORKFORCE DEVELOPMENT



# ANNUAL REVIEW

2020 - 2021





# INTRODUCTION

Welcome to the PCC EWD Annual Review for 2020-2021. As the Executive Director of the Economic and Workforce Development Division (EWD) at Pasadena City College (PCC), I am excited to share with our readers the amazing work done by the EWD team through the challenging months of the 2020-2021 academic year. Their outstanding effort offered invaluable support and direction to thousands of newly 'remote' learners and helped them to stay on course despite the tumultuous times. I'm also eager to report emerging workforce development strategies within the region and economy that promise even more opportunities for our students.

The 2020-2021 academic year presented innumerable challenges to the school, its constituents, and its community. Yet, despite those difficulties, the EWD pressed on toward achieving its two primary goals:

1. **Connect PCC students with the businesses and industries that will provide them with well-paid jobs and careers, and**
2. **Provide upskilling and training facilities and resources to improve the regional community workforce for the benefit of our enterprise partners.**

# EWD PILLARS

Through the efforts of the department's five pillars, EWD delivered exceptional value upon which it will build a stronger foundation for future growth and success:



## THE ROBERT G. FREEMAN CENTER FOR CAREER & COMPLETION

Offers student career development services, helps students find job opportunities, prepares them for job searches and interviews, and curates' alumni engagement.



## WORK-BASED LEARNING

Develops hands-on learning opportunities at local businesses for PCC students.



## WORKFORCE TRAINING

Develops and delivers customized training programs to meet the needs of individual businesses and organizations to upskill their employees.



## THE SMALL BUSINESS DEVELOPMENT CENTER

Offers small business owners' guidance, training, insights, and resources to start, build, or scale their enterprise, as they contribute labor and workforce insights to PCC.



## PCC EXTENSION

Provides education and training options for anyone seeking to upskill their abilities, learn new skills, or just find new ways to enjoy their lives.



## FUTURE OF WORK INITIATIVE

This initiative seeks to explore the workforce trends in the San Gabriel Valley to better understand how local companies are preparing for the next generation of workers and adjusting to the quick pace of innovation.





These efforts facilitated growth and evolution for every student able to attend school virtually while also pursuing the goals set out in California’s two signature higher education initiatives, the Vision for Success and the Strong Workforce Program.

For my part, I connect with the community on a more comprehensive level, meeting regularly with economic, business, and industry leaders.

- I participate with several workforce development boards and agencies, including the San Gabriel Valley Economic Partnership (SGVEP), Innovate Pasadena (IP), the Los Angeles Economic Development Corporation (LAEDC), Foothill Workforce Development Board (FWDB), UNITE-LA and several municipalities across the San Gabriel Valley Region.
- I am also a board member for several notable economic development organizations, including the SGVEP, IP, the Foothill Workforce Development Board, and the National Council for Continuing Education and Training (NCCET). I’m also an advisory executive committee member to the Center for a Competitive Workforce (CCW) and the LA Regional Strategy, Innovation and Marketing (SIM).
- I use the aggregated database generated by these organizations and the Centers of Excellence to inform PCC leadership in their short-, mid, and long-term program and financial planning and decision-making. The data helps PCC as it coordinates millions of dollars received from federal Grants and the state’s SWP initiative to help students attain their educational and career goals.

The balance of this report shares how the EWD team overcame the year’s unprecedented obstacles, and positioned themselves for growth, while also helping students achieve success, assisting programs to become more relevant, embracing a larger community, and making progress on state initiatives.

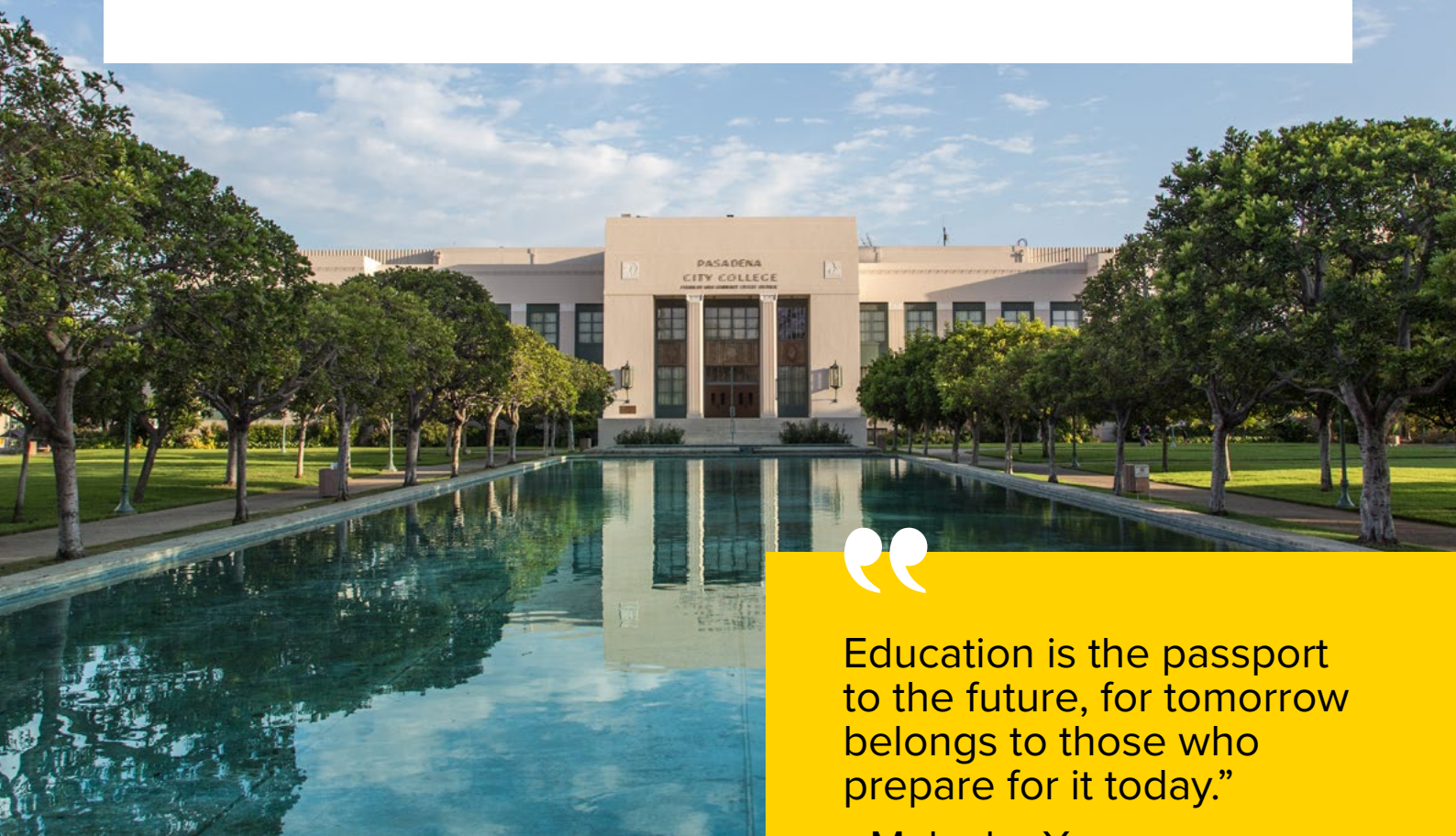


**SALVATRICE CUMMO**

Executive Director, Economic and Workforce Development

# ABOUT

Access and empowerment are the driving forces behind the Division of Economic & Workforce Development, serving the needs of both our students and our community. By creating unique educational and workforce initiatives, we bridge the gap between the classroom and the marketplace, preparing students to seek entry-level employment and implement effective job skill upgrades. With diligence and determination, it is our ongoing mission to inspire a diverse student body to transform their lives, drive regional economic development, and build global engagement and understanding.



Education is the passport to the future, for tomorrow belongs to those who prepare for it today.”

- Malcolm X



# COMMUNITY + EMPLOYER ENGAGEMENTS



## THROUGH THE **SBDC**

### **Advising**

The SBDC provides 1:1 advising, offering entrepreneurs personalized coaching and advice by experienced consultants, entrepreneurs, and educators.

### **Workshops**

It offers 'BizEd Workshops' customized to deliver strategies and best practices that facilitate business success in today's ever-changing economic climate. Driven by client demand, the agency offers workshops on the Foothill and Rosemead campuses and the Freeman Center on the Colorado campus.

### **Covid-19 Support**

It participated in a press conferences on the impact of Covid-19 on small businesses, hosted by SGVEP.

During this reporting period, weekly client volume quadrupled as small businesses sought help with disaster loans. After the SBDC developed and hosted multiple workshops each week, local cities and chambers of commerce, including those of Pasadena, Montebello, Glendale, La Crescenta, and Montrose, asked us to contribute similar workshops for their communities.



**DON LOEWEL**

Director, Small Business  
Development Center



### Community Communication

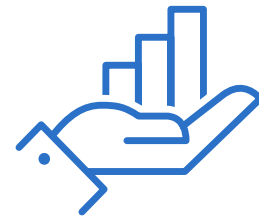
It communicated efficiently through the SBDC newsletter reaching 2500 clients, with an average open rate of 35-40% and an 8-10% click rate.

It created a Public Service Announcement (PSA) for our PCC services that airs on local cable tv and through social media channels hosted by the SBDC and its local partners.



# 2,570

**JOBS SUPPORTED**



# 1,510

**CLIENTS SERVED**

### Partners

It partnered with the following entities to address Covid-19 concerns, support business advocacy, develop workshops, and generate access to capital:



**INNOVATE PASADENA**



San Gabriel Valley Chambers of Commerce, Pasadena Angels, Tech Coast Angels, San Gabriel Valley Economic Partnership, CMTA, SBA District Office, USC Grief Center for Entrepreneurship, USC Brittingham Social Enterprise Lab, CalState LA, Art Center of Design, Cross Campus, WeWork, CTRL Collective, PACE, CDC Finance, California CDC, Foothill WDB, Cathay Bank, East-West Bank, and Chase Bank.



# THROUGH THE **ROBERT G. FREEMAN CENTER**

## **Spring 2021 Regional Job Fair**

In partnership with five other local community colleges, the Freeman Center co-hosted a regional virtual job fair to maximize employer and student participation during these unprecedented times for part-time and full-time workforce development. As a result, 84 companies attended, with 227 students participating. The event engaged employers from industries, such as automotive, technology, healthcare, energy, retail, education, finance, and more.

## **Innovate Pasadena**

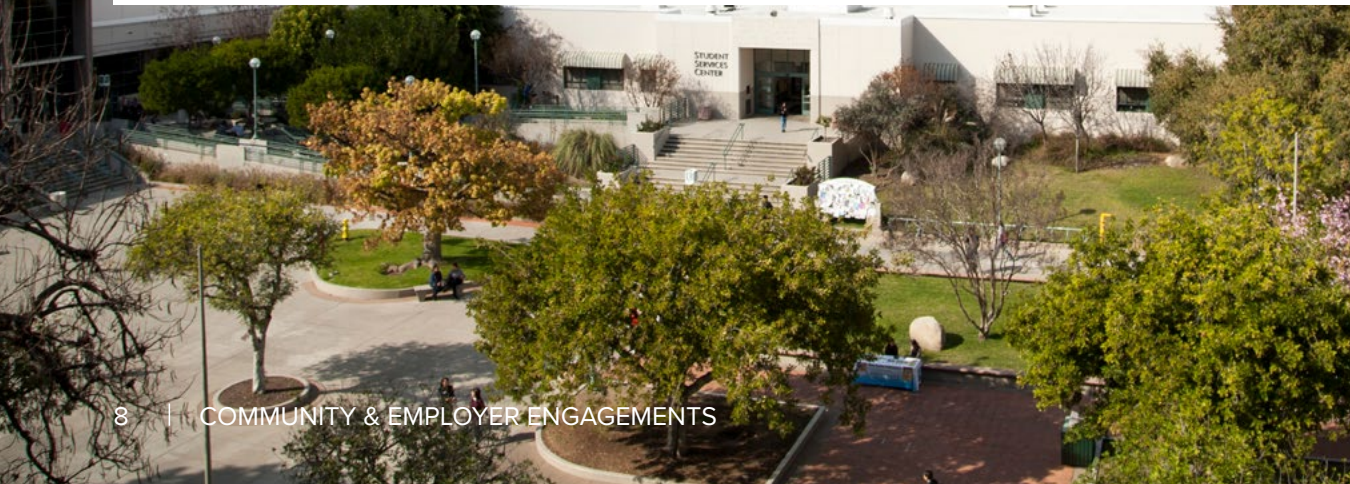
Freeman Center's partnership with Innovate Pasadena propels the Freeman Center's branding with the science, design, and technology communities in Pasadena. This alliance allows us to meet new companies seeking to hire students for jobs and internships, as well as volunteer in a variety of ways throughout the year. To kick off the new fiscal year, Freeman was a guest on their monthly virtual gathering titled "Ask Me Anything" series, where members of the community answer questions from the audience on an array of topics.

## **PCC Foundation Business Council**

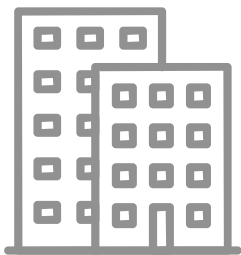
Freeman Center is a partner to this council as part of our outreach efforts with the hiring community. The business council serves to assist the foundation in its philanthropic endeavors to support the college. Its members donate both their "time and treasure" to PCC and share the values of their connections with various regional industries. Our long-term goal with the council is to foster meaningful partnerships with industry sectors that result in jobs and other work experience for students.

## **New Job Board Platform - College Central Network**

In the late Spring 2021 semester, the Freeman Center launched its new career services customer relationship management (CRM) system, College Central Network (CCN). This transition introduced a new partnership that better connects the hiring community to PCC job seekers online. This platform provides students and alumni with access to jobs posted specifically for PCC students and across other local CCN community college partners. Since the transition in the Fall, 560 additional jobs were posted through June 30th, by far outperforming previous job postings in prior years at PCC. In addition, we now have an employer database of 2,062 employers, a substantial increase from previous years at PCC.







**NEW  
EMPLOYERS**

**362**

### Professional Development

Employers play a crucial role in the career development of a PCC student outside of the traditional recruitment process. At PCC, we engage the hiring community in becoming a part of the Freeman Center’s career education to students. In the Fall of 2020, we invited presenters from NASA, So Cal Gas, The Boeing Company, Navteca, LLC, DPR Construction, and Sherwood Design to further prepare our students for the world of work. These organizations volunteered to present on resume building, LinkedIn & Social Media, Navigating Career Fairs, Networking, and Interviewing. This programming was part of a strategic lead-up to Fall recruitment season and Job Fair preparation.

### Art & Design Career Week

In Spring of 2021, the Freeman Center led PCC’s first-ever “Art & Design Career Week” that attracted notable speakers, alumni, and volunteers from the community, including Disney, Jam City, Xbox Studios, Activision, Riot Games, RXR Architecture, Art Center, and Otis College of Art & Design. Practitioners from the design world presented on Careers in Game Design, Art & Design Careers, and Entrepreneurship. The week culminated in a Portfolio Review Day where art and design students met virtually with practitioners from the community, one on one, for the opportunity to have their online portfolio of work reviewed. One hundred twenty-five design students engaged in this week of activities.



# THROUGH WORK-BASED LEARNING

## Fall 2020 Virtual Employment Fair

In fall 2020, the Office of Work-Based Learning coordinated PCC's first virtual employment fair in collaboration with the college's Job Developers and Freeman Center staff. The event was very successful, experiencing more than 430 student touchpoints, 30 industry partners, and over 150 jobs and internship opportunities promoted.

## Fall 2020 Virtual Volunteer Fair

In fall 2020, the Office of Work-Based Learning coordinated PCC's first virtual volunteer fair in collaboration with the Cross Culture Center. This event connected 50 students to 7 local community-based organizations for volunteerism roles. Although many volunteer positions were temporarily unavailable due to the pandemic, the WBL team still affiliated with 66 local non-profit organizations to gather program information needed to create a PCC Volunteer Student Resource Guide, a digital resource that we shared with all PCC students.

## Pasadena Tournament of Roses Partnership

In collaboration with the Pasadena Tournament of Roses Association's Community Relations Department, the Office of Work-Based Learning helped develop a new fellowship program called the ROSE Fellow to help PCC students gain access to leadership development opportunities. This program transpired from a mutual commitment to help increase the number of leadership opportunities available to students from underrepresented populations, including low-income, first-generation, undocumented, LGBTQIA+, and/or marginalized ethnic groups. Additionally, with the awareness that underrepresented populations are least likely to benefit from paid experiential learning opportunities, the Pasadena Tournament of Roses generously committed to awarding a \$10,000 scholarship to the founding ROSE Fellow in the upcoming 2021-2022 academic year.

## Investing in a Local Talent Pipeline

Through our partnership with Innovate Pasadena, we participated in the 2020 Connect Week and hosted a community engagement event called "Investing in a Local Talent Pipeline." Through this presentation, our PCC Job Developers, WBL Manager, and Freeman Center Director discussed the importance of recruiting talent at the community college to diversify and strengthen the workforce.



**126**  
INDUSTRY PARTNERS







### **Kaiser Permanente Employability Skills Program**

The Office of Work-Based Learning partnered with the Equity, Inclusion & Diversity (EID) Team at Kaiser Permanente’s Southern California Controllers Group to bring professional development opportunities to PCC students. Throughout the 2020-2021 academic year, the EID team facilitated five workshops to help students strengthen a variety of employability skills and positively impacted 107 PCC students.

### **Professional Development & Technical Assistance**

The Office of Work-Based Learning presented at the 2021 National Association of Colleges and Employers Conference on “Building Equity-Centered Internship Programs.” With more than 160 attendees, including employers and educators, the WBL team led a meaningful discussion on how internships lead to positive outcomes and challenged the community to think deeper about who is benefiting from these opportunities. Through research and data collection, the WBL team emphasizes the disproportionalities amongst marginalized student groups and proposed key strategies for building equity-centered internship programs. From these discussions, employers gained a deeper understanding of what it means to recruit interns through a Diversity, Equity, and Inclusion (DEI) lens and how best to remove barriers to career success for underrepresented students.



**JACQUELINE JAVIER**

Program Manager, Work-Based Learning



# THROUGH THE **FUTURE OF WORK**



The EWD

## **“Pulse” Newsletter**

The ‘Pulse’ bi-monthly email newsletter connects with anyone interested in economic development in and around PCC. It shares news, regional events, and insights into the work of the EWD and its partners, as well as examining current trends in workforce development.

[Read the Latest Article](#)



The EWD

## **Future of Work Podcast**

PCC EWD is leading the conversation on how to begin closing the gap between what our students are learning and what the workforce will demand of them. We speak to policymakers, business owners, educators, and the students for whom we advocate. We explore how education can partner with industry, how to be more equitable in the workplace, and how to create economic growth for students and the community.

[Listen to the Latest Episode](#)



The EWD

## **Future of Work Virtual Conference 2021**

This year’s topic was ‘Advancing Equity, Inclusion, and Diversity: Beyond the Benchmark’. Held on November 9, 2021, the conference assembled leaders from emerging industries, government, and academia came together to join in a shared look forward at key trends, workforce needs, and upskilling. Attendees learned how organizations are working together to overcome talent gaps by better aligning industry needs to education programs. These programs will assist in workforce upskilling, allowing organizations to fill vacancies from the currently available talent pool and create development opportunities that provide a sustainable model for a robust future workforce.





# THROUGH PCC EXTENSION

PCC Extension offers numerous courses, programs, and workshops to the greater PACCD community, addressing its students' personal enrichment and professional development needs. In addition, PCC Extension provides a wide array of certificate programs for individuals exploring or changing careers, improving skills, or gaining increased knowledge to enhance promotion opportunities.

## **Certificate Programs**

PCC Extension offers programs developed and taught by department-hired instructors and programs provided in collaboration with third-party partners. Also offering certificate programs for active military spouses through MyCAA, and certificate programs for Vocational Rehabilitation services through the Workers' Compensation Supplemental Job Displacement Benefits (SJDB) program.

## **Military Spouse Career Advancement Account (MyCAA)**

This workforce development program provides up to \$4,000 of tuition assistance to eligible military spouses of active military service members. Student program benefits include a laptop, course materials, national exam fees, and career development assistance.

## **Vocational Rehabilitation**

Supplemental Job Displacement Benefit (SJDB) provides approved vouchers of up to \$6,000 to eligible students to be used to help pay for educational retraining or skill enhancement at state-approved or accredited schools. Learners can use the funds to help cover such costs as tuition, fees, and textbooks.

## **Marketing and Communications**

With its print catalog, PCC Extension reached more than 135,000 PACCD households and businesses during Fall 2020 and Winter 2021. It markets through Constant Contact to approximately 12,000 email addresses of past and present community and business students. Social Media posts generated by PCC Extension reach the broader community through Facebook and Twitter.



# 425

CERTIFICATE  
PROGRAMS



**ELAINE CHAPMAN**

Director, PCC Extension

## Cengage Group

One of the largest education technology companies in the world, this agency provides high-quality digital services and products to millions of students to equip them with skills and competencies needed to advance careers.

PCC Extension and Cengage have enjoyed a mutually beneficial education partnership for more than 20 years. PCC Extension and Cengage teams work closely together to provide industry-identified programs, including assistance with registration, counseling, and training oversight to hundreds of community students each year. In addition, Cengage's extensive catalog of certificate programs meets the needs of students whether they are exploring careers, re-skilling, or up-skilling. Cengage instructors are experts in their fields, combining knowledge with online teaching and technology skills.

Its vast catalog of certificate programs includes such selections as medical and veterinary; taxes and bookkeeping; software training; residential and commercial interior design; child development; and event planning.

### **ProTrain, LLC**

In collaboration with the PCC Extension team, ProTrain's Personal Training Assessment Managers (TAMS) work with community students assisting them and tailoring their specific program to meet their needs and expectations.

PCC Extension and ProTrain have partnered since 2013, enabling the offering of a multitude of exceptional, well-designed, and expertly presented certificate programs that address current industry needs. These courses include programs in cyber security, customer service, conflict management, industrial and skilled trades, and teaching in the 21st century. Additionally, ProTrain makes available short-term Occupational Spanish courses addressing the needs of individuals working within ten (10) different professional fields.

### **UGotClass**

Focuses upon "New Skills for the 21st Century," employing instructors with national recognition who build the online courses they teach and deliver. A variety of instruction media, including multimedia and personally recorded presentations, are designed to enrich students' teaching and learning experience. UGotClass instructors are committed to their students and remain continually engaged with them throughout each certificate program course.

PCC Extension first partnered with UGotClass, a division of the Learning Resources Network (LERN), an international non-profit entity and the largest continuing education association in the world, in 2011. Since then, PCC Extension has built a solid professional relationship championing the quality UGotClass certificate programs and remaining a top 20 partner (based upon annual program registrations) for more than eight years. UGotClass offerings include a wide variety of industry certificate programs, including data analysis, web design, SQL, coding, and project management.







# THROUGH WORKFORCE TRAINING

Under the direction of the Division of Economic and Workforce Development, our Workforce Training initiative continues to include the following components:

## **The Employment Training Panel (ETP)**

ETP is a funding source for employers to provide upskilling training for new and existing workers. Funded through a California state payroll tax, the ETP resource helps workers improve their wages and long-term job opportunities. EWD serves as a contractor to access that funding and to facilitate training. PCC is currently administering training under the ETP Covid Rapid Reemployment and Retraining Pilot, which was designed to support employers and workers in the healthcare and food supply chain who have been impacted by the Covid-19 pandemic and are now in need of training for newly hired staff.

## **ETP 'Contract Education'**

We designed our 'Just In Time' training to provide the upskilling training needed by the existing workforce of our local business community. Our training service eliminates the need for businesses to develop training in-house and maximizes the value of state-based ETP funding.

## **California Training Initiative**

The California Workforce Association (CWA) granted EWD's participation in this initiative, uniting its efforts within the Workforce Training ecosystem and providing growth opportunities for EWD to deliver quality training to a variety of local employers to upskill existing workforce. EWD extended the agreement with CWA through 2022.

## **TAA & I-TRAIN**

These federally-funded programs subsidize a student's journey to obtain skills and credentials via PCC. EWD partners with local EDD and Workforce Development Boards to attract and support student clients by assisting with their applications and supporting their program engagement from entry to PCC through gainful employment. This year, EWD took the lead in renewing the I-Train agreement with the South Bay Workforce Investment Board (SBWIB); a process that involved the evaluation of existing programs, reliance on labor market data, and the addition of new programs that led to occupations with a higher demand and higher wages.



**LESLIE THOMPSON**

Director of Operations, Economic and Workforce Development



## THROUGH THE **SBDC**

### **Pasadena Angels Screening Meetings**

The PCC SBDC has partnered with Southern California's most respected Angel investors to provide PCC students with a unique startup experience. Each month, four PCC students attend a meeting where the Pasadena Angels screen for startups worthy of investment.

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**CAPITAL  
INFUSION \$33M**

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### **Pasadena Black Economic Equity Steering Committee**

In October 2020, Center Director, Don Loewel, was invited to join the Board of this group whose mission is to create measurable results in selected USCC areas of focus through solutions and programs that impact the growth of participating current and future small businesses in the black community in the San Gabriel Valley. He also participates on the Program Development sub-group, which develops customized training for black owned businesses.

### **Cal State LA LEEAF Program – Leading for Equity in Entrepreneurship**

The Leading for Equity in Entrepreneurship Accelerator and Fellowship works to create a more diverse, equitable, and thriving economic landscape. LEEAF programs provide the direct training, resources, and enduring support to help entrepreneurs grow revenue, access capital, and thrive. This inaugural cohort includes 68 BIPOC women entrepreneurs, and the Pasadena SBDC has partnered with LEEAF to provide 1:1 consulting over the next year.

### **Veterans Business Outreach Program**

The Pasadena SBDC hosts three annual “Boots to Business, Reboot” programs for veteran entrepreneurs.





### **SBA Growth Accelerator Fund Prize**

A joint proposal to support inclusive entrepreneurship in the innovation ecosystem by Oak Crest Institute of Science and the Pasadena Small Business Development Center is among the 84 winners of the Growth Accelerator Fund Competition (GAFC) announced by the U.S. Small Business Administration. The goal was to help underserved entrepreneurs in developing ideas, launching technology startups and applying for non-dilutive funding through SBIR/STTR grants. We did this by pooling our experiences with our existing programs such as PCC Venture Launch and MOST-IP.

### **City of Pasadena Grant Program**

The City of Pasadena invited PCC SBDC to partner on their small business grant program in late 2020. PCC SBDC hosted webinars to educate local businesses on the program and then assisted small business owners with grant applications and reimbursement. As a result, Pasadena awarded \$480,000 in grants to over 60 companies.

### **Innovate Pasadena Connect Week**

Held annually in October, the Pasadena SBDC hosts planning meetings and participates each year.

### **PCC Venture Launch**

This six-week course teaches 'lean' startup methodologies to entrepreneurs. Taught by the SBDC Director and members of his advisory team, the SBDC team has led the process for over 30 cohort groups of entrepreneurs from PCC, USC, CalState LA, and Caltech. The program is offered free of charge two times per year to PCC students, faculty and staff, and is the anchor of our innovation efforts on campus. In 2020, the program moved to the Freeman Center, then shifted successfully online due to Covid-19.

### **USC Marshall School of Business Pitch Contests**

Each Spring, the SBDC runs the PCC Venture Launch program for the semi-finalists of two USC pitch contests. Many of these teams also participate in PCC's own Venture Launch program, which adds to the experience for our students.

### **UC Berkeley College Leap Business Plan Competition**

In 2020, this virtual competition included over 100 student teams from 18 community colleges on the West coast. Two PCC teams made the semi-finals, and one of those teams made the final eight. The SBDC provided advising services to teams entering the competition.





# THROUGH THE ROBERT G. FREEMAN CENTER

Over the last academic year, the Freeman Center delivered customized programming and career counseling to several groups on campus that hyper-focused on the unique needs of our diverse campus community. Through these efforts, our center directly engaged with students facing economic and educational hardships, single parents, foster youth, formerly incarcerated/system impacted students, first-generation, undocumented, LGBTQ+, and students with disabilities.

- Community Overcoming Recidivism through Education (CORE)
- NextUp
- CARE
- EOPS (Extended Opportunity Programs and Services)
- International Student Counseling
- John Muir High School
- Non-Credit Division
- Personal Counseling
- Programs for Academic Support Services (PASS)
- RN Club
- Puente
- Queer & Undocumented Empowerment Support to Thrive (QUEST)
- Society of Hispanic & Professional Engineers

## Marketing & Communication

The Freeman Center established an effective email communication campaign in 2020/2021 to reach out to PCC students, faculty, and staff. Through a third-party email campaign platform and strong visual marketing, the Freeman Center achieved open rates of between 25 – 30% every week, reaching thousands of students with each communication piece. As a result of 100% remote services during the last academic year, Freeman Center’s response proved to be an effective communication tool for its community.

## Your Future in Finance Event

In collaboration with the Associated Students at PCC, this event featured professionals from across the world of finance who shared their journey and lessons they learned from navigating a career as a finance professional. Guest panelists from the Revenue and Tax Division at the City of Oakland, Lucas Museum of Narrative Art, American Business Bank, and One West Bank volunteered their time to engage with our students.



## JASON BARQUERO

Director, Robert G. Freeman Center  
for Career and Completion



## Career Workshops

The Freeman Center offers a suite of career development workshops throughout the year to help students set the foundation for successful career preparation. The center continuously offers the following workshops:

- **Networking:** Students learn networking skills to inform their career decisions, enhance their work readiness, and gain experience that supports their educational goals.
- **Acing the Interview:** Students learn to navigate the interview process and walk away with improved communication skills, experience with the interview process, and enhanced confidence to respond to challenging interview questions.
- **Resume Development:** Students learn to write an effective resume that highlights their skills and experiences, stands out from the pack, and attracts the employer's attention.
- **LinkedIn:** Students develop or enhance their LinkedIn profile, build their network, and connect with professionals in any industry.
- **Conducting an Effective Job Search:** Students learn how to establish a strategy for seeking employment.
- **What can I do with this Major?** Students learn about the career paths they can pursue with their chosen major.
- **Discovery:** Students explore the various majors and career paths that best connect with their interests and values.
- **Informational Interviewing:** Students learn how to reach out to industry professionals and have informal conversations with someone working in their area of interest.



## THROUGH PCC EXTENSION

### Day Trips and Multi-Day Tours

Suspended by the pandemic for more than a year, both Day Trips and Multi-Day Tours came back online in mid-2021. Travelers, excited to again get out and about, meet and enjoy the company of other travelers, and explore the sights of California and the United States. They recently enjoyed a spring four-day trip to Wonder Valley Ranch in Sanger, CA, outside of Fresno. Several Day Trips and Multi-Day Tours are scheduled for FY 2021-2022, already garnering strong registrations. Following current health guidelines, vaccination status, masking protocols, and a required Liability Release Waiver are in place.



# THROUGH WORK-BASED LEARNING

## Diversity Career Panel Series Program

In 2020-2021, the Office of Work-Based Learning designed and successfully executed a new diversity career panel series as a strategy to help increase the number of diverse industry professionals interacting with PCC students on topics around career readiness, internships, and work-based learning. The WBL team fostered a sense of belonging for students through these career panel discussions while celebrating community and acknowledging resilience. With a total of six diversity career panels and 18 industry professionals representing companies like Amazon, Apple, City of Hope, Fox Sports, Microsoft, and Tesla, students got the opportunity to see themselves represented in big-name companies. In 2020-2021, the WBL team coordinated career panels targeted for the following student populations:

- Latina/o/x
- Students with disabilities
- Native/Indigenous students
- Black and African American Students
- Asian Pacific Islander students
- Students in mother/parent roles

## Careers in Legal Services Program

Through a partnership with the San Gabriel Valley Economic Partnership (SGVEP), the Office of Work-Based Learning expanded its reach into the community resulting in meaningful industry engagement opportunities. For example, in response to student interests in the legal industry, the SGVEP connected the WBL team to Kaiser Permanente's Legal Department. This connection led to the development of a virtual career panel program to help introduce students to a variety of careers in legal services, including paralegals, attorneys, legal secretaries, administrative assistants, administrators, and claims examiners. In Spring 2021, we coordinated three virtual career panels, hosted 15 industry professionals, and had more than 90 PCC students in attendance.

## Student Workshops

In the 2020-2021 academic year, the Office of Work-Based Learning facilitated 25 workshops and had 341 students in attendance. Workshops covered four primary topics, including internships, volunteering, employability skills, and how to access experiential learning opportunities.





# SMALL BUSINESS SUCCESS STORIES



Zizia Botanicals is an herbal company based in Los Angeles that creates a range of plant-based products, including herbal tinctures, teas, skincare, and lollipops. All formulas are created and formulated by owner and herbalist Abbe Findley.

Abbe dreamed of having her products available to a larger audience. She began working with the Pasadena City College SBDC in May of 2018. Over the course of two years, she worked with several advisors from the Pasadena SBDC, who helped her with the company's financial structure.

When Covid-19 hit, the herbal products industry experienced increased demand for herbal products that support the respiratory system. Given the assistance provided by the SBDC, Abbe had a strong company foundation to take advantage of this new opportunity. She launched several new products and within weeks demand escalated.

In March 2020 sales hit a meteoric rise, increasing 400% compared to March 2019. The growth of online sales continued throughout the summer. From March 2020 to September 2020, Zizia Botanicals' online sales increased 227% compared to the same time period last year, and Abbe credits much of her success to the Pasadena SBDC.



Zprout was founded by Jay Zapata in 2017, and is a community-based architectural firm servicing both residential and commercial projects. Jay first contacted the Pasadena SBDC in 2018, and he met with Senior Advisor, Lori Williams. Jay needed assistance in determining the best accounting method for his company, and Lori was able to develop a customized excel document that he and his wife could manage on a daily basis.

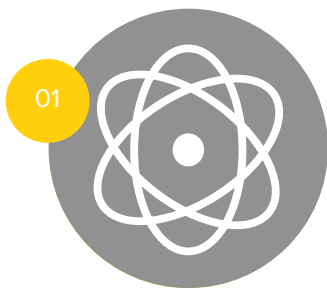
In 2020 Jay applied for the SBA minority owned, small business certification. He had worked through the registration process but was having difficulty with the financial section, which required complex, GAAP reporting financials. Once again, he turned to the Pasadena SBDC for assistance. Lori was able to work with their financial documents and tax returns to develop GAAP-based financials for the time period required. In February 2021, Jay informed the SBDC that he received his SBA certification. Needless to say, he was ecstatic and greatly appreciated all of Lori's help.



Resources, time, and budgets are very limited when you are a small business owner. Having Lori Williams from SBDC has been a huge help since I started my own company in 2017. I can always count on her sincere opinion and advice when it comes to our company financial goals, accounting management, and business development plans.” - Jay Zapata, Owner of Zprout

# STUDENT SUCCESS STORIES

**Work-based learning plays a central role  
in bridging the classroom experience  
with the world of work**



## Janet Teng

Major: Chemical Engineering  
Internship: Pacific Northwest National  
Laboratory

"I have developed a better understanding of how innovative advanced analytical techniques can be applied to look at surface-level reactions of a given material down to the atomic scale to combat corrosion. Speaking and connecting with scientists at the lab allowed me to get a better feeling of what it feels like to be doing research. Most importantly, I strengthened my communication skills through oral presentations and writing."



## Victoria Valverde

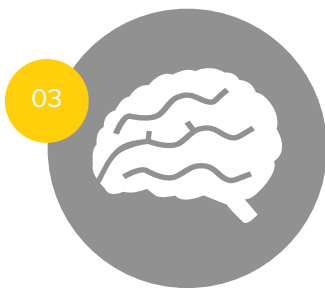
Major: Cinema & Film  
Internship: Academy of Motion Picture  
Arts & Sciences - Academy Gold

"I am forever grateful to the PCC Career Center for finding me such an opportunity to learn about unique programs like Academy Gold and many others. My favorite part of it was that it provided me with a chance to meet other creative students of different backgrounds. The members of AMPAS and creative professionals from the film industry provided us with professional advice."



Being an intern for Film Archive gave me a chance to see and experience first-hand how the beautiful films are preserved, understand the cataloging process, and dive into the magic and history of cinema. What else can inspire me more to keep pursuing my career goals in film? Grateful for this chance.”

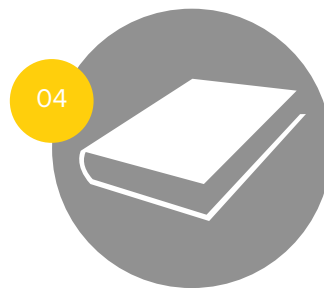
- Victoria Valverde  
Cinema & Film Major



## Jonathan Oyama

Major: Education  
Minor: Psychology  
Internship: Adelante Youth Alliance

“I am a proud first-generation Hispanic student and aspiring educator, hoping to work in a middle school special education classroom. Through this internship, I have developed relationship-building skills that have allowed me to tutor students better. By making connections, I have been able to teach and guide my tutees in their studies and motivate them to strive for excellence. My favorite part of the internship is working with the students and giving presentations to help them develop professional, educational, and life skills. I look forward to incorporating pillars of inclusiveness and community as I further developing my pedagogy.”



## Veerle Govaerts

Major: Education  
Internship: Reading Partners

“The Reading Partners internship was the best experience. I felt good about helping children with their reading skills. I learned so much about how you teach a child to read and how to get a child excited about reading. I learned about getting to know the individual child, working with his strengths, and identifying his weaknesses. This internship is the best opportunity for any aspiring teacher.”

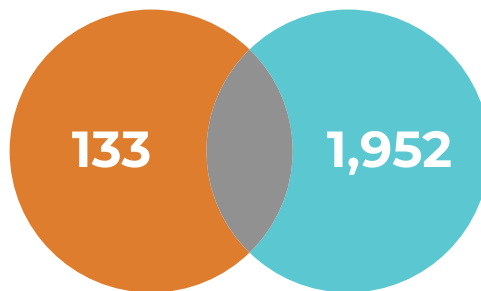


# METRICS

## FREEMAN CENTER



**WORKSHOPS & EVENTS**



**STUDENT ATTENDANCE**

# 5,490

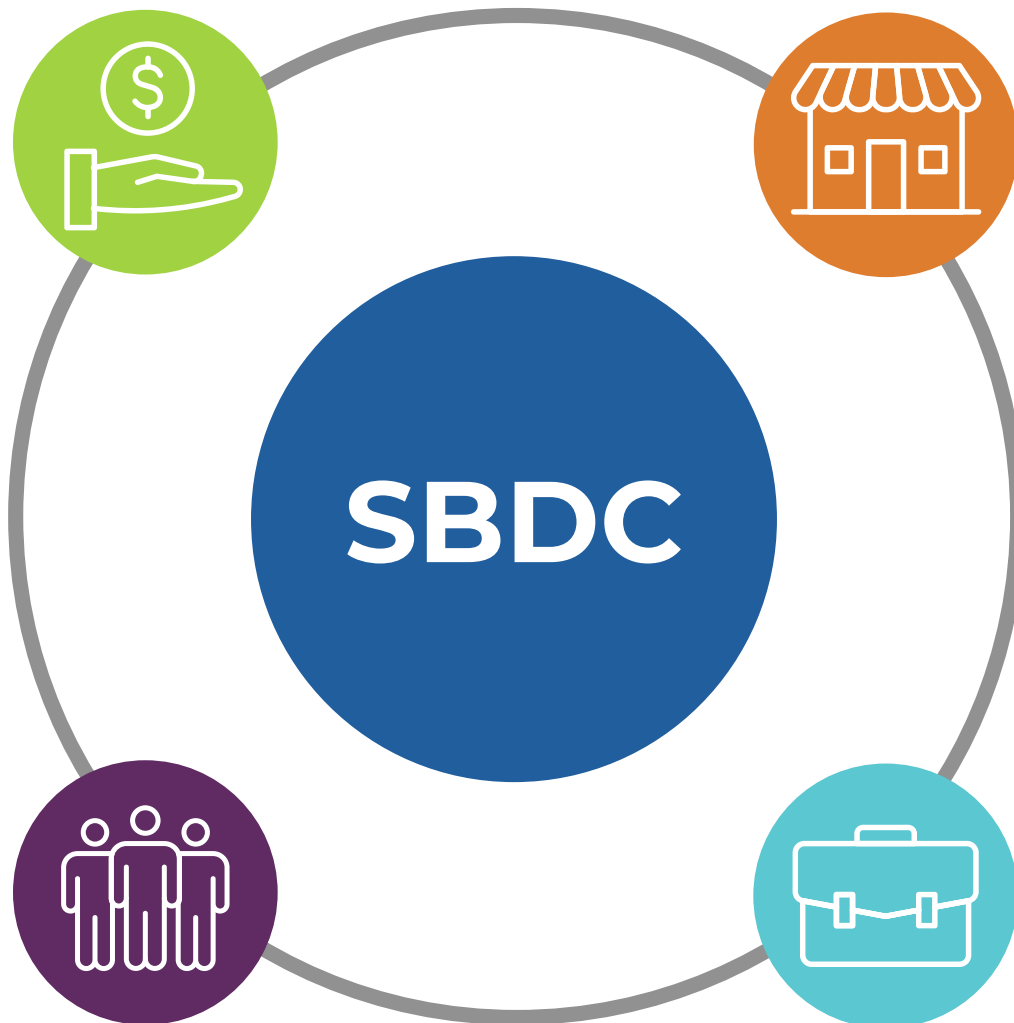
**STUDENT ENGAGEMENT**

**\$33 Million**

**CAPITAL  
INFUSION**

**60**

**START UPS  
LAUNCHED**



**1,510**

**CLIENTS  
SERVED**

**2,570**

**JOBS  
SUPPORTED**





# PCC EXTENSION + WORKFORCE TRAINING



**57**  
EXTENSION  
INSTRUCTORS



**286**  
COMMUNITY  
ENGAGEMENTS



**57**  
ETP COVID  
TRAINEES

**2,071** PCC EXTENSION REGISTRATIONS

**132** UNIQUE, PCC EXTENSION COURSES

**179** CERTIFICATE PROGRAM REGISTRATIONS

**425** CERTIFICATE PROGRAMS

**20** PROFESSIONAL DEVELOPMENT TRAINEES

**171** VOCATIONAL REHABILITATION REGISTRATIONS



# WORKBASED LEARNING



**1,372**  
**STUDENT  
 INTERNSHIPS &  
 FIELD EXPERIENCE**

**1,756**  
**STUDENT  
 ENGAGEMENT  
 TOUCHPOINTS**

**309**  
**EMPLOYER &  
 INDUSTRY REP.  
 PARTICIPATION**

## INDUSTRY PARTNERS

**47** NEW industry partners were added to our roster for a total of **126** that engaged in Work-Based Learning programs, including internship info sessions, recruitment collaborations, and event participation. Here are just a few of them:



# OUTLOOK

The Division of Economic and Workforce Development remains committed to its role as a catalyst for change within the workforce development ecosystem and a bridge of communication between employers and the college. In addition to building on the successes of our ongoing Future of Work initiative, each of the pillars under EWD will continue to provide valuable services to students, employers, entrepreneurs, and adult learners and each are looking forward to another year of innovation and growth.

Here are just a few things on the horizon:

The Freeman Center is developing several programs to enhance student success. These include the Freeman Summer Scholar Program, the Hire PCC Campaign, and a four-module Job Preparation Program, designed to provide students with the skills necessary to navigate the world of work.

The Office of Work-Based Learning will explore the creation of an on-campus Internship Program, continue to standardize and centralize critical student-level WBL data, and engage in Employer Professional Development as it relates to promoting equity-centered internship programs and intern selection best practices.

The SBDC's comprehensive pandemic disaster response has shifted into a recovery effort, and new programs will focus on developing emerging entrepreneurial technology products and services. In addition, new funding sources will support SBDC services to hundreds of small businesses in the coming year, further extending EWD's reach into the community.





PCC Extension will continue to address the needs and expectations of its community and business students by engaging and responding to the shifting needs of these communities. PCC Extension will continue to evaluate course offerings, introduce new courses, continue to grow certificate programs, and create and maintain intentional partnerships with third-party vendors and with PCC credit divisions to transfer identified courses from credit to not-for-credit.

Workforce Training will continue to be an area of growth in the next year; by participating in the California Community College Contract Education Collaborative, UpSkill California, we will be able to leverage state funding and industry subject matter experts to further develop our Workforce Training initiative and increase our responsiveness to employer's training needs within the region. Already poised for growth, this new partnership will yield new opportunities in the coming year.

On the whole, Economic and Workforce Development is growing. In addition to the growth within each of EWD's pillars, EWD is positioned to provide additional leadership within the Los Angeles region; Pasadena City College was recently named the new fiscal lead for the newly formed Los Angeles Regional Consortium (LARC). The LARC consists of 19 community colleges in Los Angeles County. It serves to coordinate, collaborate, organize, and facilitate interaction in the region to ensure workforce training is provided to all in a way that is accessible, efficient, responsive, data-driven and improves outcomes. PCC assumed the role of fiscal lead effective January 1, 2022.









ECONOMIC & WORKFORCE DEVELOPMENT



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