



ANNUAL REVIEW

2023 - 2024

ABOUT

Access, empowerment, and economic mobility are the driving forces behind the Division of Economic & Workforce Development, serving the needs of both our students and our community. As **a catalyst for growth and prosperity**, we are committed to identifying, creating, and delivering services that develop the current and future workforce while elevating the college's economic profile in the region. Through **equitable, high-quality workforce initiatives**, we bridge the gap between the classroom and the marketplace, **connecting PCC learners with industries, resources, and networks** that guide them through career entry and advancement. We provide **upskill training and support for employees** of our business community, ensuring they remain competitive in an evolving economy. We build **on-the-job training programs in high-need sectors**, strengthening the regional workforce and fueling economic growth. **By supporting entrepreneurs and businesses**, we drive job creation and long-term prosperity. Through **strategic collaboration with industry, faculty, students, and government**, we analyze trends, forecasts, and workforce data to expand and enrich our programs. Above all, we **design services that intentionally increase access and reduce barriers for underserved communities**. With diligence and determination, it is our ongoing mission to inspire a diverse student body to transform their lives, contribute to a thriving regional economy, and shape the future of the workforce.



2023 - 2024

ANNUAL REVIEW

Table of Contents

	1	LETTER FROM THE VICE PRESIDENT
4	2	6
THE ROBERT G. FREEMAN CENTER FOR CAREER & COMPLETION	3	WORK-BASED LEARNING
9	4	11
APPRENTICESHIP HUB	5	WORKFORCE TRAINING
13	6	15
THE SMALL BUSINESS DEVELOPMENT CENTER	7	PCC EXTENSION
17	8	19
FUTURE OF WORK INITIATIVE	9	THE LOS ANGELES REGIONAL CONSORTIUM
22	10	26
EWD METRICS & DATA	11	OUTLOOK
30		

WELCOME

Thank you for reviewing Pasadena City College's Economic and Workforce Development (EWD) Annual Review for 2023-2024. This past year has been a testament to the power of innovation, collaboration, and a steadfast commitment to our mission of bridging education and industry to empower students and drive economic growth in the San Gabriel Valley.

Through initiatives like the Future of Work Conference, Future of Work Podcast and The Pulse, we expanded vital discussions around workforce trends, equity, and innovation. Our podcast saw a 33% increase in downloads, while our social media presence grew by over 2,900%, amplifying our impact and reach.

The **Robert G. Freeman Center for Career and Completion** significantly advanced work-based learning opportunities, facilitating over 1,800 experiences—a 44% increase from the previous year. Programs like **Intern Pasadena** and the **Kaiser Permanente Mentorship Program** offered transformative opportunities for students, particularly those from historically marginalized backgrounds. Additionally, our **Womxn 2 Womxn** initiative provided career guidance and empowerment to womxn of color through 17 impactful sessions.

The **Apprenticeship PCC Program** has set new standards for collaboration between faculty, employers, and the EWD team. By securing over \$600,000 in grant funding, we are building pathways in high-demand fields like EV Charger Technician and Sterile Processing, ensuring students gain meaningful, debt-free education and industry-aligned skills.

Our **Small Business Development Center** celebrated its 10th anniversary with milestones such as helping start 300 business, supporting over 4,000 clients, registered over \$130,000,000 in capital infusion, and being awarded the 2024 SBDC Excellence and Innovation Award. These achievements underscore our dedication to fostering entrepreneurship and economic vitality in our region.

As we reflect on these accomplishments, we are reminded of the collective effort it takes to create meaningful change. We look forward to building on this success in the coming year, working together to transform lives, strengthen our community, and inspire a better future.

Thank you for your continued trust and partnership with PCC and the EWD team. Together, we are making an impact that truly matters.



A handwritten signature in black ink that reads "Salvatrice Cummo".

Dr. Salvatrice Cummo

Vice President,
Economic & Workforce Development

EWD PILLARS

Through the efforts of the EWD's eight pillars, we continue to build a stronger foundation for future growth and success.



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



**WORK-BASED
LEARNING**



**APPRENTICESHIP
HUB**



**WORKFORCE
TRAINING**



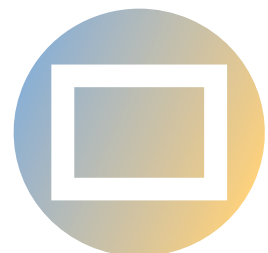
**THE SMALL BUSINESS
DEVELOPMENT CENTER**



**PCC
Extension**



**FUTURE OF WORK
INITIATIVE**



**THE LOS ANGELES
REGIONAL CONSORTIUM**

THE ROBERT G. FREEMAN CENTER FOR CAREER & COMPLETION

CHAMPIONING CAREER SUCCESS

The Robert G. Freeman Center for Career & Completion at Pasadena City College (PCC) stands as a beacon of support and guidance for students navigating their educational and career journeys. Under the astute leadership of Jacqueline Sacoto, the Freeman Center has evolved into a pivotal component of the PCC Economic and Workforce Development (EWD) Division, dedicated to bridging the gap between education and employment for thousands of students each year.



7,781
STUDENT
TOUCH POINTS



4,954
STUDENT
APPOINTMENTS



17
WOMXN 2 WOMXN
SESSIONS

A MULTI-FACETED APPROACH TO CAREER DEVELOPMENT

The Freeman Center is renowned for its holistic approach to career development, offering services that extend beyond the traditional career center model. Jacqueline Sacoto explains,

“The Freeman Center is there to support students throughout their college experience. Whether a student needs guidance in declaring a major or is actively looking for an internship, we have subject matter experts that can support. We want students to know that it’s okay to be uncertain or undecided about their career, and our team of dedicated career counselors are here to support them.”

This proactive approach encourages students to engage with career resources from the onset of their college journey, fostering a culture of early and continuous career development that supports student retention and completion.

INNOVATIVE PROGRAMS AND SERVICES

In response to the evolving needs of students and employers, the Freeman Center launched several innovative programs and services. Notably, the Intern Pasadena program was a significant success, placing nine PCC students in paid summer internships at local partner organizations including the Rose Bowl Stadium and The Huntington Library among others. The Freeman Center also supported student internships at NASA/JPL, Snap Academy, and LA-Tech Academy. These programs exemplify the Center’s ability to forge valuable partnerships and provide students with unparalleled work-based learning opportunities.

**LEARN MORE ABOUT THE
FREEMAN CENTER HERE**





EMPLOYER ENGAGEMENT AND PARTNERSHIPS

A cornerstone of the Freeman Center's strategy is robust employer engagement. In 2023/2024, the Center made substantial investments in this area, hiring two full-time Internship Developers and one full-time Job Developer. These professionals were instrumental in establishing new partnerships and alliances with local employers, acting as single points of contact and facilitating two-way communication channels.

These efforts resulted in tangible outcomes, including increased job fairs and employer interactions. The Center held four job fairs, double the usual number, with 1,054 students participating. Additionally, the Center hosted seven Diversity Career Panels, featuring 28 professionals from various industry sectors who identify as people of color. These panels provided 243 students with invaluable insights and connections, reinforcing the Center's commitment to diversity, equity, and inclusion (DEI).



SUPPORTING STUDENT SUCCESS

The Freeman Center's impact is perhaps best measured by its engagement metrics. In 2023/2024, the Center recorded a total of 7,781 student touch points across all career services, which is a 21% increase from the previous year. The Center saw a 25% increase in student appointments, conducting 4,954 appointments compared to 3,890 the previous year. This surge reflects the Center's success in building trust and encouraging students to utilize its resources, especially those who are exploring different majors and career options.

Moreover, the Center's programs are designed to address the unique challenges faced by PCC's diverse student population. The Womxn 2 Womxn empowerment program, co-developed by Rebecca Martinez, Christina Sundermeier and Christina Sanchez, provides a supportive space for womxn of color to share experiences, build relationships, and receive career guidance. This initiative, in partnership with PCC's Division of Institutional Equity, Diversity, and Justice, held 17 sessions across the academic year, fostering a community of empowerment and professional growth for students.



BRIDGING THE INFORMATION GAP

Understanding the critical role of communication, the Freeman Center implemented strategies to bridge the information gap between students, educators, and employers. Weekly work-based learning newsletters, targeted recruitment, and campus outreach events ensured that the entire campus community was informed about available opportunities. By showcasing success stories and highlighting the long-term benefits of aligning students' career goals with their interests and values through the Career Influencer Network program, the Center successfully engaged students, faculty and staff in its mission.

ALUMNI ENGAGEMENT

The PCC Alumni Program is dedicated to reconnecting with graduates and celebrating their successes. This past year, we've highlighted our alumni's remarkable work and the support they received during their time at PCC through inspiring spotlights on Instagram. Our goal is to showcase their journeys, inspire current students, and demonstrate that PCC alumni can achieve anything.

We've also welcomed several alumni back as speakers at our career events, offering students valuable insights and answers from professionals in their fields. Some of our alumni are now in talent acquisition positions and participate in our career fairs to recruit our students. This year, we're committed to expanding our program to provide dedicated services for alumni from all generations and backgrounds, helping them find their paths.

Stay tuned for exciting developments as we continue to enhance our alumni engagement efforts!

CELEBRATING CONNECTIONS, BUILDING FUTURES

LEARN MORE ABOUT OUR
ALUMNI PROGRAM HERE



Jacqueline Sacoto

Director, Robert G. Freeman Center
for Career and Completion

WORK-BASED LEARNING

REAL-WORLD EXPERIENCE FOR REAL-WORLD SUCCESS

The Freeman Center's employer engagement team coordinates approximately 30% of the college's work-based learning (WBL) programs, providing current students with real-world experiences and industry engagement. Our WBL programs focus on providing students with direct contact between students and industry professionals through mentorship, career panels, networking events, and hands-on experiences.

In the past year, we facilitated 1,824 work-based learning experiences for our students, a 44% increase from the previous year. Through our Diversity Career Panels, Career Fairs, the Learning Aligned Employment Program (LAEP), Intern Pasadena, and our partnership with Kaiser Permanente, the Center is increasing access to meaningful work-based learning experiences for students at PCC.



ABOUT OUR PROGRAMS

The Diversity Career Panel Series featured 7 panels representing different industry sectors with 28 professionals who identify as people of color ensuring our speakers reflect our diverse student body.

We launched the **Learning Aligned Employment Program (LAEP)**, placing 25 students in on-campus paid internships for spring 2024. Unfortunately, funding for this program was cut by the state. We are hoping to find the resources to again provide these opportunities for students soon.

Our **ROSE Fellowship Program** provided two PCC students the opportunity to help execute community programs and cross-developmental projects with the Pasadena Tournament of Roses. This program is entering its 4th year, with two fellows participating in the 8-month paid fellowship.

Our partnership with Kaiser Permanente includes a mentorship program where 17 students gain valuable insights and hands-on experience in business operations, accounting, finance and more. Students get matched with executive leaders and meet on a regular basis to develop the employability skills needed to gain a competitive edge in their industry sector.

In the Spring of 2024, we launched the Intern Pasadena Program, providing fully funded internships to 9 students with local Pasadena employers. This equity-centered program aims to increase access to paid experiential learning opportunities for students from historically marginalized backgrounds.



WORK-BASED LEARNING EXPERIENCES

1,824

A COMMITMENT TO EXCELLENCE

The Freeman Center's achievements in 2023/2024 are a testament to its unwavering commitment to student success and community engagement. From hosting the Pasadena Tournament of Roses Fellowship Program, which boasts a 100% hire rate upon completion, to managing the Learning-Aligned Employment Program, which placed 25 students in on-campus paid internships, the Center continues to set new standards for career services. As Jacqueline Sacoto aptly puts it,

"At the Freeman Center, we work to build trust with our constituencies, acknowledging that no two students' backgrounds and back stories are identical. We strive to provide services personalized to meet their needs."

This dedication to personalized support, coupled with strategic employer engagement and innovative programming, positions the Freeman Center as a leader in career development, empowering students to achieve their fullest potential.

**LEARN MORE ABOUT OUR
WORK-BASED LEARNING
OPPORTUNITIES HERE**



APPRENTICESHIP HUB

HANDS-ON TRAINING FOR A SKILLED FUTURE

In today's rapidly evolving job market, Pasadena City College (PCC) epitomizes collaboration through its **Apprenticeship PCC** program. This initiative program is managed by PCC's Division of Economic and Workforce Development (EWD). The fiscal and administrative aspects of this initiative are centralized under EWD's **Apprenticeship Hub**, under the direction of Leslie Thompson, Director of Operations, Economic and Workforce Development, the program exemplifies how effective partnerships between EWD, PCC's Instructional Departments, faculty, and industry leaders can create pathways to success for students.

SYNERGY BETWEEN EWD AND FACULTY: THE HEART OF APPRENTICESHIP PCC

This partnership is crucial as it blends the expertise of educators with the strategic oversight of EWD. While the EWD team manages the administrative aspects, including the acquisition and reporting of funds, the faculty is responsible for developing and delivering the curriculum that meets the requirements of apprenticeship grants.

As Leslie Thompson explains,

"Apprenticeship PCC celebrates the partnership between PCC EWD and instruction. Without faculty and Division Dean involvement, there would be no Apprenticeship PCC. They are the ones creating programming and curriculum that fulfill the requirements of the grants."

LEVERAGING CAI FUNDS FOR INNOVATIVE PROGRAMS

In 2023, PCC EWD capitalized on funds from the Chancellor's Office of Workforce and Economic Development through the California Apprenticeship Initiative (CAI) New & Innovative Pre-Apprenticeship and Apprenticeship Grant Programs, which aim to create new and innovative apprenticeship opportunities in priority and emerging sectors where traditional apprenticeship training is underdeveloped or non-existent.



Leslie Thompson
Director of Operations,
Economic & Workforce
Development

Following a year-long planning phase, PCC successfully secured 5 implementation grants, while adding a Machinist apprenticeship planning grant to this year's list. Starting in the Fall of 2024, PCC will begin rolling out apprenticeship pathways offering courses designed to meet industry needs while providing students with comprehensive training.

PCC'S EFFORTS RESULTED IN THE AWARD OF FIVE PLANNING GRANTS, EACH VALUED AT \$120,000, FOR THE FOLLOWING PROGRAMS:

- Culinary Arts and Hospitality Management
- Entertainment Industry Art and Film
- EV Charger Technician
- Sterile Processing and Distribution Technician
- Teacher Aid Apprenticeship and Pre-Apprenticeship Programs

PERFORMANCE-BASED SUCCESS AND REAL-WORLD IMPACT

The Apprenticeship PCC programs are performance-based, requiring rigorous tracking of student progress and on-the-job training outcomes. Each apprenticeship involves a blend of classroom instruction and practical work experience, ensuring that students attain journeyman-level skills upon completion. This approach not only benefits students but also meets the workforce demands of local employers.

For example, the EV Charging Station Technician program has pledged to certify 50 technicians over the next three years. Such commitments are tied to funding, with 80% of the budget contingent on meeting these deliverables. This performance-based model ensures accountability and drives the program's success.

CREATING PATHWAYS TO EMPLOYMENT AND ADVANCEMENT

A standout feature of Apprenticeship PCC is its emphasis on providing students with debt-free education and paid on-the-job training. The program covers tuition costs, requiring students to only pay for books and supplies, which can sometimes be covered by financial aid or scholarship opportunities. This approach not only alleviates financial burdens but also ensures students are compensated for their work, offering them a living wage and a clear career path.



The benefits extend to employers as well. By customizing curricula to meet specific industry needs, employers can select top candidates from the pool of apprentices. Impressively, according to the Department of Labor, 90% of students remain employed with their sponsoring employers after completing their apprenticeships, underscoring the effectiveness of the apprenticeship model in bridging the gap between education and employment.

FOSTERING CONTINUOUS IMPROVEMENT AND EXPANSION

The joint effort between the EWD team and faculty is a model for how educational institutions can adapt to meet workforce needs. Regular updates to the Department of Labor and continuous assessment ensure that programs remain relevant and effective. This synergy fosters a culture of continuous improvement, benefiting both students and employers.



The Apprenticeship Hub at PCC is a shining example of how collaboration and dedication can transform workforce education and create lasting impact.

**LEARN MORE ABOUT
APPRENTICESHIP PCC HERE**



WORKFORCE TRAINING

BRIDGING EDUCATION AND INDUSTRY

With the rapid evolution of workforce demands, the need for ongoing upskilling and training is also accelerating. Within the Division of Economic and Workforce Development, this training is delivered in several ways.

Workforce Training is delivered via programs for both current and displaced workers, utilizing state funding and customized, fee-based options. The following resources and partnerships are leveraged to deliver workforce training:



EMPLOYMENT TRAINING PANEL (ETP)

ETP provides funding for employers to offer skill-enhancement training to both new and existing employees. Funded through a California state payroll tax, this resource helps workers increase their earning potential and improve long-term job prospects.



CALIFORNIA TRAINING INITIATIVE

The California Workforce Association has partnered with the EWD, integrating it into a broader Workforce Training system. This initiative provides growth opportunities for EWD to deliver high-quality training to a range of local employers, supporting the upskilling of the current workforce.



TAA & I-TRAIN PROGRAMS

These federal programs offer funding for students to obtain essential skills and credentials through PCC. EWD collaborates with local EDD offices and Workforce Development Boards, guiding students through the application process and supporting their journey from enrollment at PCC to meaningful employment.



FEE-BASED AND CONTRACT EDUCATION

To meet the immediate training needs of the local workforce, the Office of Workforce Training created 'Just In Time' training. This program allows businesses to access targeted upskilling without needing to develop in-house programs and optimizes the value of state-funded ETP resources, when available. Alternately, programs and courses are customizable and available for fee-based delivery.



PCC EXTENSION

Workforce Training is also delivered through PCC Extension via certificate training programs that are developed and taught by department-hired Trainers and programs that are provided in collaboration with third-party partners.

In addition to a variety of personal and professional development courses offered each year, PCC Extension also provides training for individuals injured on the job, military spouses, as well as those exploring career options, upskilling, or reskilling. These course offerings are supplemented by two targeted workforce training programs: Supplemental Job Displacement Benefits (SJDB) and My Career Advance Account (MyCAA).

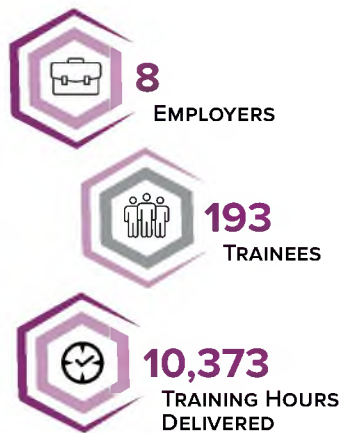
PCC EXTENSION, CONTINUED

Supplemental Job Displacement Benefits (SJDB) are a form of workers’ compensation providing support for educational retraining or skill enhancement to qualifying injured workers training for re-employment. Tailored for individuals who cannot resume their previous job duties due to the nature of their injuries, SJDB vouchers are directed towards educational expenses, skills enhancement programs, and vocational training.

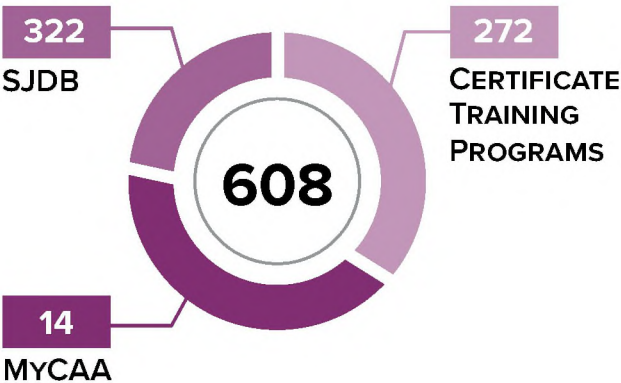
My Career Advance Account (MyCAA) is a workforce development program available through Department of Defense scholarships intended to provide eligible active military spouses with financial assistance in their pursuit of career training, licensing, or certification for employment.

2023/2024 ACCOMPLISHMENTS

ETP FUNDED TRAINING



PCC EXTENSION WORKFORCE
TRAINING RELATED ENROLLMENTS



Through these efforts, Workforce Training within the Division of Economic and Workforce Development continues to broaden its impact on student career readiness, response to worker and employer needs in the region, and commitment to industry relevance.



THE SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

MOVING FORWARD WITH PLANNING AND PURPOSE

The Small Business Development Center is moving forward with planning and purpose, always ready to face the challenges of the future. The Pasadena Small Business Development Center (Pasadena SBDC) has been a beacon of hope for entrepreneurs and small businesses, fostering job creation and stimulating the local and regional economies.

This past year has been an exceptionally busy one for the Pasadena SBDC. We served over 1000 clients, helped start 47 new businesses, and hosted 42 training events. “We are especially proud of our new business start and serving entrepreneurs of color,” said Donald Loewel, Director of the SBDC.

“We are especially proud of our new business start and serving entrepreneurs of color,”

Donald Loewel



AWARDS & RECOGNITION

In 2024, the Pasadena SBDC celebrated a huge milestone: its 10-year anniversary of service to the San Gabriel Valley business community. The celebration was a grand affair, attended by over 80 partners and stakeholders. The highlight of the event was Congresswoman Judy Chu’s speech, where she praised the center’s impact on the community.

The recognition didn’t stop there. The Los Angeles Small Business Administration District Office awarded the Pasadena SBDC with the 2024 SBDC **Excellence and Innovation Award**. This prestigious award is meant to honor a center in the LA region that has significantly contributed to small businesses from diverse backgrounds and has advanced program delivery and management through innovation. SBA LADO Executive Director, Julie Clowes, presented the award to SBDC Director, Donald Loewel, at the June 2024 meeting of the PCC Board of Trustees stating that our SBDC was selected for this extraordinary award because we embody “S-B-D-C” our center surpassed our goals and objectives, we help build small businesses and support the community, we are constantly working to develop our team and we champion our work with passion and dedication.



Donald Loewel

Director, Small Business
Development Center

SBDC HIGHLIGHTS

\$31.3M

CAPITAL INFUSION FOR
69 NEW BUSINESSES

1,024

CLIENTS
SERVED

3,451

HOURS OF
ADVISING

\$4.2M

INCREASE
REVENUE

42

TRAINING EVENTS
ATTENDED BY 199
CLIENTS

2,322

JOBS
SUPPORTED

LEARN MORE
ABOUT THE
SBDC HERE



PCC EXTENSION

CELEBRATING LIFELONG LEARNING

At PCC Economic and Workforce Development (EWD), the multi-faceted mission includes fostering lifelong learning and community engagement, which is embodied by the PCC Extension team. PCC Extension, not-for-credit, has been instrumental in providing diverse educational opportunities that cater to a wide array of interests and professional needs. PCC Extension courses, workshops, and training sessions are fee-based, and offer flexibility and accessibility to adults across the greater Pasadena Area Community College District.

A UNIQUE APPROACH TO EDUCATION

PCC Extension stands out as a unique pillar within PCC's EWD Division. It was integrated into EWD in 2020, marking a significant expansion of the college's outreach and impact. PCC Extension serves a broad audience, inclusive of young adults testing career options, working adults pursuing skill building, up-skilling, and career change trainings, and adults continuing to be involved with PCC through lifelong learning. Offerings are designed to meet the needs of those seeking both or either personal enrichment and professional development.



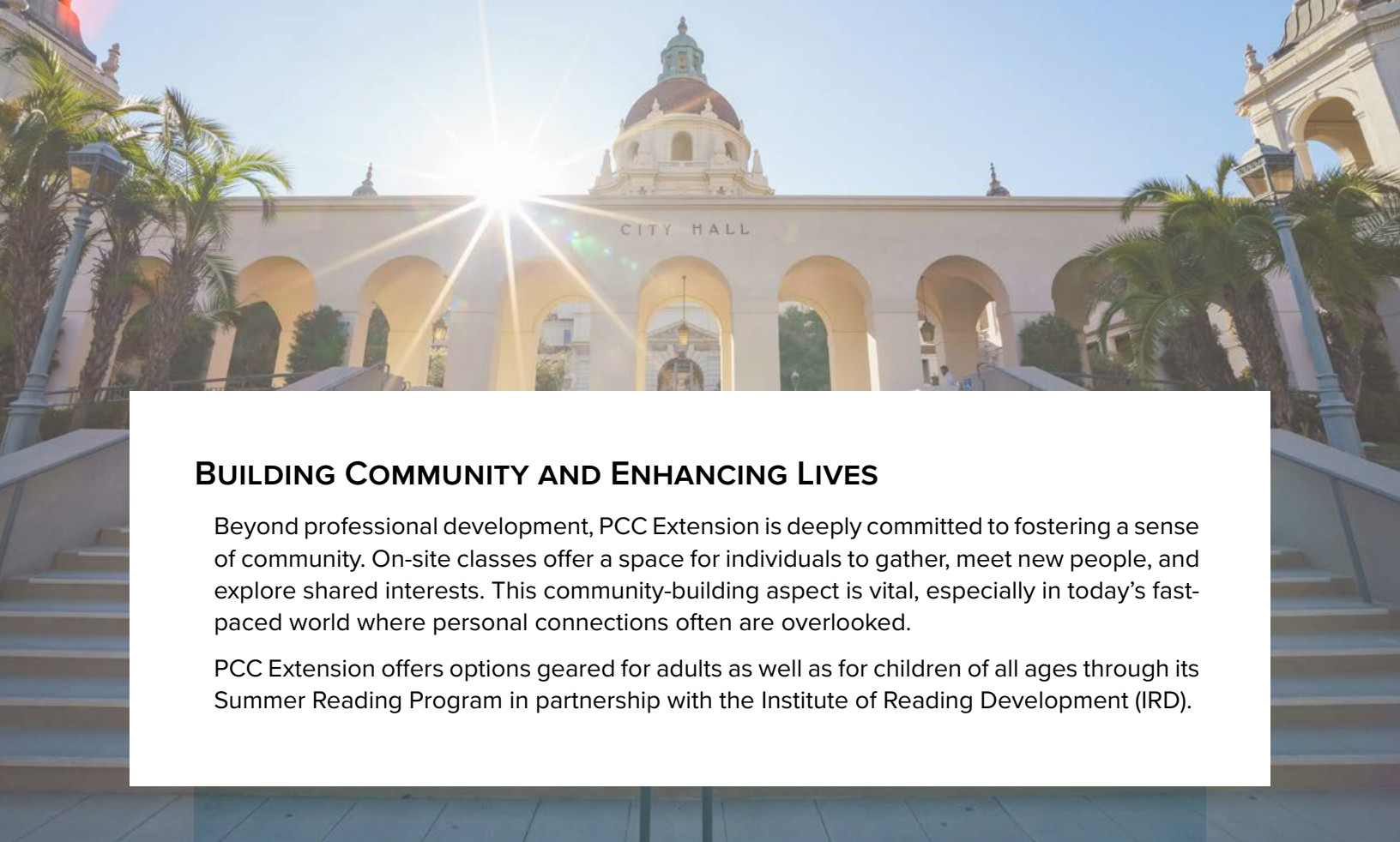
COMPREHENSIVE AND DIVERSE OFFERINGS

PCC Extension's session catalog is a testament to its commitment to diversity and accessibility. By example, the Spring 2024 session features a wide range of courses across various disciplines. PCC Extension instructors coupled with partner professional courses make career training available with topics to meet individual desire and intent. Additionally, personal interest courses like Photography, Music, and Languages provide outlets for enrichment, experimentation, and enjoyment.



Elaine Chapman

Director,
PCC Extension



BUILDING COMMUNITY AND ENHANCING LIVES

Beyond professional development, PCC Extension is deeply committed to fostering a sense of community. On-site classes offer a space for individuals to gather, meet new people, and explore shared interests. This community-building aspect is vital, especially in today’s fast-paced world where personal connections often are overlooked.

PCC Extension offers options geared for adults as well as for children of all ages through its Summer Reading Program in partnership with the Institute of Reading Development (IRD).



2,000

**ENGAGEMENTS WITH
COMMUNITY MEMBERS**



4,800

**DEPARTMENT
REGISTRATIONS**

IMPRESSIVE METRICS OF SUCCESS

The impact of PCC Extension is reflected in its impressive metrics. In the past year, department staff engaged with more than 2,000 community members. Department registrations for the same period exceeded 4,800. The department’s 65 instructors and 9 education-focused company partners ensures a high-quality learning experience across all offerings.

**LEARN MORE ABOUT
PCC EXTENSION HERE**



FUTURE OF WORK INITIATIVE

PIONEERING THE NEXT GENERATION OF WORKFORCE EDUCATION

In an era where the landscape of work is rapidly evolving, Pasadena City College's Economic and Workforce Development (EWD) Division stands at the forefront of innovation and transformation. Through the Future of Work Initiative, EWD is committed to exploring the trends, nuances, and unique attributes that can propel the Community College education system to meet the diverse needs of students from all walks of life.

ENGAGING CONTENT CREATION: PODCASTS, SOCIAL MEDIA, NEWSLETTERS, AND CONFERENCES

The Future of Work initiative is not just about envisioning the future; EWD is actively shaping it through a variety of dynamic platforms. Efforts include hosting thought-provoking podcasts, distributing a twice monthly "Pulse" newsletter, and organizing the annual Future of Work conference that has become a cornerstone event for educators, students, public officials, business leaders, and employers. These platforms serve as conduits for meaningful dialogue and collaboration.

FUTURE OF WORK PODCAST



The Future of Work Podcast is dedicated to exploring the ever-evolving landscape of education and work, where technological advancements, shifting cultural norms, and new economic realities are redefining education, how we work, where we work, and why we work. The 2023/2024 Future of Work Podcast has experienced a steady increase in total downloads, from 11,644 in July 2023 to 15,468 in July of 2024, an increase of 32.85%. Episodes focused on relevant and timely topics shaping the future, from the rise of automation and artificial intelligence, to the growing importance of diversity, sustainability, and employee well-being showing positive growth in downloads month over month. This indicates a continued interest in the podcast's content, particularly when aligned with current workforce



32%

INCREASE IN
DOWNLOADS

LISTEN TO THE LATEST
EPISODE HERE





SOCIAL MEDIA PRESENCE

Over the course of the 2023/2024 school year, our Social Media presence saw significant growth, with total reach expanding from 9,852 in August 2023 to 297,821 by July 2024, growth of over 2,900%. This increase in reach was accompanied by a notable rise in engagement, peaking at 2,231 interactions in January 2024. The steady growth in both reach and engagement throughout the year reflects the effectiveness of our social media strategies in broadening our audience and deepening interaction with our content.

2,900%

**ANNUAL INCREASE
IN SOCIAL MEDIA
REACH**

**2,231
PEAK INTERACTIONS
JANUARY '24**



THE PULSE NEWSLETTER

**A VITAL TOOL FOR KEEPING THE COMMUNITY
INFORMED ABOUT KEY DEVELOPMENTS**

In 2023, the Pulse newsletter was sent to on average 3,279 people, maintaining a solid, average open rate of 33%, with peaks of 40% in July and 41% in October. The content strategy revolves around five overarching topics: Higher Education, EWD Networks, Economic Impacts, Workforce Impacts, and Artificial Intelligence (Technology). Each topic is analyzed through various lenses such as policy, governance, equity, resources, industry, and commerce, ensuring a comprehensive and multifaceted approach to workforce education.



40%

**PULSE
NEWSLETTER
OPEN RATE**

3,279

**PULSE
NEWSLETTER
MONTHLY RECIPIENTS**

**SUBSCRIBE TO
THE PULSE
NEWSLETTER
HERE**



THE FUTURE OF WORK CONFERENCE: CHAMPIONING EQUITY AND INCLUSIVITY

The 2023 Future of Work Conference marked its fifth year as a premier event in the Los Angeles region. The conference brought together a diverse group of leaders, including state and local government officials, educational leaders, and workforce development professionals, to discuss strategies for revolutionizing workforce pathways and enhancing student success. Key discussions focused on aligning workforce development goals with educational systems, adapting innovations to better serve students and employers, and addressing pressing issues like homelessness through economic mobility. The conference was highlighted by keynote speeches from prominent figures such as California Secretary of Labor Stewart Knox and featured panels on topics like apprenticeship programs and student-focused systems change, making it a significant event for workforce development in the region.

The communications, marketing, and outreach efforts utilized a multi-channel approach to maximize engagement and visibility. Media engagement focused on securing coverage from local and regional outlets, resulting in features from Pasadena Now, Pasadena Star-News, and the San Gabriel Valley Tribune, with a combined estimated audience reach of 859,400. Digital advertising campaigns were launched on Facebook and LinkedIn, generating over 328,000 impressions. Additionally, an outreach toolkit was distributed to stakeholders and partners, leading to active promotion of the conference by several significant organizations in the region. These efforts successfully enhanced the conference's visibility and broadened its impact across the community.

**WATCH THE
5TH ANNUAL
FUTURE OF WORK
CONFERENCE HERE**



BUILDING STRONG PARTNERSHIPS

EWD is dedicated to fostering strong employer-educator relationships. By participating in workforce development boards, panels and keeping abreast of trends, they identify opportunities to improve these connections. One innovative approach discussed was a shift in perspective, from a focus on preparing students for the workforce to preparing the employers for modern students. This involves educating the business community about the nuances of multigenerational workforce, challenging cultural norms, and promoting equity in the workplace, to name a few.

SYNERGIZING IDEAS ACROSS PILLARS

The Future of Work Initiative also plays a crucial role in synergizing ideas and programs across the other pillars of PCC EWD. Fostering collaboration and shared vision align initiatives with the six key goals of PCC EWD. EWD ensures that all pillars work in harmony to enhance the overall impact of the college's workforce development efforts. This synergistic approach not only amplifies individual successes but also drives comprehensive growth and innovation across the entire PCC EWD landscape.

EWD continues to innovate and drive progress through the Future of Work Initiative, striving to impact the community and the workforce. The strategic outreach and comprehensive content ensure that all stakeholders, from students to employers, are well-informed and prepared for the future. Addressing critical issues, fostering strong partnerships, and promoting equity exemplifies the best of what PCC EWD strives to achieve. Continued dedication to exploring and shaping the future of work ensures that Pasadena City College remains at the cutting edge of workforce education, ready to meet the challenges and opportunities of tomorrow.

LOS ANGELES REGIONAL CONSORTIUM (LARC)

#19STRONG. COMMUNITY & COLLEGES TRANSFORMING FUTURES

The Los Angeles Regional Consortium (LARC), as the coordinating body for LA's 19 community colleges, leverages the collective voice of all LAC community colleges to promote career and technical education. Our mission is to bridge the gap between LA's workforce and the employers fueling our cutting-edge economy. This will not only close the supply and demand gap but also increase economic and social mobility for LA County residents.

The Pasadena Area Community College District (PACCD) serves as LARC's fiscal agent and host, providing support for our strategic planning and collaborative initiatives.



LEADERSHIP AND STRATEGIC INITIATIVES

Under the leadership of our Chair and Assistant Vice President, Dr. Narineh Makijan, the LARC team has been diligently working to create opportunities for educational growth for students in the Los Angeles region. Our efforts through initiatives such as the Strong Workforce Program (SWP), K-12 SWP initiatives, apprenticeship programs, and other LARC programs and partnerships are paving the way for student success and workforce readiness.

LARC remains committed to building relationships that bring new opportunities to the region. This year, LARC leadership has actively participated in key initiatives, including the California Jobs First-Los Angeles High Road Transition Collaborative, K16 Collaborative Stewardship group, and the Southern California Apprenticeship Network (SCAN) steering committee. These initiatives keep LARC at the forefront of new opportunities and partnerships in our region.



DELIVERING ON A PROMISE

LARC, as a consortium of LA's 19 community colleges, is working collectively to deliver on the promise that California community colleges are accessible and affordable to all who seek opportunities to realize a better future. We collaborate with four-year universities, K-12 partners, high-road employers, and priority industries to align impactful curriculum and workforce training programs, creating a seamless pathway for college and career readiness.

BRINGING EDUCATION & INDUSTRY TOGETHER

In Partnership with the LAUNCH Apprenticeship Network (LAUNCH), a 1.1 million dollar grant was awarded by the Eli and Edythe Broad Foundation. The grant will further support a partnership between LAUNCH and the 19 California community colleges which make up the Los Angeles Regional Consortium (LARC), to help improve Los Angeles job opportunities and economic mobility. Through this grant for the first time ever, the Los Angeles Regional Consortium has hired a Regional Apprenticeship Manager and Senior Program Specialist. This funding will allow Los Angeles apprenticeship opportunities to expand, leading to enhanced careers and economic mobility.

TOTAL STRONG WORKFORCE FUNDS ADMINISTERED BY LARC

\$106.3M



21

LARC PARTNERSHIPS



429

EMPLOYER CONTACTS



476

EMPLOYER CONTACT MEETINGS



215

INTERNSHIP / JOB PLACEMENTS

UNDERSTANDING LA'S WORKFORCE ADVANTAGES

LARC applies quantitative and qualitative data and research to identify high-growth, emerging, and economically critical industries, analyze the gap between labor market demands, and respond to workforce needs.



**REGIONAL INDUSTRY
PROGRAM ADVISORIES**

**CAREER AND
TECHNICAL EDUCATION
PROGRAM SUBMISSIONS
SUPPORTED**



**CAREER AND TECHNICAL
EDUCATION BACCALAUREATE
PROGRAM SUBMISSIONS
SUPPORTED**

INVESTING IN THE FUTURE

We invest in strategic regional projects that support a collaborative approach to expand career pathways, student services, and curriculum alignment for our K-12 and community college partners. These investments prioritize data-driven outcomes, mobilizing cross-sector collaboration, and the equitable recovery of the post-pandemic economy.



STRONG WORKFORCE PROGRAMS (SWP)

Our Strong Workforce Programs have seen significant progress over the past year. Through the Strong Workforce Round 7 program, LARC has funded 6 projects totaling \$16.58 million. For Round 8 funding, LARC has funded 12 projects with a total of \$18.9 million. These initiatives continue to enhance career technical education opportunities, boost social mobility, and fuel our regional economy with skilled workers.

K-12 STRONG WORKFORCE PROGRAMS (K12 SWP)

Dr. Linda Bermudez, LARC Director of K14 Technical Provider and fifteen K12 Pathway Coordinators support the LARC K12 SWP programs and over 80 LEAs/District partners. LARC's K-12 SWP initiatives continue to grow and thrive. In Round 6, LARC funded 42 K-12 SWP projects across 38 LEA/Districts, with a total funding of \$26 million. The primary objectives of K12 SWP are to support essential collaboration across the K-12 and community college system and to develop and implement high-quality K-14 pathways.



Dr. Linda Bermudez

K14 Technical Assistance Provider,
Los Angeles Regional Consortium (LARC)

IN FEBRUARY 2024, LARC RELEASED THE “**ECONOMIC VALUE OF LOS ANGELES COUNTY’S COMMUNITY COLLEGES**” STUDY, SHOWCASING THE SUBSTANTIAL ECONOMIC IMPACT OF LA’S COMMUNITY COLLEGES ON THE REGION’S ECONOMY.

VIEW THE FULL
STUDY HERE



PARTNERSHIPS AND INITIATIVES

In October 2023, LARC entered into a partnership with Catapult and the Association for Career and Technical Education (ACTE), announcing the “Catapulting Career Readiness for Los Angeles’ Community Colleges.” This program addresses systematic challenges in professional development by introducing innovative educational approaches, including institutionalizing proven work-based learning practices. Funded through a grant from the ECMC Foundation, the program provided institution-wide professional development to over 7,000 employees at nine regional community colleges within LA County.

LARC also received a \$10,000 grant from Microsoft to recruit college students to access and participate in Microsoft’s LinkedIn Learning course: Career Essentials in Generative AI. This grant was made possible through a partnership with the LAEDC and their AI Innovation Challenge, preparing students with the skills needed to compete for the next generation of careers.



“The primary strength of our programs lies in the #19Strong LA Community Colleges, strong partnerships with industry leaders, our unwavering commitment to equity and access, and our focus on providing students with relevant, high-demand skills that lead to well-paying jobs. We take pride in offering workforce training that is accessible, efficient, responsive, data-driven, and designed to improve outcomes. We are at the forefront of preparing the next generation of professionals in the Los Angeles region.”



Dr. Narineh Makijan

Chair/Assistant Vice President,
Los Angeles Regional Consortium (LARC)

LEARN MORE ABOUT
LARC HERE



EWD METRICS & DATA

THE ROBERT G. FREEMAN CENTER FOR CAREER AND COMPLETION



4 JOB FAIRS

DOUBLE THE USUAL NUMBER, WITH **1,054 STUDENTS** PARTICIPATING.



7 DIVERSITY CAREER PANELS

FEATURING **28 PROFESSIONALS** FROM VARIOUS INDUSTRY SECTORS WHO IDENTIFY AS PEOPLE OF COLOR, ATTENDED BY **243 STUDENTS**.



17 WOMXN 2 WOMXN EMPOWERMENT PROGRAM

SESSIONS, WHICH PROVIDES A SUPPORTIVE SPACE FOR WOMXN OF COLOR TO SHARE EXPERIENCES, BUILD RELATIONSHIPS, AND RECEIVE CAREER GUIDANCE.



7,781

STUDENT TOUCH POINTS ACROSS ALL CAREER SERVICES, A 21% INCREASE FROM THE



4,954

STUDENT APPOINTMENTS A 25% INCREASE FROM THE PREVIOUS YEAR.

WORK-BASED LEARNING

THE CENTER FACILITATED **1,824 WORK-BASED LEARNING EXPERIENCES** FOR OUR STUDENTS, A 44% INCREASE FROM THE PREVIOUS YEAR.



THE **INTERN PASADENA** PROGRAM PLACED 9 PCC STUDENTS IN PAID SUMMER INTERNSHIPS AT LOCAL PARTNER ORGANIZATIONS INCLUDING THE ROSE BOWL STADIUM AND THE HUNTINGTON LIBRARY.



THE CENTER SUPPORTED STUDENT INTERNSHIPS AT NASA/JPL, SNAP ACADEMY, AND LA-TECH ACADEMY.



ALIGNED EMPLOYMENT PROGRAM

THE CENTER LAUNCHED THE LEARNING ALIGNED EMPLOYMENT PROGRAM (LAEP), PLACING 25 STUDENTS IN ON-CAMPUS PAID INTERNSHIPS IN SPRING 2024.



ROSE FELLOWSHIP PROGRAM

OUR ROSE FELLOWSHIP PROGRAM PROVIDED TWO PCC STUDENTS AN 8-MONTH PAID FELLOWSHIP AND THE OPPORTUNITY TO EXECUTE COMMUNITY PROGRAMS WITH THE PASADENA TOURNAMENT OF ROSES.



KAISER PERMANENTE PARTNERSHIP

OUR KAISER PERMANENTE PARTNERSHIP INCLUDES A MENTORSHIP PROGRAM WHERE 17 STUDENTS GAIN INSIGHTS AND HANDS-ON EXPERIENCE IN BUSINESS OPERATIONS, ACCOUNTING, FINANCE AND MORE.

APPRENTICESHIP PCC

PCC EFFORTS RESULTED IN THE AWARD OF FIVE PLANNING GRANTS, VALUED AT **\$120,000** EACH TO SUPPORT THE FOLLOWING PROGRAMS:



**CULINARY ARTS
AND HOSPITALITY
MANAGEMENT**



**EV CHARGER
TECHNICIAN**



**ENTERTAINMENT
INDUSTRY, ART,
AND FILM**



**STERILE PROCESSING
AND DISTRIBUTION
TECHNICIAN**



**TEACHER AIDE
APPRENTICESHIP**



**TEACHER AIDE
PRE-APPRENTICESHIP**

PCC SUCCESSFULLY SECURED 5 IMPLEMENTATION GRANTS IN FISCAL YEAR 2023-2024, SO BEGINNING FALL OF 2024, PCC BEGAN ROLLING OUT APPRENTICESHIP PATHWAYS, PROVIDING STUDENTS WITH COMPREHENSIVE TRAINING.

FUTURE OF WORK INITIATIVE



THE 2023 FUTURE OF WORK CONFERENCE EMPLOYED A MEDIA ENGAGEMENT STRATEGY SECURING COVERAGE FROM LOCAL AND REGIONAL OUTLETS, RESULTING IN FEATURES FROM PASADENA NOW, PASADENA STAR-NEWS, AND THE SAN GABRIEL VALLEY TRIBUNE, WITH A COMBINED ESTIMATED AUDIENCE REACH OF **859,400**.

**859,400
REACH**

THE CONFERENCE ALSO DEPLOYED DIGITAL ADVERTISING CAMPAIGNS ON FACEBOOK AND LINKEDIN, GENERATING OVER **328,000 IMPRESSIONS**.

3,279



THE PULSE NEWSLETTER WAS SENT TO A MONTHLY AVERAGE OF 3,279 PEOPLE, MAINTAINING A SOLID, AVERAGE OPEN RATE OF 33%

33%

15,468



PODCAST DOWNLOADS ROSE 32.85% FROM 11,644 IN JULY 2023 TO 15,468 TO JULY 2024

32%

297,821

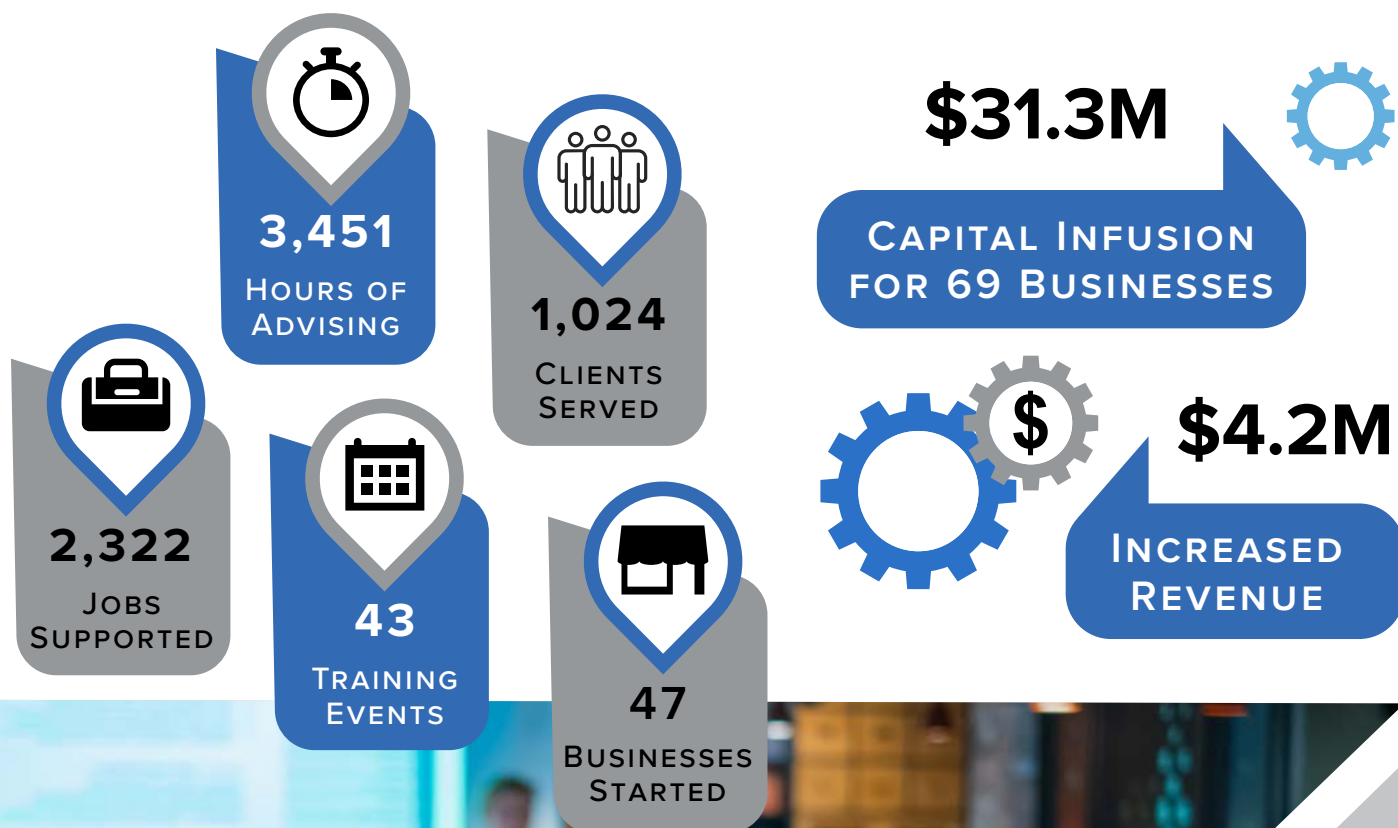


SOCIAL MEDIA TOTAL REACH ROSE OVER 2,900%, BEGINNING WITH A REACH OF 9,852 IN AUGUST, 2023 GROWING TO 297,821 IN JULY 2024

2,900%

SOCIAL MEDIA ENGAGEMENT PEAKED AT 2,231 INTERACTIONS IN JANUARY 2024 WHICH HELPED BOOST THE AVERAGE TO 956 MONTHLY INTERACTIONS FOR THE SCHOOL YEAR.

SMALL BUSINESS DEVELOPMENT CENTER



PCC EXTENSION



LOS ANGELES REGIONAL CONSORTIUM

\$106.3M

STRONG WORKFORCE
FUNDS MANAGED
BY LARC

\$16.58M

STRONG WORKFORCE
ROUND 7 FUNDED 6
PROJECTS TOTALING
\$16.58 MILLION

\$18.9M

STRONG WORKFORCE
ROUND 8 FUNDED 12
PROJECTS WITH A TOTAL
OF \$18.9 MILLION

21

LARC
PARTNERSHIPS

215

INTERNSHIP/JOB
PLACEMENTS

429

EMPLOYER
CONTACTS

292

WORK-BASED
LEARNING
OPPORTUNITIES

476

EMPLOYER CONTACT
MEETINGS

1,697

STUDENTS
ENGAGED IN CAREER
EXPLORATION



42

PROJECTS
FUNDED



38

LEA
DISTRICTS



\$26M

TOTAL
FUNDING

IN K12 STRONG WORKFORCE ROUND 6, LARC FUNDED 42 PROJECTS ACROSS 38 LEA DISTRICTS, WITH A TOTAL FUNDING OF \$26 MILLION

IN A PARTNERSHIP WITH CATAPULT AND THE ASSOCIATION FOR CAREER AND TECHNICAL EDUCATION (ACTE), FUNDED BY GRANT FROM THE ECMC FOUNDATION, THE PROGRAM PROVIDED INSTITUTION-WIDE PROFESSIONAL DEVELOPMENT TO OVER 7,000 EMPLOYEES AT NINE REGIONAL COMMUNITY COLLEGES WITHIN LA COUNTY.

OUTLOOK

As we turn our focus to the future, the Division of Economic and Workforce Development is committed to leveraging emerging technologies and data-driven strategies to ensure our programs are aligned with the industries poised for growth in Los Angeles County. The dynamic sectors of media, sports and entertainment, transportation, electrification, utilities, and infrastructure are reshaping the regional economy, and we are determined to prepare our students for lucrative careers in these high-demand fields.

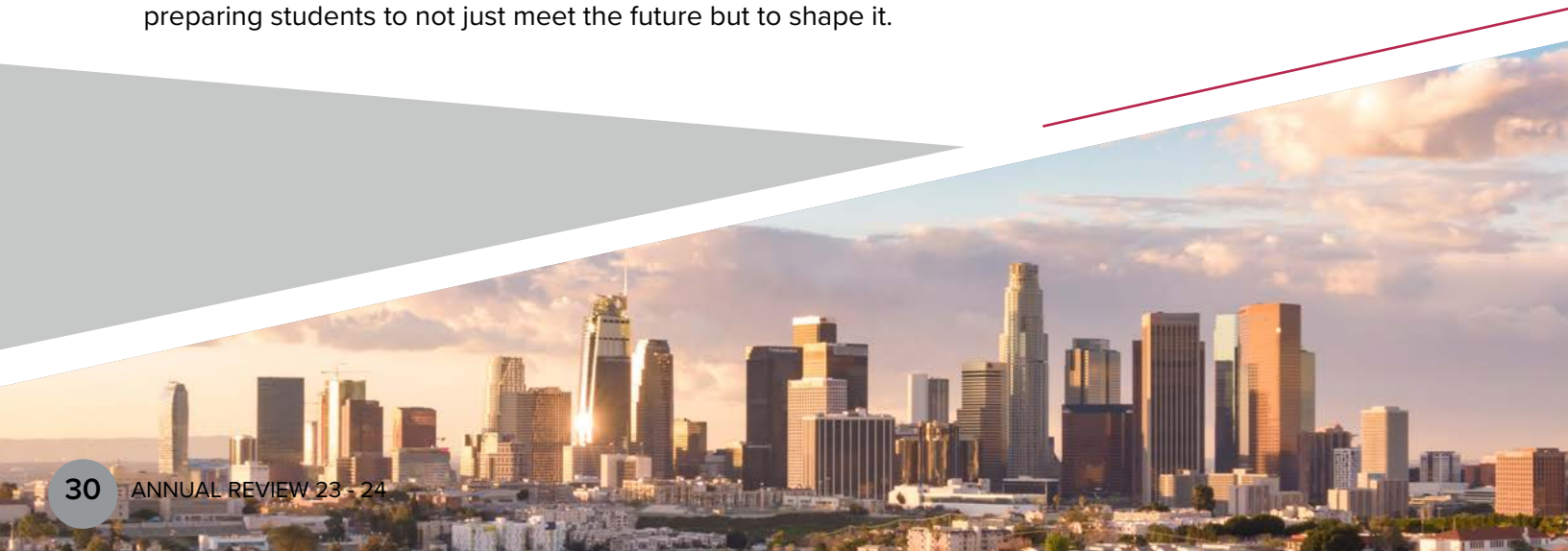
In the year ahead, we will harness the power of data analytics to forecast industry trends and tailor our educational offerings to meet workforce needs. By deepening partnerships with industry leaders, we will continue to refine programs like Intern Pasadena and Apprenticeship PCC, creating pathways that equip students with the specialized skills employers seek. Whether it's training future EV Charger Technicians, preparing students for roles in the entertainment industry, or supporting the next generation of infrastructure experts, our focus is on ensuring that PCC students are career-ready and competitive in the marketplace.

Emerging technologies are reshaping the workforce, and understanding their impact is central to our strategy. We are actively exploring how artificial intelligence is driving the creation of new occupations, reshaping job roles, and transforming industry demands. As AI automates routine tasks and enhances decision-making, industries are adapting by redefining skill requirements, integrating new technologies, and rethinking workforce development strategies. These shifts not only impact those entering the workforce but also require reskilling and upskilling for existing workers to remain competitive. Our role is to analyze these trends, understand their implications, and share our insights with our campus community and students, ensuring they are equipped with the knowledge and skills to navigate an evolving job market.

Moreover, we remain steadfast in our mission to foster equity and inclusion. As we expand access to programs in these growth sectors, we are dedicated to ensuring that students from all backgrounds can thrive. Initiatives such as Womxn 2 Womxn and our diversity-focused career panels exemplify our commitment to breaking down barriers and creating an inclusive workforce pipeline.

Looking ahead, our efforts will be bolstered by strategic investments in grant funding and legislative advocacy, enabling us to scale programs and develop new ones tailored to the needs of both students and industries. By staying at the forefront of workforce innovation, PCC will continue to be a catalyst for economic development and social mobility, helping students turn their aspirations into reality and contributing to the prosperity of Los Angeles County.

Together, we will ensure that PCC remains a beacon of opportunity, innovation, and success, preparing students to not just meet the future but to shape it.





ECONOMIC & WORKFORCE DEVELOPMENT



📍 1570 E. Colorado Blvd.
Pasadena, CA 91106
(Office Number C-241)

✉️ EWD@pasadena.edu

☎️ (626)585-7680

🌐 www.pasadena.edu/ewd

@PasadenaCityCollegeEwd

