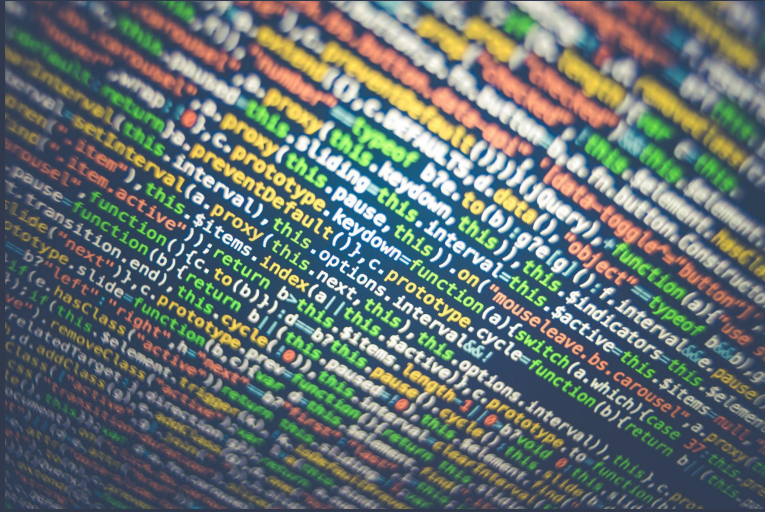


Accessing and Utilizing Data to Prioritize the ECE/EDU Sector

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Introductions

Goals of Workshop

- Using Data to Support the Sector
- Myth Busting
- How can we use data to Build Support for the ECE/EDU Sector?

Sector Overview

The ECE/EDU Workforce

A female majority workforce - over 90% female in ECE and 74% female in K-12

200,000 ECE Workers, 300,000 K-12 Teachers and 200,000 - 300,000 after-school workers - more workers than the 600,000 in CA in the Tech Industry!

Lacking data on workforce due to missing occupation (SOC) and program of study (TOP) codes that describe these jobs

May not accurately reflect family child care provider numbers (classified as small businesses) or after-school classified under recreation, teacher aides, etc.

Sector Overview

The ECE/EDU Workforce

ECE/EDU workforce NOT initially declared essential workers at the onset of the pandemic

40yrs. is average age of ECE worker -
43yrs. is average age of CA K-12 teacher

85% of ECE workforce enrolled in community college coursework to begin a career

54% of CA teacher credential candidates began at a CA community college

At the CA Community Colleges, students enrolled in ECE/EDU sector classes and programs are 83% female, 67% non-white and 78% economically disadvantaged.

Only 6.7% of registered apprentices in all fields in CA are female and apprenticeship is linked to higher wages and wage progression in field and clear job titles

Building Support Why We Need It!

ECE/EDU must be elevated to priority sector status in the California Community College System

- [Academic Senate Resolution - S21 Prioritizing System Support for the ECE/EDU Education and Human Development Sector](#)

Teacher Shortages at all levels impact all sectors, employers and the preparation of our workforce.

- Publications in the SF Bay Region Define Problem
- [Teacher Occupations 2019](#)
- [STEM and CTE Teacher Shortages in the Region 2020](#)

Myth Busting and the “Liveable Wage”

Who’s Life?

The COVID Pandemic destabilized the ECE/EDU workforce

Myths about teachers were busted as parents engaged in virtual learning

Women were disproportionately impacted during the pandemic resulting in job loss, stress, child supervision gaps

Child care is in crisis

Teacher shortages at all levels exist.

The Federal American Rescue Plan and the June 2021 CA Budget has significant funds for Grade TK expansion, child care expansion, after-school program expansion, parent child care funds.... but can programs grow without staff?

How do we use data to tell this story?

Who is not
counted?

The “Living Wage
Barrier”

What Can Data Show?

- Undercounting Family Child Care
- Undercounting School Age Workforce
- The TK Question
- The “Living Wage” Myth
- Other Sectors have cleaner job titles

Let's Look at the Data.....

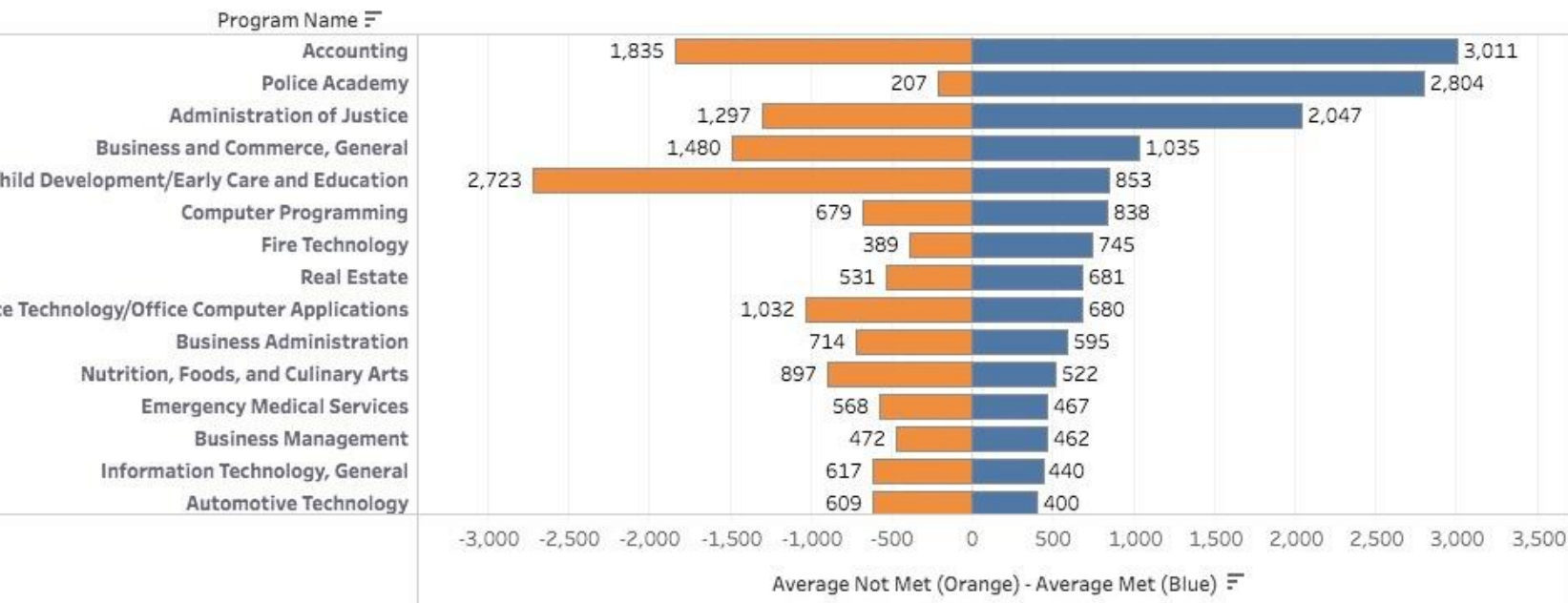
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Workbook B. Multiple Program, Overall

Accounting, Administration of Justice, Administrative Medical Assisting and 161 more Program

SWP Students (Who Attained the Living Wage) - SW_802 (2016 - 2017, 2017 - 2018, 2018 - 2019 years)



Academic Year

- ☐ (All)
- ☐ 2011 - 2012
- ☐ 2012 - 2013
- ☐ 2013 - 2014
- ☐ 2014 - 2015
- ☐ 2015 - 2016
- ☒ 2016 - 2017
- ☒ 2017 - 2018
- ☒ 2018 - 2019

Metric Name

- ☐ Students (Attained)
- ☐ SWP Students (9+)
- ☐ SWP Students (All)
- ☐ SWP Students (Degree)
- ☐ SWP Students (Exit)
- ☐ SWP Students (Exit)
- ☐ SWP Students (Job)
- ☐ SWP Students (Transfer)
- ☒ SWP Students (Who Attained the Living Wage)

Location Name

Bay Area Macro-region

tailed Table

Program Name Metric Percent Average Met Average Not Met Count of Years Metric Value Metric Denomin

John Carrese – Bay Region COE

Role of the Centers of Excellence for Labor Market Research

- The Centers of Excellence for Labor Market Research (COE) aspire to be the leading source of regional workforce information and insight for California Community Colleges.
- There are 9 regional COEs across the state.
- The San Francisco Bay COE is located at City College of San Francisco and serves the 28 community colleges in the 12 county Bay Region with labor market information and workforce research.

Bay Region COE

LMI & Community College Data:

WHY should I use it?

- In recent years, the Chancellor's Office has placed more emphasis on using data for decision making.
- COEs provide both labor market data (LMI) on industries and occupations & student outcomes data so colleges can assess student and program performance.
- This data is intended to help colleges do a better job of serving students – by aligning programs with the needs of employers, so students can be successful in the labor market.

Data helps colleges keep programs current and high quality by teaching skills that are in demand.

Bay Region COE

LMI & Community College Data:

HOW can I get it?

How to get to the COE Page at
BACCC.net

coe.baccc.net

COE Demand Table – LMI for
Education Sector in Bay Region

<https://sites.google.com/baccc.net/coe/data-tools-guides>

Bay Region COE

Replicating Data Searches for other Regions and Information

Accessing Data for Other
Regions using the COE
Demand Table

Find the Center of Excellence
(COE) in your Region

www.coecccc.net

Bay Region COE

What LMI Data Sets Can Tell Us About a SECTOR

- Number of workers currently employed – so how big and important the sector is for the region in terms of employment.
- Number of Total Job Openings over a specific time frame
- Number of Annual Job Openings for the sector on average.
- Average Annual Earnings for Occupations in the Sector
- Education level required for occupations in the sector

Bay Region COE

What LMI Data Cannot Tell Us About the Education SECTOR

- Because SOC (Occupation codes) do not include all the Job Titles in the Education Sector, there are some number of job openings that traditional LMI data are missing.

One way to get a better sense of the number of these “missing jobs” is to use a job postings database (Burning Glass) to search for job titles in the Education Sector posted by employers.

This help to see how many jobs have been posted by employers during a specific time frame for a region.

Bay Region COE

Accessing the Strong Workforce Program Metrics Dashboard

Student Data at a Regional Level

By College across All CTE Programs

By Program across All Colleges

metrics.strongworkforce.net

Bay Region COE

Accessing Launchboard

Community College Student Data

<https://sites.google.com/baccc.net/coe/data-dashboards>

What will you do next with this data?

Painting the Data Picture

**Prioritization of Sector based on
students, definitions,
enrollments, jobs available**

Why?

To leverage workforce

To effect change

**To describe strengths and
unique qualities of sector**

**To justify course and program
expansions and offerings**

Where?

**At the CCCCCO, K-12 Districts, CSU's/UC's,
partner agencies**

At Workforce Development Boards

With Local Governments and Elected Officials

What?

Access current and anticipated funds

**Creating Apprenticeships and workforce
pipelines**

**Advocate for funding, not just for services but
for workforce**

Compare Jobs Data with Workforce Pipelines

**Highlight the needs and benefits of ECE/EDU
to the success of all sectors**

A New Resource for Family Data

United Way of the Bay Area and California
- July 2021

Struggling to Move Up: The Real Cost
Measure in California 2021

The Real Cost to Live in the Bay Area - The
Real Cost Measure Report

https://drive.google.com/file/d/18nJMx_cAv9fYk17l0hd6u32l2Dec33EI/view?usp=sharing



GIVE. ADVOCATE. VOLUNTEER.
unitedwaysca.org/realcost



United Ways
of California

Thank you andContact Us!

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