

[MAILING PANEL]

# READY

*Inland Empire Desert's  
Career Education Magazine*



Barstow Community College | Chaffey College | College of the Desert | Copper Mountain College  
Crafton Hills College | Moreno Valley College | Mt. San Jacinto College | Norco College  
Palo Verde College | Riverside City College | San Bernardino Valley College | Victor Valley College

**READY** *career  
education*  
*at your local community college*

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at your local community college  
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ISSUE ONE

**READY** *career  
education*  
*at your local community college*





**Ashley Etchison**

Director, Strategic Communications & Marketing  
Strong Workforce Program

## Career Education is critical to Inland-Desert region's future!

As the Inland Empire-Desert region's premier career education providers, it's not enough for our community colleges to simply prepare our students for the future. We've got to make sure they're **ready for right now**.

Our **Regionally Ready** programs are boosting businesses across the Inland Empire, while empowering individuals to think bigger, set their sights higher, and uplift their communities through the transformative power of Career Education. Almost every day, we're hearing new **stories of personal and professional triumph**, and we're honored to share some of our favorites with you!

In this inaugural edition of the IEDRC "Ready" Career Education magazine, we'll explore the impact of career education within the region, highlight our colleges groundbreaking efforts to support students, and feature success stories from the classroom-to-career programs at our twelve community colleges.

## For high-tech careers, the future is here.

We're grateful to all of the students, faculty & staff, business leaders, and community supporters who have helped us to provide a foundation for economic success in our region. We hope that these stories will inspire your further support, as we continue to count on you to carry the message that **Career Education works!** ■



FEATURE

# Bridge to Success: Solving California's 'Skills Gap' with Career Education

## This is what the skills gap looks like:

One third of businesses around the country have an unfilled job opening because they cannot find qualified help. In South Dakota, one firm in dire need of welders recently offered applicants a \$1,000 bonus to apply for a training program. And a Harvard Business School report found that nearly 70 percent of human resource executives who were surveyed said their inability to attract and retain middle-skills talent often gets in the way of their company's performance.

"There are not enough people to fill these jobs," said Jon Caffery, director a regional grant through the Trade Adjustment Assistance for Community Colleges and Career Training who is based at College of the Desert. "There are not anywhere near enough people with the skills that are needed."

That's why career education programs at the 12 community colleges in San Bernardino and Riverside counties are so vital. And they often make far more sense than heading straight to a university.

"There is a striking anomaly that is happening today: four-year college graduation rates are higher than they've ever been, but there are literally millions of unfilled, good-paying jobs," said Kevin Fleming, vice president of strategic development at Norco College.

Anthony Carranza knows. The Navy veteran is entering a career as a certified dental hygienist – a profession that pays an average wage exceeding \$90,000 annually in the Inland Empire – thanks to the skills he learned and the training he received at Moreno Valley College.

Mitchell Powless knows. He's a purchasing agent and logistics coordinator for Brenner-Felder & Associates in Riverside thanks to the skills he learned and the training he received at Norco College.

Gari Hewitt knows. She's embarking on a new career as a nurse thanks to the skills she learned and the training she received at Mt. San Jacinto College.

Fleming points out that 27 percent of skilled professionals with a community college certificate or industry certification earn more than the average bachelor's degree holder. And 33 percent of university graduates are toiling in jobs that do not require a degree.

"The ultimate end is finding a fulfilling, rewarding career where you can provide for your family, feel good about your work and help your community," Fleming said. "And thousands of students are doing that every year through our community colleges." ■

## Student Spotlight

### Meet Anthony Carranza...

When his military career was cut short by a debilitating back injury, Anthony Carranza was suddenly facing a future with little hope. Then, the Navy veteran began looking into career and technical education programs at local community colleges.

Today, Carranza is wrapping up his training in the Moreno Valley College Dental Hygiene program, preparing to become a certified dental hygienist and enter a profession that the Federal Bureau of Labor Statistics says pays an average salary exceeding \$90,000 annually in the Inland Empire.

"It was very affordable and I'm leaving without any debt," Carranza said. "Everybody at the college cares for the student, the services for veterans are beyond belief, and I have a good career to look forward to. This has exceeded my expectations by far."



# Making Ready a Reality...

Our communities are weaving stories of success... and Career Ed is the common thread.

FEATURE

## With Honors: Veteran Students Connecting with Career Education

Anthony Fernandez is thriving in his new career as a nurse after securing his training and clinical hours as a student at Mt. San Jacinto College. Margaux Fracisco is in the paramedic program at Moreno Valley College and has her sights set on becoming a flight medic. Calvin Gloria is studying kinesiology at Norco College and is preparing to transfer to Cal State San Bernardino.

Fernandez, Fracisco and Gloria are just three of the thousands of military veterans building a future through career and technical education programs offered through the 12 community colleges in the Inland Empire and Desert region.

What's not to like? Veterans receive priority registration, meaning they have first dibs on in-demand classes. Virtually every campus has a veterans resource center, stocked with services ranging from peer mentors and free legal assistance, to tutoring, counseling, and support staff.

And at just \$46 per unit, California Community Colleges offer the most affordable higher education option in the country – though few veterans pay anything because of fee waivers and GI Bill benefits.

“As long as you're ready to put in the work, they'll help you get to where you want to go,” said Fernandez, who served in the Army Reserve from 2009 to 2015 and became a registered nurse after graduating from the nursing program at Mt. San Jacinto College. “The services you receive as a veteran are unbelievable.”

It's that sort of support that allows the Inland Empire/Desert community colleges to meet the needs of transitioning veterans, helping them become the next generation of machinists, helicopter pilots, nurses, firefighters, welders, and more. Better yet, labor market trends show that those with a career education background are landing jobs that often offer starting wages competitive with jobs requiring a bachelor's degree.

Calvin Gloria is a believer. A four-year Navy veteran stationed in San Diego, Gloria is in the process of moving into a new career after studying kinesiology at Norco College.

“The transition was hard, it was difficult, but if you keep pushing and pushing, it should be good because a lot of people and the veterans will help you,” he said. “It's like a camaraderie. It's like a brotherhood. It's like being in the military.”

Norco College typifies the support offered to former military. The college is building a new Veterans Resource Center, a \$2 million project that will expand and enhance programs for student veterans transitioning to civilian life, including health services, childcare, counseling and an abundance of support services.

That same attitude permeates Crafton Hills College in Yucaipa, San Bernardino Valley College, Mt. San Jacinto College, Moreno Valley College, and campuses throughout the Inland Empire/Desert region.

“It's like a camaraderie. It's like a brotherhood. It's like being in the military.”

— Calvin Gloria  
NAVY VETERAN  
NORCO COLLEGE

Fracisco Margaux, who earned a \$1,000 veterans scholarship from the college to cover books and supplies, said that the support was vital in her journey, from serving as a helicopter crew chief during two tours in Afghanistan with the Army, to starting the paramedic program at Moreno Valley College in the fall of 2017.

“Everybody goes through a hard time adjusting, and it's nice to come to a campus where people are so supportive and can relate to what you're dealing with.” ■

FEATURE

## Career Education Helps Local Residents Reach the American Dream

Anyone questioning the power of a community college career education program to transform a person's earning power need not look beyond Miriam Macias for proof.

Her parents immigrated to California from Mexico. With little more than an elementary school education and dreams of a better life for their children, the family lived paycheck-to-paycheck from the wages earned by their father toiling as a handyman and gardener.

Today, Miriam's father's dream of a better life for his children is coming true. Thanks to a comprehensive effort at the College of the Desert that prepares students with little or no experience to work in industries such as alternative energy, advanced lighting, and building control and environmental systems, Macias, 22, landed an internship with a Palm Springs-based company that led to a good-paying job monitoring solar panel software and systems performance. Now she's on her way to UC Merced to further her career as a mechanical engineer.

“College of the Desert's Career Education programs are perfect, whether you're a student just out of high school who isn't sure what you want to do, or whether you're barely making it while trying to raise your children,” Macias said.

Macias has lost count of the number of classmates who are working in the industry, thanks to the program's internships and the flexibility of the schedule.

“The instructors make it really easy to attend their classes,” she said. “They set up their schedules according to your needs, says Macias. “College of the Desert has changed our lives.”

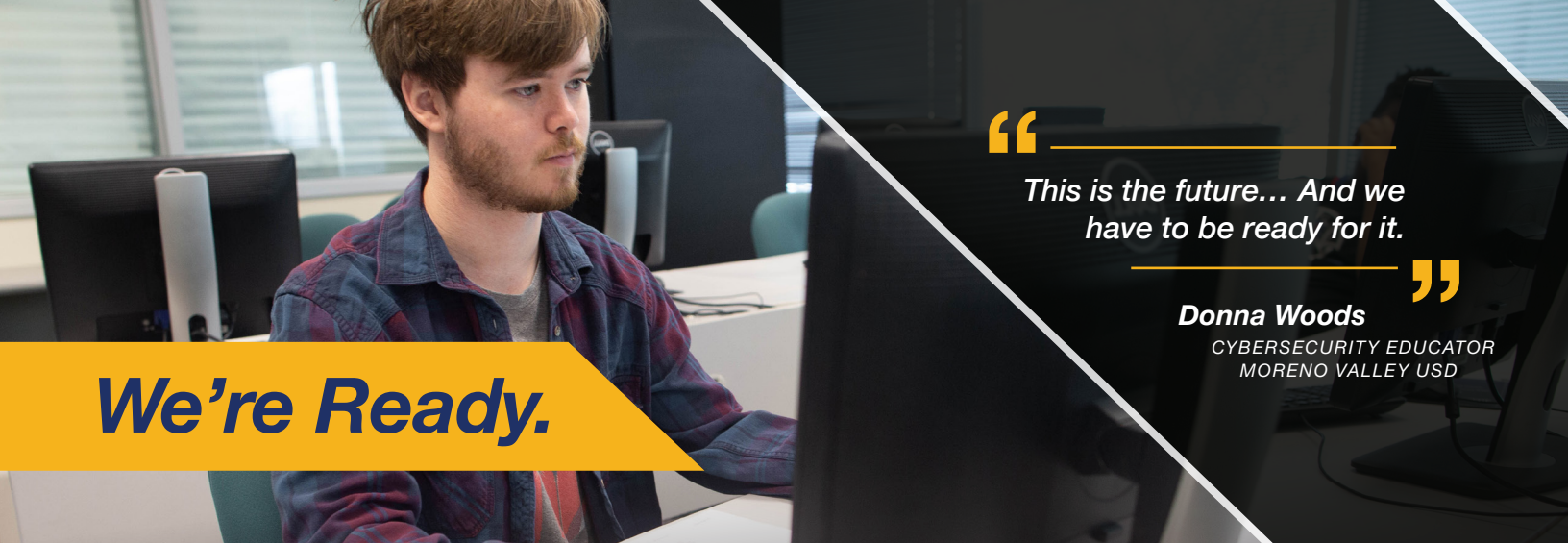
**Community college career education programs throughout the region are playing a pivotal role in promoting social mobility:**

- Students in the Business Administration and Business Management programs at Crafton Hills College in Yucaipa are boosting their earnings by 75 percent!
- At Copper Mountain College in Joshua Tree, students enrolled in the General Business program are boosting their earnings by nearly 80 percent!
- At Palo Verde College in Blythe, 96 percent of students who enroll in the Environmental Technology and Fire Science Technology program are now earning the regional living wage.
- At Mt. San Jacinto, students enrolled in the school's General Engineering Technology program more than double their earnings in part to the program's collaboration with the California Land Surveyors Association.
- At Chaffey College in Rancho Cucamonga, the Logistics and Materials Transportation program is boosting student earnings by 97 percent. ■



The Inland Empire-Desert Regional Consortium's "Ready" campaign is proud to be the recipient of multiple industry awards!

NCMPR Gold Paragon Award (Career Education Viewbook), Silver CASE Award ("Ready" Branding Program), Silver CASE Award ("Ready" Advertising Campaign), and more!



**We're Ready.**

“  
This is the future... And we  
have to be ready for it.  
”

**Donna Woods**  
CYBERSECURITY EDUCATOR  
MORENO VALLEY USD

SECTOR SPOTLIGHT

## Heroes of Ones and Zeroes: Adventures in Cybersecurity

The need is profound. More than 300,000 cybersecurity-related jobs remain unfilled across the country. 35,000 of those are in California, with close to 700 in the Inland Empire alone.

To serve this need, a consortium of local community colleges in San Bernardino and Riverside counties are renewing their commitment to training students with the workforce-ready skills needed for careers protecting data from online thieves.

At the core of this movement is the Inland Empire CyberHub Centers project, a regional support network designed to build and strengthen cybersecurity programs at various colleges while building more accessible cybersecurity career pathways for students in middle and high school. Chaffey College, College of the Desert, Moreno Valley College, Mt. San Jacinto College, Riverside City College, and San Bernardino Valley College are among those signing on so far.

“This is the future,” said Donna Woods, a statewide community manager for California CyberHub and a cybersecurity educator in the Moreno Valley Unified School District. “And we have to be ready for it.”

The CyberHub Centers project is the latest in a series of programs catering to this booming career sector. Recent projections suggest that by 2020, there will be more than 1.8 million cybersecurity-related job openings nationwide, which is up 20 percent from 2015 estimates.

Riverside City College, for example, has its own cybersecurity center and an information security and cyber defense educational pathway for those interested in pursuing careers in cyber defense while San

Bernardino Valley College offers certificates and degrees in information security and cyber defense. Similarly, Moreno Valley College hosted the Air Force Association’s 2018 Cyber Camp and Coding Olympics, which provides foundational knowledge in cybersecurity to participants and is free for middle and high school students.

To better reach students in this age group, Moreno Valley College, Mt. San Jacinto College and San Bernardino Valley Colleges are adding cyber components to their campus makerspaces while Riverside City College is planning to expand its existing on-campus cyber center. Other colleges are expected to follow suit.

According to computer security specialists, there are some 1.5 million cyber attacks each year, which averages out to more than 4,000 every day and more than 170 attacks every hour. In 2016, there were 112,000 openings for information security analysts, but less than 97,000 workers employed in those positions. Employment research further suggests that while there are 200,000 additional openings at jobs that require cyber security-related skills, employers are struggling to find workers with the skills to fill them.

Another important focus of the CyberHub Centers is how they help create pathways to well-paying careers among traditionally underserved populations.

“It is absolutely vital to reach out to diverse and underserved communities, and not just the people in Silicon Valley,” says Wood. “Otherwise you’re losing a huge talent pool of students who can contribute and who can make significant contributions in serving our society.” ■

SECTOR SPOTLIGHT

## Culinary, Hospitality Programs Feeding Regional Demand



It doesn’t get much better than this.

So say the folks in the San Bernardino and Riverside County hospitality and tourism industry, where phenomenal growth is leading residents to secure in-demand workforce skills from local community colleges.

“The tourism and hospitality business, in the Coachella Valley especially, is booming right now, but the industry is hurting when it comes to finding talented people with the proper training to meet the demand,” said Jeffrey Azer, Culinary Arts and Hospitality Advisor at College of the Desert. “Simply put, there is an abundance of opportunity, and that’s what we’re here for.”

Tourism and hospitality is just one of many employment sectors in which the 12 community colleges in the Inland Empire and Desert regions are preparing middle-skill employees to fill jobs that would otherwise go wanting. Twenty career education programs at Chaffey College, for example, were honored by the California Community Colleges Chancellor’s Office for their effectiveness in helping students find good jobs and boost their pay. San Bernardino Valley College was honored for career education programs ranging from Nursing to Water Supply Engineering. College of the Desert, along with Chaffey, Crafton Hills, Riverside City, Norco, and San Bernardino Valley colleges, offer award-winning programs in Retail Management. Meanwhile, College of the Desert, Chaffey, Copper Mountain,



Riverside City, San Bernardino Valley, and College of the Desert, all offer programs in Culinary Arts.

Good thing. Culinary Arts is feeding the hospitality and tourism industry.

Some 6,264 people are employed in the hospitality and tourism industry in Palm Desert alone, with just shy of 10,000 people employed in the retail and restaurant sector, according to a 2018 economic strategic plan for the desert city. Regionwide, more than 17,000 people were working as first-line supervisors of retail sales workers in 2015, with wages ranging upward to nearly \$27 per hour – or more than \$56,000 annually.

In San Bernardino County, visitor spending totaled \$4.7 billion in 2016, which represented a 52 percent growth since 2002, according to a 2017 San Bernardino County Community Indicators Report. Employment in the county’s tourism industry has grown steadily in recent years, reaching 54,400 jobs in 2016.

“The industry has evolved tremendously over the years,” said Isidro Hernandez, a longtime Coachella Valley chef who also works as a culinary lab technician at College of the Desert. “The hospitality industry in the Valley is not going anyway anytime soon.” ■

### Career Education by the Numbers

**67%**

Regional employers reporting a shortage of qualified workers in their industry.

**\$50,000**

Average salary for Top 10 regional ‘middle skills’ careers.

**1 million**

Projected CA job openings by 2025 in Career Education-requiring positions.