ECONOMIC DEVELOPMENT
Economic Development
CACT/ETI

• Delivered **44** training programs to:
  
  **491** individuals

  From **60** companies

  Achieving **22,213** touch hours of training

• Provided the facilities for nine CTE classes in the Fall and Spring semesters

• Evolved the CACT program from a mostly Santa Clarita focus to a regional focus serving all eight colleges in the SCRC region (Antelope Valley to San Luis Obispo)

• Partnered with the five SCRC Deputy Sector Navigators (DSNs) to host a regional educators and industry workshop

• Appointed as a regular member of the Ventura County WIB Manufacturing Committee

• Partnered with the Simi Valley Chamber and Simi Valley HS to deliver a STEM-Erosion teacher externship integrating the CACT / NSF Tech Explorer project into math and science curriculum.
Economic Development – cont’d

Contract Education & Grant Revenue

![Bar chart showing Contract Education & Grant Revenue from FY 07-08 to FY 13-14 with the following values:]

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 07-08</td>
<td>$1,434,710</td>
</tr>
<tr>
<td>FY 08-09</td>
<td>$1,608,142</td>
</tr>
<tr>
<td>FY 09-10</td>
<td>$1,523,397</td>
</tr>
<tr>
<td>FY 10-11</td>
<td>$1,246,028</td>
</tr>
<tr>
<td>FY 11-12</td>
<td>$1,847,237</td>
</tr>
<tr>
<td>FY 12-13</td>
<td>$2,776,550</td>
</tr>
<tr>
<td>FY 13-14</td>
<td>$3,017,038</td>
</tr>
</tbody>
</table>
Economic Development, cont’d

Small Business Development Center (SBDC)

• SBDC client companies reported a increase in sales of $24.3M and the raising of $13.9M in new capital.

• In partnership with the Ports of Los Angeles hosted a highly successful import/export program with over 40 companies in attendance.

• Partnered with Constant Contact to host the “Mega Monster Marketing” event with 227 attendees
ECONOMIC DEVELOPMENT
ETI/CACI/NTFB NUMBER OF PARTICIPANTS SERVED

ECONOMIC DEVELOPMENT DIVISION
SMALL BUSINESS DEVELOPMENT CENTER
FY 13/14

ECONOMIC DEVELOPMENT
ETI/CACI/NTFB EMPLOYERS SERVED
Economic Development – cont’d

• The Division now features six specialized units that offer focused services in workforce development and training:
  Employee Training Institute (ETI)
  Center for Applied Competitive Technologies (CACT)
  Small Business Development Center (SBDC)
  WorkSource Center
  Center for International Trade Development (CITD)
  Information Technology and Digital Media (ICT/DM)

• The Economic Development Division made a measurable impact on the region’s economy. In the last year, we:
  Trained 4,097 Employees
  Provided Direct Services to 852 Companies
  Provided Business Consulting Services to 798 Entrepreneurs
  Assisted over 12,000 Job Seekers
  Helped Entrepreneurs Open 56 New Businesses
  Helped Business Create 681 New Jobs
  Instrumental in 209 Jobs Retained
  Contributed to a $24.3M Increase in Sales
  Facilitated raising $13.9M in business capital/funding
  Generated $2,292,347 in revenue and (14) grants
Economic Development – cont’d

The Santa Clarita WorkSource

- For the third year in a row exceeded our annual goals for enrollments and placement by a minimum of %15.
- Assisted nearly 12,000 students and community member with their efforts to gain sustainable employment.
- Created partnerships with Career Services, the San Fernando Veteran’s Employment Committee, Priority NeoPost, NewMarket Careers, project Management Institute and City of Santa Clarita Libraries.
- Held more than 25 recruitments and Job Fairs in the past 12 months including:
  - Smart & Final Store (80 positions)
  - The Imagine Job & Resource Fair (1000 job seekers)
  - Manufacturing fair for more than a dozen local manufacturers (100 job seekers)
- Partnered with Human Resources and Career Services to present the quarterly workshop “Demystifying the Community College Employment Process”
- Partnered with the Samuel Dixon Health Center to offer several sessions of “Understanding the Affordable Care Act” workshops.
Information Communications Technologies (ICT)

- Collaborated with 30 educators in an Industry and Educational Advisory Roundtable to prepare students for workforce readiness.
- Supported the Development of courses to support careers in Graphic Design for Web and Social Media
- Presented and represented COC at the first STEM K-12 conference on women in Technology
- Assisted in building career pipeline in STEM discipline within Santa Clarita using Project Lead the Way education program.
- Hosting the first CCC Digital Media Educator Conference for the state June 12 & 13, 2014. This two day conference is designed to connect faculty with industry.

  Projecting 150 faculty from across the state to be in attendance
  Keynote presentation by Eddie C. Drake, Vice President of Technology for the Walt Disney Studios
  Featuring tracks in:
  - Web/app development & management
  - Digital media in entertainment, Graphic Design & Multimedia and Business
University Center

• The Center has served close to **4,000 students** who have over **30,000 class enrollments** since it opened in 2002
• **1,915 students have graduated** from the Center (through December 2013)
• There are currently **5 university partners**
  - CSU Bakersfield
  - CSU Northridge
  - National University
  - University of LaVerne
  - Brandman University
• **40 bachelor’s, masters, and doctoral programs** are currently offered
• 2 new programs – **BA Sociology and BA Public Administration** offered by Cal State Bakersfield – are planned to start next year
PARTNERSHIPS
K-6 Science Initiative

Faculty, staff, and students continue to work with various elementary school classrooms to craft and purchase innovative learning modules or kits filled with kinesthetic activities designed to stimulate student interest in Electronics and Physics to support curricular goals associated with grades 3, 4, and 5.

- **Sulphur Springs** and **Saugus districts** along with **SCVi** (4th and 5th grade classes in 2013-14). In addition, a new cohort of MESA students has been trained to assist teachers in the classroom as part of Service Learning.
  - COC faculty participants Kelly Burke, Renee Marshall, David Michaels, and MESA Director Eric Lara continue to lead the way in these teacher/student trainings

- Faculty continue to seek out and follow through on additional grant opportunities.
K-12 Arts Partnership/Outreach

• The Santa Clarita Performing Arts Center K-12 Arts Education Outreach Program exposes students to the visual and performing arts, while also collaborating with teachers and administrators in local school districts to develop an enhanced arts education curriculum.

• Highlights for this year include:
  school assemblies
  bus-in programs
  classroom visits
  family performances

• Students can enjoy performances that meet or exceed the state of California’s Visual and Performing Arts (VAPA) standards.
On-Campus Civil Rights Clinic

- Continued involvement with the California Department of Fair Employment and Housing (DFEH) and its Civil Rights Clinic.
  
  To date, over **40 interns have been trained** by the Clinic.

- Sponsored the Bringing Theory to Practice: Mutual Respect and Civic Engagement workshop for faculty, staff and students in May 2014.
Non-Profit Council

• The mission of the Santa Clarita Valley Nonprofit Leadership Network is to enhance the unique community character and the quality of life in the local community through collaborative strengthen, building networks and stimulating partnerships among local nonprofit organizations.

Membership of OVER 150 LOCAL AFFILIATED ORGANIZATIONS - Virtually Every Nonprofit Organization in the Santa Clarita Valley

Various topics of monthly educational workshops which include:

• Creating a Comprehensive Fundraising & Development Plan
• The Benefits of Nonprofit Direct Mail Programs
• Working with Boards of Directors... Why Do We Need Them? Where Can I Find Them?
• What Tax-Exempt Organizations Need to Know About New IRS Rules and Regulations?
• Networking and Relationship Building
• Media Relations & Organizational Branding
• Preparing for a Successful Capital Campaign
• 35 Ways to Maximize Fundraising through Your Website
• Cause Marketing
• Nonprofit Risk Management and Liability Issues
Santa Clarita Environmental Education Consortium (SCEEC)

• An initiative of College of the Canyons, SCEEC operates as a private-public partnership with a mission to promote environmental literacy in the Santa Clarita Valley.

• The group is dedicated to promoting sustainability awareness and practices both on campus and in the community by hosting events and activities that help teachers and learners of all ages become more involved with environmental issues.

• Spearheaded on campus by Jia-Yi Cheng-Levine and team of passionate “green” faculty and staff
  - Green Up
  - Mini Grants for Teachers
  - Blue Bird Project
SCEEC, Cont’d

SCEEC hosted a Science Fair and Writing Contest

- Designed promote Environmental Literacy among students in the 4th grade and up
- The students were encouraged to submit projects and written essays to promote discussion on environmental sustainability
  - Categories were for Grades 4-6, Middle School and High School levels
  - Winners received a ribbon, gift certificate and a chance to display their project at the Environmental Conference on October 12, 2013 & April 12, 2014
SCEEC, cont’d

Participate and sponsor a variety of events, including;

- City of Santa Clarita’s Arbor Day/Earth Day event at the Central Park (April 2014) where they:
  
  - Honored the winners of the Environmental Science Fair (pictured);
  
  - Educated the public about the importance of biodiversity by helping restore Western Bluebird population in our area (25 bluebird boxes were given out at the event); and
  
  - Talked about the importance of biodegradable products by helping kids plant seeds in biodegradable pots

The tireless members of the SCEEC committee, along with Jia-Yi Cheng-Levine, include Stephanie Anagnoson, BJ Atkins, Michael Haro, Monica Marshall, Richard Matzen and Lacey Ehrlich. We thank them for continuing to make an impact in our community!
SCEEC, cont’d

COC California Bluebird Restoration Project

- Co-sponsored by COC’s Interim Sustainability Center and Santa Clarita Environmental Education Consortium (SCEEC), this project hopes to help restore California Bluebird population on our COC campus and in our community.
  
  Phase I - restoring the bluebird population on COC Valencia campus this year;
  
  Phase II - provide outreach and educational opportunities to our local K-12 teachers and learners to embark on similar restoration projects on local schools’ campuses or in people’s backyards.

- This Restoration Project is mentored by the CA Bluebird Recover Program (CBRP) under whose guidance, we connect our Restoration Project to a larger research project housed by Cornell University.
TEDx Conference at COC

- **Hosted** a TEDx Conference for the second year in a row. The TEDx Planning Committee received an impressive amount of proposals and has talked to/auditioned all of our chosen speakers.
- The event secured seven spectacular speakers who addressed the theme of “Perspectives”
- Conference attendees were “wowed” by the innovative and creative ideas presented at the conference!
- Thanks to the title sponsor Logix Credit Union, and the SCV Economic Development Center, Infinite Wealth Management, America Funding, Spirit Holding, CB Richard Ellis, and SBDC whose sponsorship made the event possible!
Upward Bound Program

• Continued with our second year of the Upward Bound Program and Summer Academy, where students have the opportunity to participate in a leadership conference for the first time, and 100% of this year’s graduating seniors will be attending college.

• The Upward Bound program held an awards banquet last summer in the TLC for these students and celebrated their first year in existence.

• Sixty students were honored for completing the 6-week Summer Academy at COC.

• Over 200 family members, friends, administrators, Board members and staff from COC and the Hart District were in attendance.

• The program is designed to increase the number of Golden Valley HS students to earn their diplomas and pursue higher education at the college level.

• The partnership is a result of a 5-year, $1.25 million grant awarded by the US Department of Education.
BUSINESS BASED EVENTS CULTIVATE PARTNERSHIPS!

- In collaboration with local business partners Chancellor’s Circle has presented business based events that have engaged over 500 local and regional business people.

  **Breaking the Cadence of Competition: A Recipe for Delivering Overwhelming Value in Periods of Chaos** - Presented by Marc Emmer

  **“The Economic Impact of the Film and Entertainment Industry on the SCV”** - Partnership with Disney Studios, Santa Clarita Studios and the City of Santa Clarita

  **“Hablando de Negocios: Talking Business”** - Partnership with the Latino Chamber and the COC Modern Languages Department

  **“The State and Economic Impact of commercial and Residential Real Estate Here in the SCV”** - Partnership with LAEDC, local commercial and residential realtors and lenders

  **“The Changing Laws that Affect Doing Business in California”** - Presented by COCalumnus, Brian Koegle, Attorney at Law

  **“Growing Your Business in the 21st Century, A New Era”** - Presented by Author, and Entrepreneur, Rick Hernandez