

**CALIFORNIA COMMUNITY COLLEGES
CHANCELLOR'S OFFICE**

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To: Frank Chong, Santa Rosa Junior College, fchong@santarosa.edu
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From: Van Ton-Quinlivan, Executive Vice Chancellor, Workforce and Digital Futures

Cc: Kathy Booth, Paul Feist, Matthew Roberts

Subject: Special recognition of career education programs with outstanding workforce outcomes

We are writing because we found a cause for celebration! Multiple programs at your college have been named as Strong Workforce Stars because they have outstanding post-college outcomes in employment, earnings gains, and regional living wages, based on Strong Workforce Program LaunchBoard data.

Several programs have earned the Bronze, Silver, and Gold Stars recognition because graduates attained one or more of the following thresholds for economic mobility:

- An increase in earnings by 50% or more
- Attainment of the regional living wage by 70% or more
- 90% or more are employed in a job similar to their field of study

See below for information on the specific outcomes of each program.

BRONZE STARS (attained threshold outcomes on one metric)

- Electronics and Electric Technology: 100% of students are employed in a job similar to their field of study
- Welding Technology: 162% increase in earnings
- Automotive Technology: 148% increase in earnings
- Veterinary Technician (Licensed): 54% increase in earnings
- Floriculture -Floristry: 56% increase in earnings
- Agriculture Business, Sales and Service: 162% increase in earnings
- Small Business and Entrepreneurship: 90% increase in earnings
- Water and Wastewater Technology: 80% of students attained the regional living wage
- Medical Assisting: 182% increase in earnings
- Clinical Medical Assisting: 100% of students are employed in a job similar to their field of study
- Radiologic Technology: 118% increase in earnings
- Paramedic: 100% of students are employed in a job similar to their field of study

- Alcohol and Controlled Substances: 100% of students are employed in a job similar to their field of study
- Administration of Justice: 83% of students attained the regional living wage
- Culinary Arts: 86% increase in earnings
- Fitness Trainer: 100% of students are employed in a job similar to their field of study
- Paralegal: 63% increase in earnings
- Human Services: 59% increase in earnings

SILVER STARS (attained threshold outcomes on two metrics)

- Basic Police Officer Academy: 111% increase in earnings and 77% of students attained the regional living wage
- Pharmacy Technician: 81% increase in earnings and 100% of students are employed in a job similar to their field of study
- Viticulture: 62% increase in earnings and 100% of students are employed in a job similar to their field of study
- Fire Technology: 73% of students attained the regional living wage and 91% of students are employed in a job similar to their field of study
- Human Resource Administration: 74% of students attained the regional living wage and 100% of students are employed in a job similar to their field of study

GOLD STARS (attained threshold outcomes on all three metrics)

- Nursing: 216% increase in earnings, 90% of students attained the regional living wage and 100% of students are employed in a job similar to their field of study
- Vocational Nursing: 143% increase in earnings, 91% of students attained the regional living wage and 100% of students are employed in a job similar to their field of study

A researcher from the RP Group, Educational Results Partnership, or WestEd will be reaching out to you to get a bit more information about your Gold Stars program. No later than April 30, please locate the appropriate administrator, dean, or chair, plus at least one faculty member who was associated with the program during the 2014-15 academic year, so the researcher can conduct a 30-minute phone interview.

In this interview, the researcher will document the scope of the program, why it is generating such strong returns, and identify the appropriate point of contact to respond to inquiries from employers and the press. This information will be used to create a profile of your Gold Star program featured on the Strong Workforce Stars eShowcase, http://dwms showcase.com/workforce_stars.asp.

To support you in communicating the impact of your programs, we have created a media kit which is accessible at <https://bit.ly/stars-media-kit>. You may use these resources now.

The Chancellor's Office will be reaching out to your Public Information Officer to coordinate a statewide publicity push in June 2018. Additionally, your Strong Workforce Star programs will be listed on the Chancellor's Office website and highlighted in the Here to Career app to alert students that these programs generate significant positive returns.

If you have any questions, please contact Dr. Matthew Roberts, Dean of Field Operations, at mroberts@cccco.edu, or me at vtquinlivan@cccco.edu.