



## NEWS RELEASE

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### **California Community College Economic and Workforce Development Initiative Launches New Web Site**

***Real-time data site supports community colleges in building workforce talent***

As baby boomers exit the workforce over the next ten years and the demographics of California continue to shift, the issue around workforce skills becomes critical to the state's long-term economic growth and stability. States are competing aggressively to attract workers and companies from California, creating yet another dynamic and strain for California businesses.

The California Community Colleges Economic and Workforce Development (EWD) comprises ten initiatives that serve as a responsive network of education and training services for businesses, workers, and jobseekers in key growth industries and new technologies. One of these initiatives, the Centers of Excellence, support the community colleges by providing customized data on high growth, emerging, and economically-critical industries and occupations and their related workforce needs. These ten Centers located strategically to study the regional economies of California, produce industry-validated environmental scan reports designed to support community colleges and economic and workforce development professionals.

Available to the public is the newly launched Centers of Excellence Web site that now houses the environmental scan reports and an automated search function that allows easy access to all of the data and research. The scans provide an overview of key industry sectors, along with labor market projections, occupational growth, and industry training needs. "What is unique about the scans is that they are compiled in collaboration with California's business and industry," said Elaine Gaertner, Statewide Director for the Centers of Excellence. "This validates the research and provides direct input from employers into current and future market needs. Our new Web site, designed by Full Capacity Marketing, Inc., is a phenomenal tool to support our mission in advancing community colleges."

The scans have been used to develop or adapt much needed curriculum for business and industry that builds workforce talent and helps keep California businesses competitive. The curriculum, courses, certificates and degree programs are delivered by California's network of community colleges, the largest system of higher education in the world, comprised of 72 districts, 109 campuses, 64 approved educational centers, and 20 separately reported district offices. To access the research and data available through the COE industry scans, go to [www.coecc.net](http://www.coecc.net)

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