



# The Essential Role of Labor Market Alignment in Shaping Quality Bachelor's Degrees

CCBA Conference  
February 6, 2025

# Presenters

## **Erin Larson**

Dean, Educational Services and Support Division  
California Community Colleges Chancellor's Office

## **Jill Leufgen**

Director of Workforce Policy and Data  
Success Center  
Foundation for California Community Colleges



# Session Overview

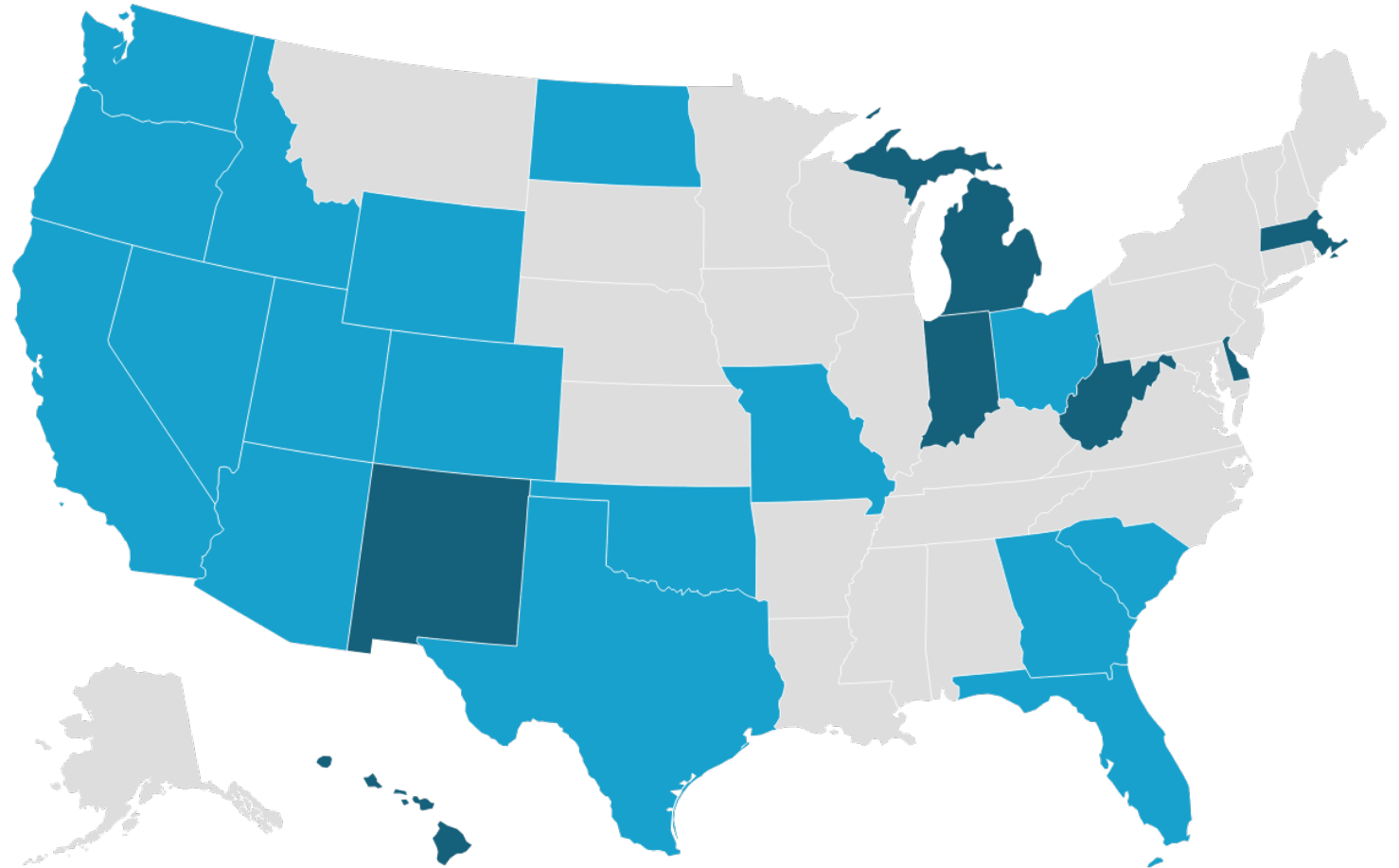
- Why This Matters
  - Accurate labor market information ensures educational programs are built so that graduates can find well-paying jobs in their field.
  - Helps employers fill local workforce needs.



# National Landscape of Community College Baccalaureate Degree Programs

24 States allow community colleges to **grant baccalaureate degrees**

At least 17 of those **require the demonstration of a workforce need** for program approval

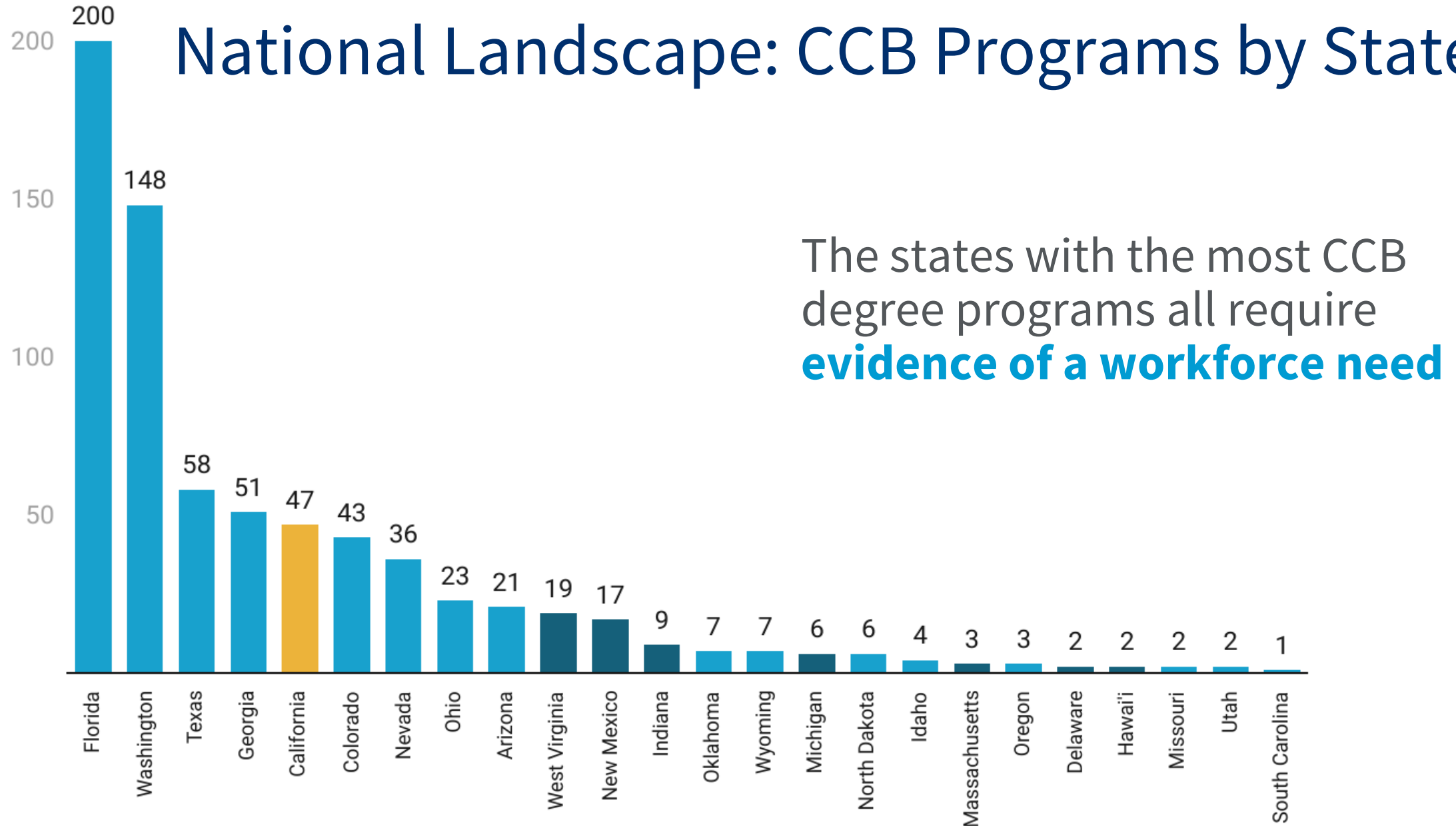


Source: Success Center. (2023, unpublished). State Inventory of Community College Baccalaureate Degree Programs.

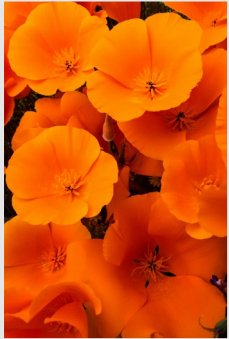


FOUNDATION for CALIFORNIA  
COMMUNITY COLLEGES

# National Landscape: CCB Programs by State

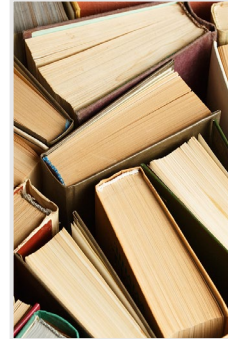


# Impact of CCB Degrees



## Community College System

- Equitable Baccalaureate Degree Attainment
- Aligns to the Career Education Master Plan



## Colleges

- Applied, workforce-oriented programs
- Training the next generation innovative workforce



## Students

- Affordable programs
- Graduate into high-paying, high-skill jobs
- Reduce equity gaps for place-bound students



# 47 Approved Programs at 38 Colleges

116 colleges statewide

2014: State authorized 15 pilot colleges to offer baccalaureate degrees in **workforce-relevant fields**

In 2021: Legislation made program permanent and opened to all colleges



# CA Colleges with Approved CCB Programs

Count of multiple programs in parentheses

- Antelope Valley College (2)
- Bakersfield College (2)
- Cerritos College
- College of the Canyons
- Crafton Hills College
- Cypress College (2)
- DeAnza College
- East Los Angeles College
- El Camino College
- Feather River College (2)
- Foothill College (2)
- Fresno College
- Fullerton College
- Hartnell College
- Los Angeles Mission College
- Los Angeles Pierce College
- Los Angeles Valley College
- MiraCosta College
- Mission College
- Modesto College
- Moorpark College
- Mt. San Antonio College
- Oxnard College
- Rio Hondo College (2)
- San Bernardino College
- San Diego City College
- San Diego Mesa College
- San Diego Miramar College
- Santa Ana College (3)
- Santa Monica College
- Shasta College
- Siskiyou College
- Skyline College
- Solano College
- Taft College
- Ventura College
- Victor Valley College
- West Los Angeles College (2)



# Approved CCB Programs by Title

Number of multiples in parentheses

- Airframe Manufacturing Technology
- Automotive Career Education
- Automotive Technology (2)
- Automotive Technology Management
- Aviation Maintenance Technology: Avionics
- Biomanufacturing (5)
- Building Performance
- Cyber Defense and Analysis
- Dental Hygiene (6)
- Dental Hygiene Administration
- Drone and Autonomous Systems
- Ecosystem Restoration & Applied Fire
- Electronic Digital Instrument
- Emergency Services Administration
- Equine & Ranch Management
- Health Information Management (2)
- Histotechnology
- Industrial Automation
- Interaction Design
- Mortuary Science
- Occupational Studies
- Paralegal Studies
- Paramedicine
- Public Safety Management
- Research Laboratory Technology
- Respiratory Care (8)
- Respiratory Therapy (2)
- Water Resource Management

## California CCBs by Industry Sector

### Health

21

### Life Sciences - Biotechnology

7

### Advanced Transportation and Logistics

6

### Advanced Manufacturing

3

### Agriculture, Water and Environmental Technologies

3

### Information and Communication Technologies - Digital Media

2

### Public Safety

2

### Business and Entrepreneurship

1

### Energy, Construction and Utilities

1

### Unassigned

1

Most CA CCBs are in **health care, biotechnology, and advanced transportation/logistics**

# Community College Baccalaureate Programs Must Have:

Documentation of  
unmet workforce  
need

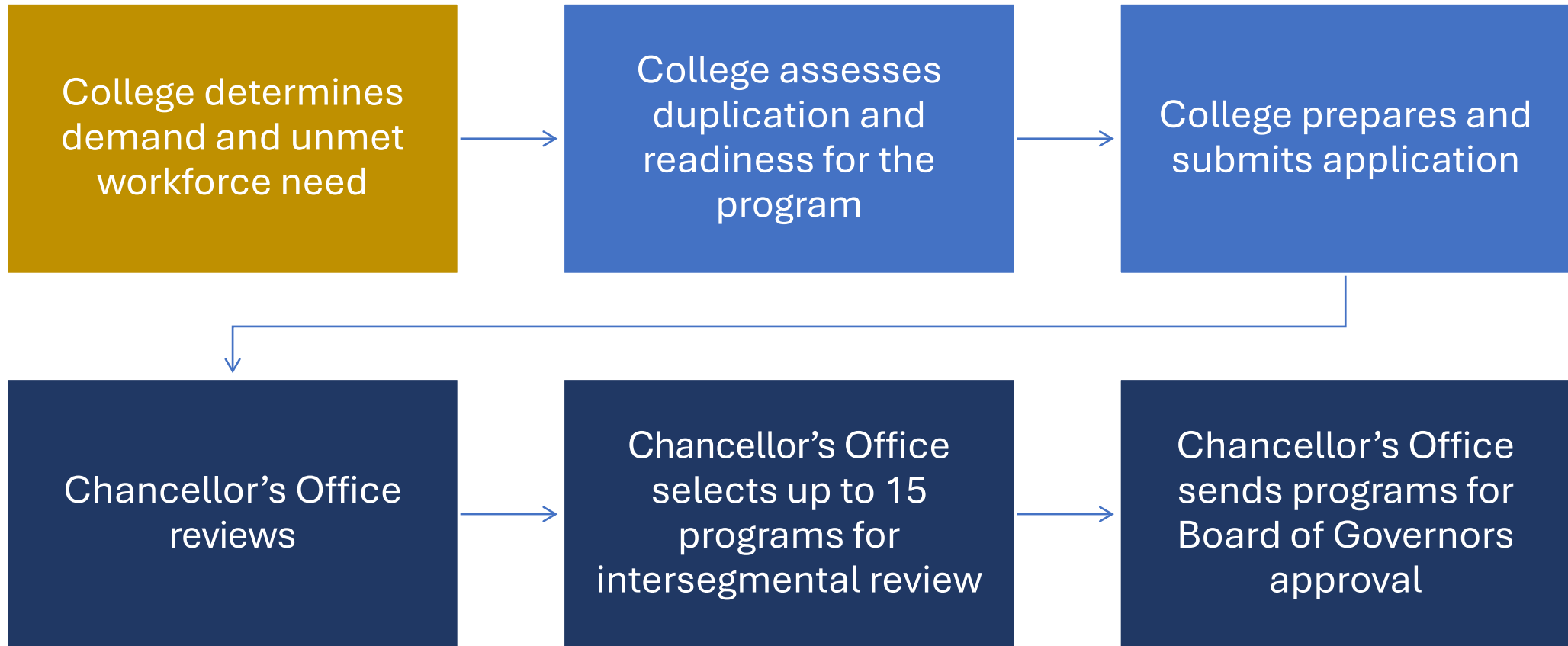
AND

Narrative supporting  
the necessity for a  
4-year degree for the  
program

## Documentation must include

- Evidence of consultation with regional employers and regional workforce development boards.
- Statewide and regional workforce data relevant to the proposed CCB.
- Evidence that the baccalaureate degree to be offered will help address unmet workforce needs.

# CCB Development and Approval Process



# Why we revised required Labor Market Information (LMI)?



## Issues identified:

Inconsistent LMI evidence  
Inaccurate LMI reported  
Burden on colleges to document evidence  
Limited evidence of regional consultation



## Changes to ensure:

Application consistency for evaluation  
Program viability and sustainability  
Workforce relevance

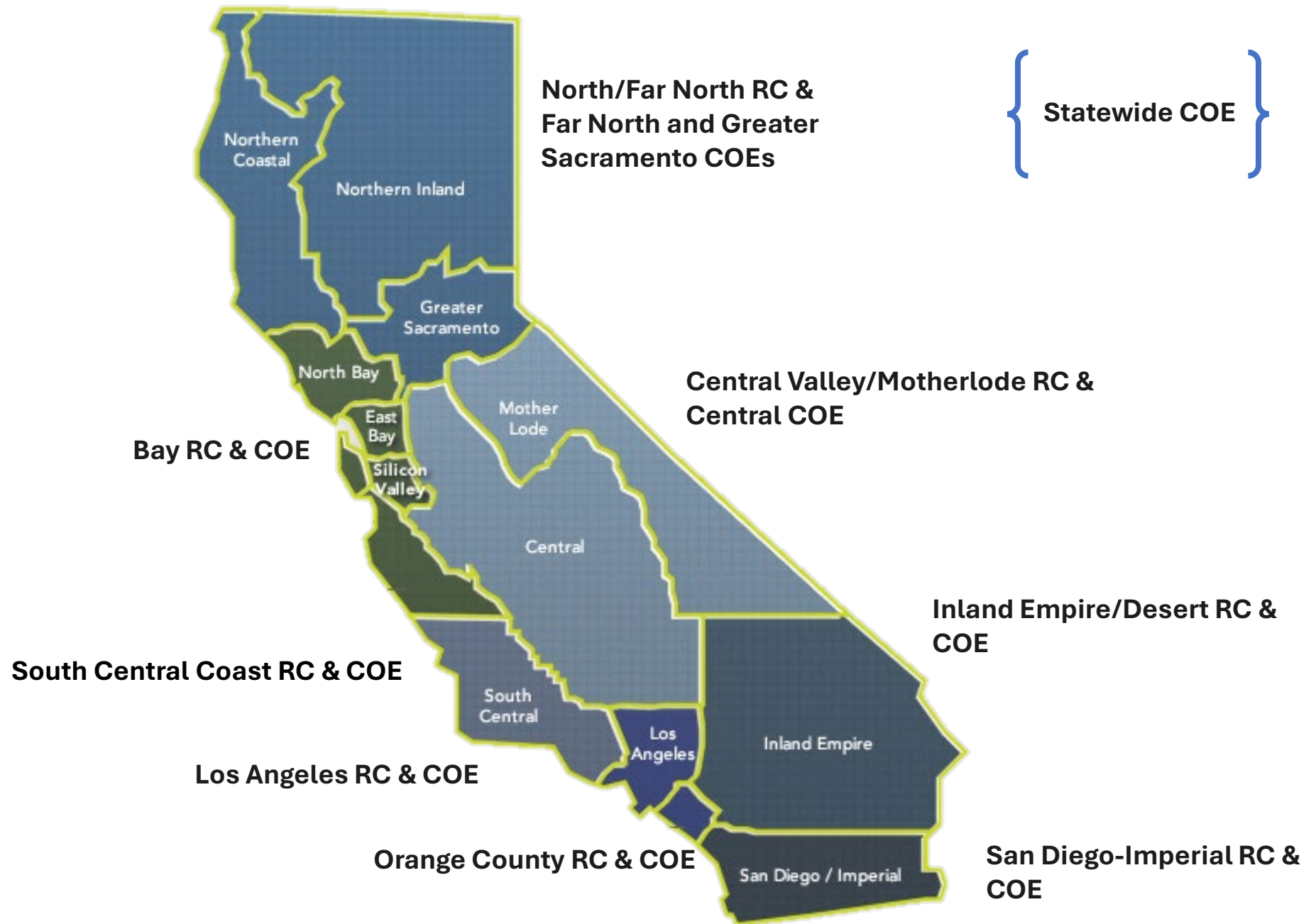
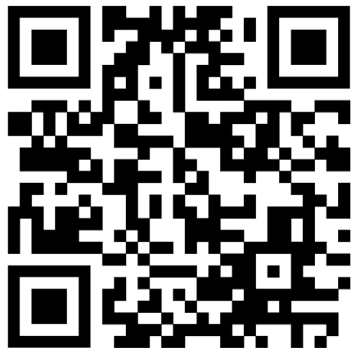


## Leading to outcomes:

That prepare students for higher wage jobs  
Meet workforce needs

# Regional Consortia (RC) & Centers of Excellence for Labor Market Research (COE) Network

[www.coeccc.net](http://www.coeccc.net)





Revising Evidence  
of Workforce  
Need:

## Labor Market Assessment

*Prior Version*

- Evidence of labor market need **may include a variety of sources:**
  - COE labor market assessment report
  - Statistical projections of growth in specific jobs by local area from the State Employment Development Department Labor Market Information system
  - Recent employer surveys
  - Industry studies
  - Regional economic studies
  - Job advertisements for positions in the college's service area
  - Studies or data from licensing agencies or professional associations
  - Newspaper or magazine articles on industry or employment trends

Revising Evidence  
of Workforce  
Need:

## Labor Market Assessment

*Revised Version*

- Evidence of labor market need **must include:**
  - COE labor market assessment report conducted specifically for the proposed program

# Revised Labor Market Assessment Report Components

## Certification Letter from COE Director

- Certification that labor market **assessment was conducted specifically for the proposed baccalaureate degree program.**

# Revised Labor Market Assessment Report Components

## State Data Analysis

- Summarize **educational requirements, licensing and certifications** for associated entry-level occupations.
- Detail typical **required work experience**.
- Assess if **proposed degree aligns** with educational requirements for target occupations.
- Provide **evidence of employer preference** for baccalaureate degree holders.
- Provide **evidence of higher salaries** for baccalaureate degree holders.
- Describe **statewide 10-year and annual job openings** outlook.

# Revised Labor Market Assessment Report Components

## Regional Data Analysis











- Analyze **historical regional employment trends**.
- Describe projected **regional 10-year and annual average job openings**. *(Demand)*
- Historical and projected annual **average graduates from similar programs**. *(Supply)*
- Determine if entry-level wages **make a living wage**. *(Earnings)*

# Example: COE Certification Letter Assessment

Baccalaureate Labor Market Analysis

October 2024

## SUMMARY

BDP PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	JOB POSTINGS WITH BA/BS OFFER HIGHER WAGES THAN THOSE WITHOUT BA/BS?	EXPECTED EDUCATION FOR OCCUPATIONS ANALYZED
 Proceed with Caution	 	 	Associate degree expected, but bachelor's degree preferred in online job postings
DOES A SIMILAR PROGRAM EXIST AT A UC OR CSU?	EXISTING ASSOCIATE DEGREE PROGRAM IN REGION?	NUMBER OF ANNUAL JOB OPENINGS	OCCUPATIONS PAY LIVING WAGES FOR A...?
YES, a UC or CSU currently offers a similar program but not in the same CIP code	 	LOW 	 Single Adult  Adult with Child



Revising Evidence  
of Workforce  
Need:

## Regional Consultation

*Prior Version*

- Applicant **can submit additional support** that may include:
  - Letters of support from employers.
  - Minutes of industry advisory committee meetings.
  - Letters of support from workforce development boards.
  - Regional consortia recommendations.

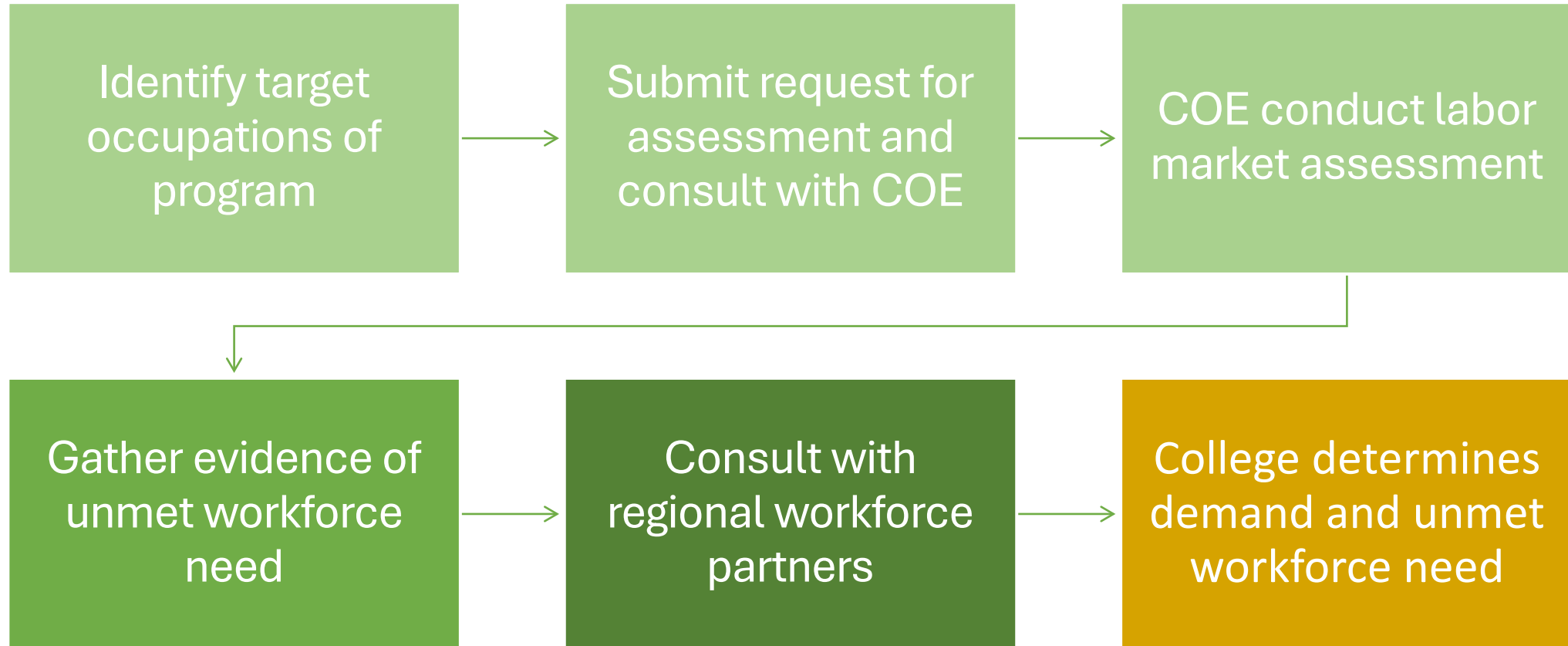
Revising Evidence  
of Workforce  
Need:

## Regional Consultation

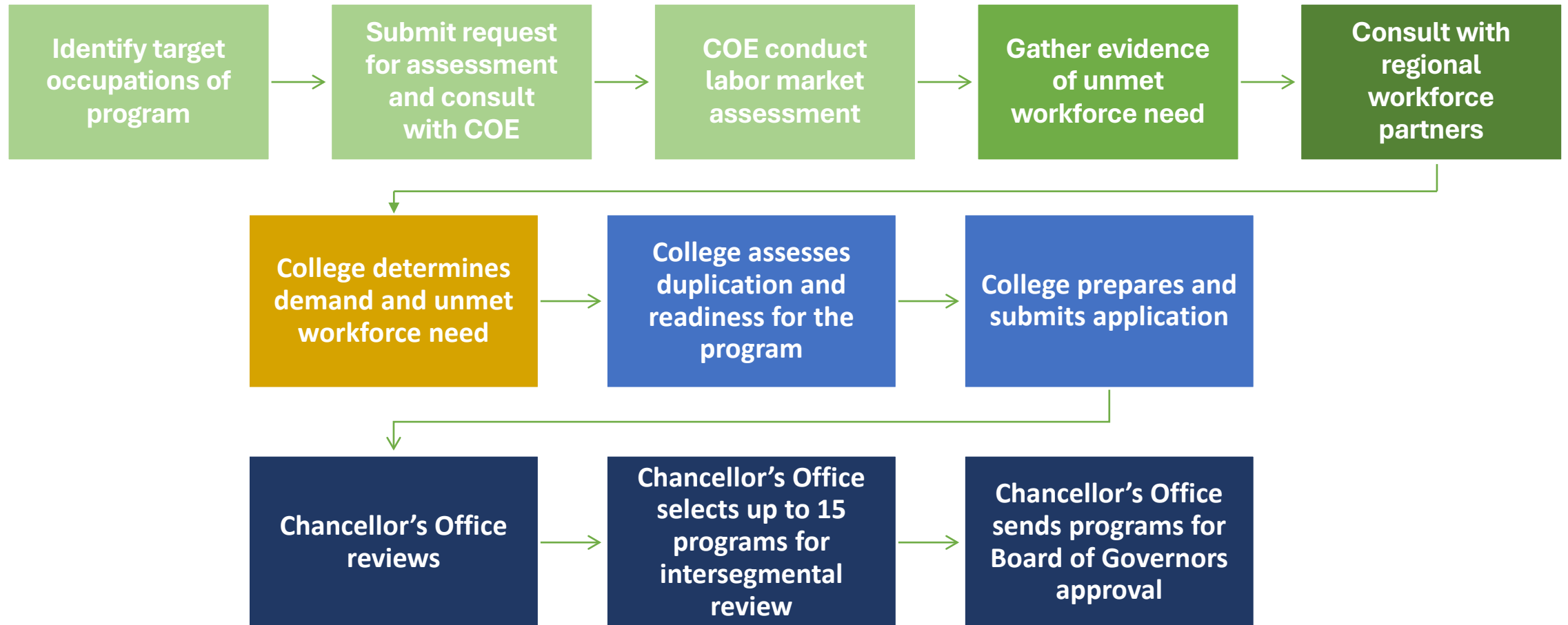
*Revised Version*

- Applicants **must provide the following evidence** of regional consultation:
  - Summary of discussions with employer advisory OR results of an employer survey.
  - Summary of discussions with regional workforce development boards.
  - Regional consortia review/recommendation documentation.

# Labor Market Research Process



# Labor Market Research and Approval Process



# California CCB Program Expansion by 2030

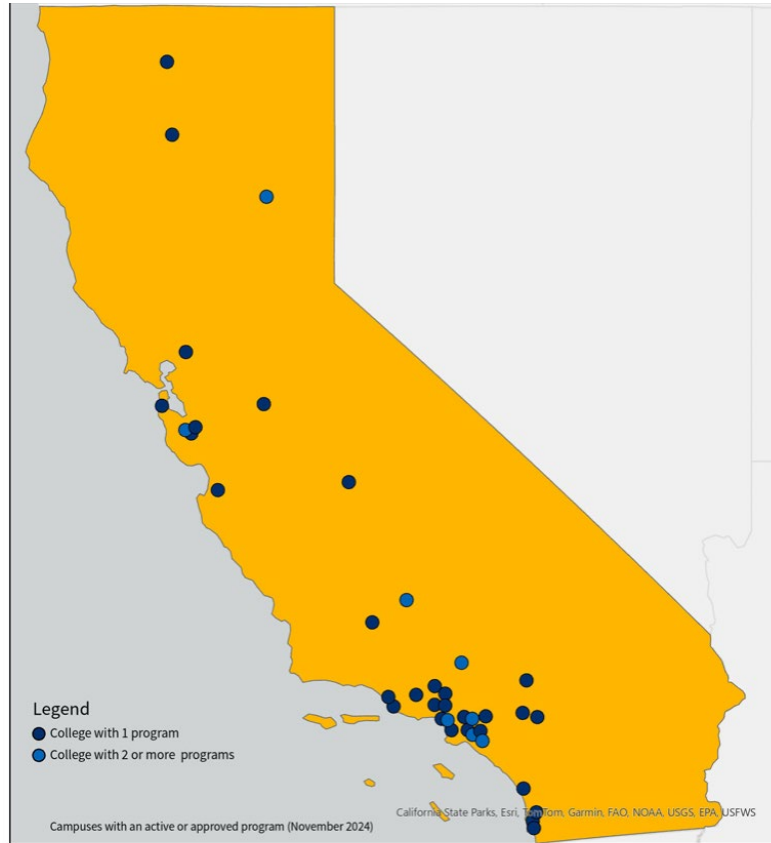
## Goal: 200 CCBs at more than half the colleges

- Develop labor market reports on promising local baccalaureate degree programs for college consideration
- Coordinate with regional employers and regional workforce development boards
- Reach out to colleges without CCBs or outside of a 25-mile radius of a public California university



# Where we are...

## Location of California CCBs

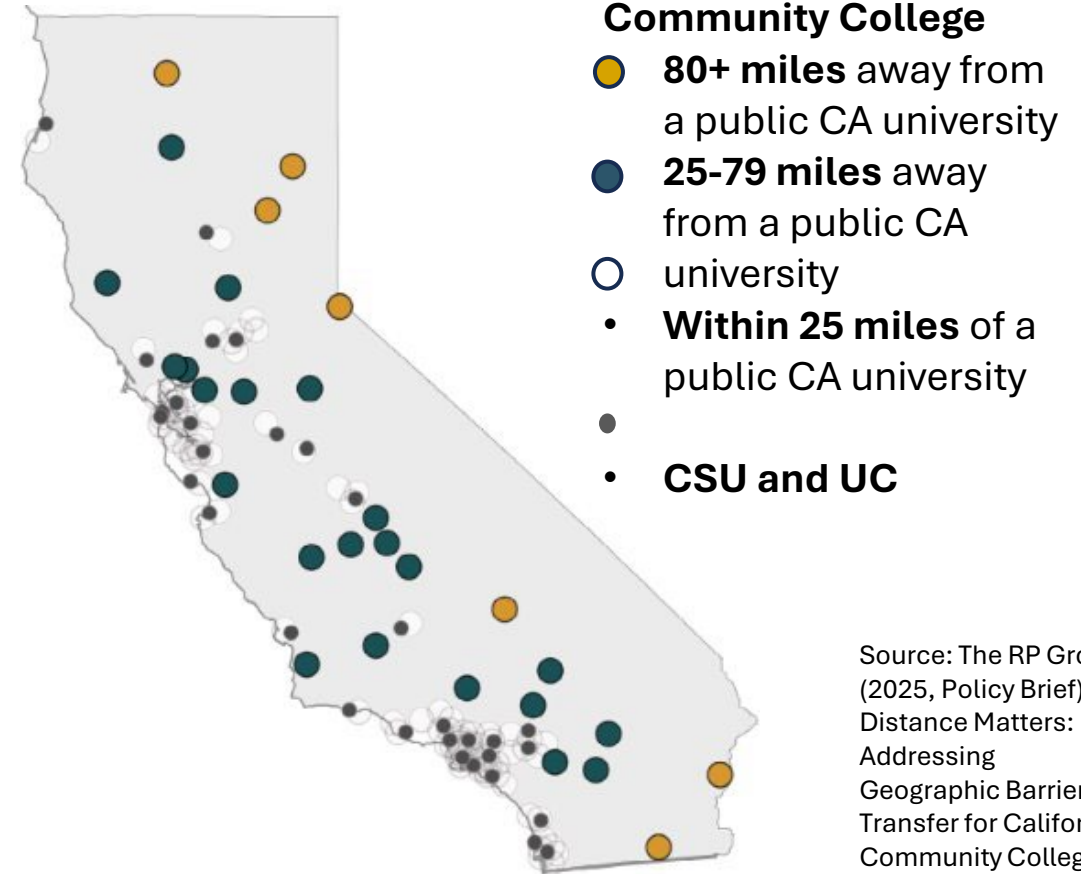


cccco.edu



# Where we can be...

## University Deserts



Source: The RP Group (2025, Policy Brief). Distance Matters: Addressing Geographic Barrier to Transfer for California Community College Students.



FOUNDATION for CALIFORNIA  
COMMUNITY COLLEGES



# Questions

