Community Colleges – A Key Linchpin in Building a Stronger Workforce

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Steven VanAusdle
President Emeritus
Walla Walla Community College
The Challenges of Our Time

Balancing Security, Prosperity, and the Environment

Safety and Security  ↔  Economic Competitiveness  ↔  Environmental Sustainability
A Strategy for Job Creation and Improved Earnings

*Improving Productivity will require more innovative uses of existing resources.*
Drivers of Economic Development

**Talent** *(Increase Attainment)*
- Build Capacity
- Align Programs
- Student Support Services
- Increase Completions

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**Investment**
- Public Investment
- Private Investment
- Direct Foreign Investment

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**Infrastructure**
- Information
- Energy
- Transportation
- Water
- Waste Management
- Regulations
- Tax Policy

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**Cluster Studies**

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**Labor Market Studies**
- Cohort Tracking
- Skills Analysis
- Partnerships

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Make Talent A Top Priority

1. Increase attainment rate from 45.3 percent (includes 4.9 percent for certificates) in 2014 to 60 percent by 2025.
2. Increase enrollment 23 percent.
3. Increase persistence to 70 percent.
4. Increase completions to 57 percent. Emphasize high demand programs.

Source: WA Economic Development Commission
The Path to 60% Degree and Certificate Attainment in the U.S.

Annual benchmarks (targets) for a straight-line trajectory to reach 60% attainment by 2025

Expected percentages of degree and certificate holders among 25- to 64-year-olds at the current rate

Expected percentages of degree holders among 25- to 64-year-olds at the current rate

Source: U.S. Census Bureau, 2000 Census; 2010 & 2011 American Community Survey
Completion/Transfer Outcomes

Within three years of entering Walla Walla Community College, over half of full-time students graduate or transfer.

- 54% of Walla Walla Community College (WWCC) students graduate or transfer within three years.
- 40% of U.S. full-time students graduate or transfer within three years.

Source: Federal IPEDS Data 2008-10

Labor Market Outcomes

Washington state records show that 2011 graduates of Walla Walla earn 79% more – on average – than do other new hires in the area around the college.

- $41,548 is the annualized wage for 2011 employed graduates of WWCC.
- $23,244 is the average regional annualized wage for new hires.

Source: Washington State Wage Records, U.S. Census Bureau

Learning Outcomes

Walla Walla maintains strong relationships with employers to assess whether what students learn is aligned to specific job needs.

Equity

Walla Walla enrolls a larger proportion of underrepresented minority students than is present in the college's service area. And, underrepresented minorities at Walla Walla succeed at rates well above the national average.

- 48% of Walla Walla Community College (WWCC) underrepresented students graduate or transfer within three years.
- 34% of U.S. community college average underrepresented students graduate or transfer within three years.

Source: Federal IPEDS Data 2008-10
Wage records show 2011 graduates earn $46,600 one year after graduation, which is 164 percent of new hire wages of non-graduates in the WWCC district.

Wage records show that 2006 graduates are earning an annual wage of $57,069 in the second quarter of 2012, which is approximately 225 percent of new hire wages of non-graduates in the district. By 2012, annual average wages for this cohort eclipse the average wage earner in Washington state by 14 percent.

### Longitudinal Analysis of 2006 Graduates’ Earnings in S.E. Washington

<table>
<thead>
<tr>
<th>Employment and Earnings Indicators</th>
<th>2007 All Quarters</th>
<th>2009 All Quarters</th>
<th>2011 All Quarters</th>
<th>2012 1st &amp; 2nd Quarters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Annual Earnings</td>
<td>$31,419</td>
<td>$37,472</td>
<td>$43,371</td>
<td>$57,069</td>
</tr>
<tr>
<td>Average Weekly Earnings as a Percent of Average Earnings</td>
<td>132%</td>
<td>154%</td>
<td>171%</td>
<td>225%</td>
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</tbody>
</table>
### Employment and Earnings Opportunities

#### Agricultural Technicians

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Median Hourly Earnings</td>
<td>$16.43</td>
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<tr>
<td>2013 Jobs</td>
<td>1,620</td>
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<tr>
<td>2011-2017 Change</td>
<td>119</td>
</tr>
<tr>
<td>2011-2017 Estimated Annual Openings</td>
<td>70</td>
</tr>
</tbody>
</table>

#### Precision Agriculture Technicians

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Median Hourly Earnings</td>
<td>$22.86</td>
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<tr>
<td>2013 Jobs</td>
<td>3,018</td>
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<tr>
<td>2011-2017 Change</td>
<td>228</td>
</tr>
<tr>
<td>2011-2017 Estimated Annual Openings</td>
<td>152</td>
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</table>

Source: Economic Modeling Specialists International
John Deere Technology

GreenStar® Guidance Systems
Parallel Tracking • AutoTrac • RTK

Walla Walla Community College
Established 1947
A decade ago, the college recognized that local wine had the potential to power growth, and it created a training program tailored to the industry's needs. As a result, the number of area wineries exploded from 16 in 2000 to 170 today, spurring further growth in the hospitality and tourism sectors. Walla Walla is now trying to re-create that success with programs in electrical and wind energy, nursing, and watershed ecology.
Walla Walla Regional Wine Cluster
WWCC Center for Enology & Viticulture
Center of Innovation for the Wine Industry

2006 Governor’s Workforce and Economic Development Best Practice Award
Wine Cluster jobs including multiplier effects

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<th>Description</th>
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<tbody>
<tr>
<td>Total Jobs 2011</td>
<td>6,003</td>
</tr>
<tr>
<td>Added since 2007</td>
<td>2,740</td>
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<tr>
<td>Projected total in 2020</td>
<td>8,913</td>
</tr>
<tr>
<td>Total regional earnings generated through direct, indirect, and induced effects</td>
<td>$230 million</td>
</tr>
</tbody>
</table>
Water & Environmental Center

2010 Governor’s Workforce and Economic Development Best Practice Award
and
2011 Columbia River Inter-Tribal Fish Commission Leadership Award
Enhancing the Energy Cluster in Southeastern Washington
Workforce and Business Development Center
WWCC Clarkston Campus
SEATECH (Southeast Area Technical Skills Center) on the Walla Walla Community College Campus
Creating the Innovation Partnership Zone (IPZ) Ecosystem

Vision
Foster a Healthy Economy and a Healthy Environment

Mission
Economic, Environmental, and Cultural Sustainability

Values

Initiatives
State Policy Considerations for Building a Stronger Workforce

- Increase awareness of community colleges’ impact on the state.
- Establish student success goals.
- Increase access.
- Increase retention and completion.
- Increase equity.
- Leverage resources.
- Invest in leadership.