TO BETTER SERVE OUR COLLEGES AND COMMUNITY, SAN JOSE EVERGREEN COMMUNITY COLLEGE DISTRICT WORKFORCE INSTITUTE IS REPURPOSING, REBRANDING AND RELOCATING TO BECOME THE

COMMUNITY COLLEGE CENTER FOR ECONOMIC MOBILITY

COMMUNITY COLLEGE

CENTER FOR ECONOMIC MOBILITY

EVERGREEN
VALLEY COLLEGE

SAN JOSE
CITY COLLEGE
In simple terms, economic mobility means that the next generation is better off than the parent generation. Community colleges support economic mobility and mitigate income inequality. While we know that a strong middle class is associated with better long-term regional economic growth, chronic under-investment across diverse communities aggravates legacies of oppression, stifles economic participation and erodes the middle class. Inequality frays the fabric of our democracy and the American Dream.

Silicon Valley is a powerful economic engine in California, which is the 6th largest economy in the world. The innovation which made Silicon Valley famous has not transferred to the social sector sufficiently to mitigate inequality. In time, the outcomes we will achieve in Silicon Valley to shrink inequality and grow the middle class will demonstrate effective practice for the nation. But, for now, the gap of income inequality has widened. The California Budget and Policy Center reports that greater income inequality is associated with greater difficulty for low income families to climb the economic ladder and greater equity gaps in educational outcomes.

The high cost of living in Silicon Valley triggers out-migration and hinders talent recruitment. Inequality challenges regional planning for transportation, housing and sustainability. Social justice advocates and corporate leaders alike seek to mitigate a perfect storm of disproportionate underemployment and unemployment in communities of color, inadequate educational attainment by the fastest growing populations, unsustainable resource demands, disproportionate incarceration, voter apathy and suppression, and a persistent myth that merit alone matters. Such a myth is aspirational but it masks the reality that our history, systems and policies accrue benefit to some groups more than others.

Community colleges arguably represent the single most powerful and prevalent tool for social justice, equity and opportunity in the United States. Community colleges provide transformational opportunities for richly diverse students to earn their credentials and positively impact economic mobility. The scale of this opportunity is often surprising even to educators. Among students who completed a degree at a four-year college in 2015–2016, 49% had enrolled at a two-year college in the previous ten years. California Community Colleges serve over 20% of all community college students in the U.S.

In Silicon Valley, a competitive workforce is essential. The importance of community colleges to workforce development and economic mobility is increasingly understood and valued. The Community College Center for Economic Mobility serves at the nexus of economic mobility and workforce development as an expression of the San José Evergreen Community College District’s (SJECCD) values of opportunity, equity, and social justice. Catalyzing economic mobility in our diverse communities is fundamental to the SJECCD colleges, which include Evergreen Valley College and San José City College. The Community College Center for Economic Mobility works to make the complex ecology of opportunity fit together like pieces of a puzzle. When all the pieces fit, we make real the promise of higher education for a better life, economy and democracy.

William Watson, Ed.D.
BACKGROUND - For the last year, it has been my pleasure to lead what has been known as the Workforce Institute toward an expansive vision. This vision continues to include robust workforce development, but now it will be fortified within a broader vision of the role of higher education in generating economic mobility with marginalized communities.

While the difference may initially seem subtle, it shifts the purpose and meaning of the organization directly to the needs and capabilities of communities for economic mobility and democratic participation. Rather than focusing first on labor market demand, a strategy which has left many behind, we seek a robust, sustainable and equitable economy where realizable opportunity creates a highly skilled workforce.

Starting with an equity-minded focus with (not on) diverse communities will lead to greater participation, fewer pathway loss points, and increased attainment supporting a highly skilled, diverse workforce needed for a competitive economy.

I am convinced that a break from the organizational past is needed. For us to continue toward the realization of our potential, I have proposed repurposing with rebranding and relocation, which better reflects the organizational development work accomplished this past year.

Also, given the facilities master planning needs projected for the SJCC campus and the recommendation of the SJCC Facilities Committee, and given the opportunities presented by a potential Google expansion and transportation advances in downtown San José, I have enjoyed working with forward-looking Workforce Institute staff to anticipate a range of opportunities aligned with the vision we developed together this past year. We are excited to embrace an expansive vision for economic mobility and relocate the majority of operations to the 5th floor of 40 South Market Street, San José.

This will:
1) physically and symbolically separate us from the past,
2) accommodate SJCC facilities planning as requested, and
3) take advantage of the opportunities inherent in relocation.

We eagerly seek expertise and enrichment from our colleagues as we anticipate presenting this opportunity for growth and change in multiple governance and other venues. Timelines are nimble and dependent on multiple variables, but work is already underway for the relocation to be completed during the 2017-2018 year.

WILLIAM WATSON, Ed.D.
INTERIM EXECUTIVE DIRECTOR
COLLABORATIVE IMPACT: OPPORTUNITY, EQUITY & SOCIAL JUSTICE*

- Networks add resources and services that support teaching and learning, and strengthen opportunity. Cultural responsiveness leverages networks to achieve excellence and equitable educational outcomes. Examples include: United Way Bay Area SparkPoint Initiative; Silicon Valley Organization Strive Network – a group of 5 regional CBO-Ed-Workforce Collaborative Impact Initiatives; Silicon Valley Career Pathways Project; City of San José Financial Empowerment Initiative.

STRATEGIC PARTNERSHIPS | WORKFORCE DEVELOPMENT

- Growth Sector (GS) colocation with CCCEM. (SJECCD is GS College District of Choice for joint ventures.)
- Multiple companies including: Lawrence Berkeley & Lawrence Livermore National Laboratory, NASA Ames Research Center, NASA Jet Propulsion Laboratory, NASA Goddard, Stanford Linear Accelerator, Type A Machines, Lockheed Martin, Jabil, Leidos, Raytheon, Northrop Grumman, Blach Construction, Exelon, Precision Optical, iHear Medical, Rainin, Mathews Mechanical, AUST Development, Salesforce.com, Symantex, University of Maryland Health System, IDT-Northeastern University Silicon Valley.
- Silicon Valley Leadership Group, Silicon Valley Organization, WIOA – work2future, Bay Area CC Consortium.
- STEMCore. Map Your Future Career Development. Student Internships (including partnership with Year Up).
- Customized training solutions on demand. Braided funding across Strong Workforce Investment System.

PROFESSIONAL DEVELOPMENT | CAPACITY BUILDING

- Sponsor - funder of Stanford Symposium for Community College STEMCore Faculty.
- Partner with Stanford Educational Leadership Initiative for CCCCO Higher Education Partnerships training.
- In-house services including: Student Services Academy; Spanish for Campus Personnel; SJECCD Grow Your Own Leadership Academy; Support for Guided Pathways with Financial Capability services and resources.
- Nonprofit Leadership Certificate Program with Center for Excellence in Nonprofits.
- Regional Education – Workforce Ecosystem development including Chan-Zuckerberg Initiative Partnership.

SOUTH BAY CONSORTIUM FOR ADULT EDUCATION

- Consortium of four community colleges and five adult schools for regional impact providing Education pathways for marginalized communities. (Partner with ALLIES on the Immigrant Integration Framework.)
- Multi-lingual outreach and marketing to increase access to educational and economic opportunities.
- Support for non-credit education including Bridge to College programs and financial capability for low income families.

SPARKPOINT SAN JOSÉ

- Strengthens Guided Pathways with financial capability. Significantly improves educational outcomes.
- Regional Initiative of United Way Bay Area - 1 of 14 Centers to offer bundled services for education and workforce development, financial capability, and resources. Model for Achieving the Dream’s Working Students’ Success Network.
- Integrates with City of San José Financial Empowerment Initiative.
- Multiple partners create networks across previously siloed functions to resource educational opportunity.

ADVANCEMENT | SJECCD FOUNDATION

- Regional collaboration for the San José Promise, leveraged partnerships to make college free and create a city wide college-going culture that transforms the lives of students and strengthens our communities.
- Integration with campus communities to inspire philanthropy and enhance support for campus programs.
- Student scholarships (achievement, first in family to attend college, books, emergency funds, and credential achievement).
- GKollaborative partnership to provide rigorous assessment and strategic direction.
- Board development & recruitment. A new vision for social impact investing.
- Accreditation by Standards of Excellence Institute with Markkula Center for Applied Ethics, Santa Clara University.

RESEARCH & PRACTICE

- Conduct research. Disseminate effective practice to strengthen community college impact in the economic mobility ecosystem.
- Current projects: Community College Journal of Research and Practice publication; partnership with the Stanford Educational Leadership Initiative to strengthen math instruction in community colleges; STEMCore evaluation project - UCLA Higher Education Research Institute; application of the ALLIES Immigrant Integration Framework across organizations.
- STEMCore Network in 3 states to expand across U.S.
- Applying to become an affiliate of the UC Santa Cruz Center for Collaborative Research for an Equitable California.
Quick Facts

With a population of over 1 million people, San José is the third-largest city in California, the tenth-largest in the United States, and the county seat of Santa Clara County, which has 1.92 million people. 389,090 were born outside of the U.S. 220,040 speak Spanish at home. San José is the “capital” of Silicon Valley, part of the greater San Francisco Bay Area, home to 7.68 million people.

Median household income is $84,647. A household of 2 adults and 2 children needs to make $81,774 to make ends meet. According to the Self-Sufficiency Standard, 29% can’t make ends meet. 60% of Latino households can’t make ends meet.

CoreLogic reports a median price for a San José home of $1,050,500 (April 2017). More people are leaving Santa Clara County than relocating here.

The San José Evergreen Community College District, including Evergreen Valley College, San José City College and the Community College Center for Economic Mobility is thriving.

- Enrollment is up by 10% year over year.
- A $748,000,000 bond supports new facilities.
- Accreditation is reaffirmed.
- San José Promise creates a college-going culture (COLLEGE IS FREE).
- Guided Pathways for majors are being developed (COLLEGE IS CLEAR).
- SparkPoint San José has launched to support financial capability of students and others in our community (COLLEGE IS PROMISING).
- Exciting partnerships extend the reach of the colleges in industry and our community.

References


Center for Community College Student Engagement. (2017). Making ends meet: The role of community colleges in student financial health. Austin, TX: The University of Texas at Austin, College of Education, Department of Educational Administration, Program in Higher Education Leadership.


South Bay Consortium for Adult Education Three Year Regional Plan


About our logo
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