



Proposal for New COM Skills Certificates

Rationale

In light of a recession and high rate of unemployment driven by COVID 19, the [CCCCO is encouraging colleges](#) to utilize 2020-21 Strong Workforce Program funds to provide short term workforce training (including not-for-credit offerings) to return individuals to employment expediently.

As such, administrators and faculty from COM's Career Education Department are developing short-term career trainings to roll out in Spring 2021. The 12-week trainings are designed to produce skillsets that will result in job placements. It is desirable, but not crucial, that these trainings result in COM Skills Certificates. Skills Certificates are indicative of a student's commitment, while awarding graduates of these smaller programs with a "badge" they can list on their resumes and view as a sense of accomplishment. As well, we can add these certificate programs to the Eligible Training Provider List (ETPL) in Marin so that the Workforce Investment Board can pick up student tuition. Other reasons to offer skills certificates tied to COM's short-term trainings include:

1. Many career changers turn to certifications to get themselves into a new area.
2. When employers are interviewing, the competition is often stiff. If you have a certification, and the other person does not, you are at a definite advantage.
3. Gives you tools to draw upon when needed. Having gone through all of the study and hard work, you have mastered a new body of knowledge.
4. Gives you confidence that you have "passed through the chairs." When you have set your sights on a goal, put together a plan, work hard, and you reach it, you gain confidence, which spills over into all aspects of your life.

Methodology

Administrators of COM Career Education used 3 criteria to develop the new short-term trainings: 1) regional labor market demand; 2) faculty input; and 3) community need. Our meetings and information gathering were an iterative process, meaning we met with all stakeholders repeatedly, and tweaked our offerings with each cycle.

Regional Labor Market Demand

Identifying labor market needs at this point in time is challenging at best. The Career Education department receives input from many state, regional and local sources on where the jobs are now and where they might be in the future. We rely heavily on regularly updated employment information from the Center of Excellence, monthly updates from the Marin Economic Forum, and ongoing conversations with community partners such as the Novato and San Rafael Chambers of Commerce, the Workforce Alliance of the Northbay and the County of Marin. While honing in on trainings, we looked at low- to middle-skill level job openings in the Bay Area Region.

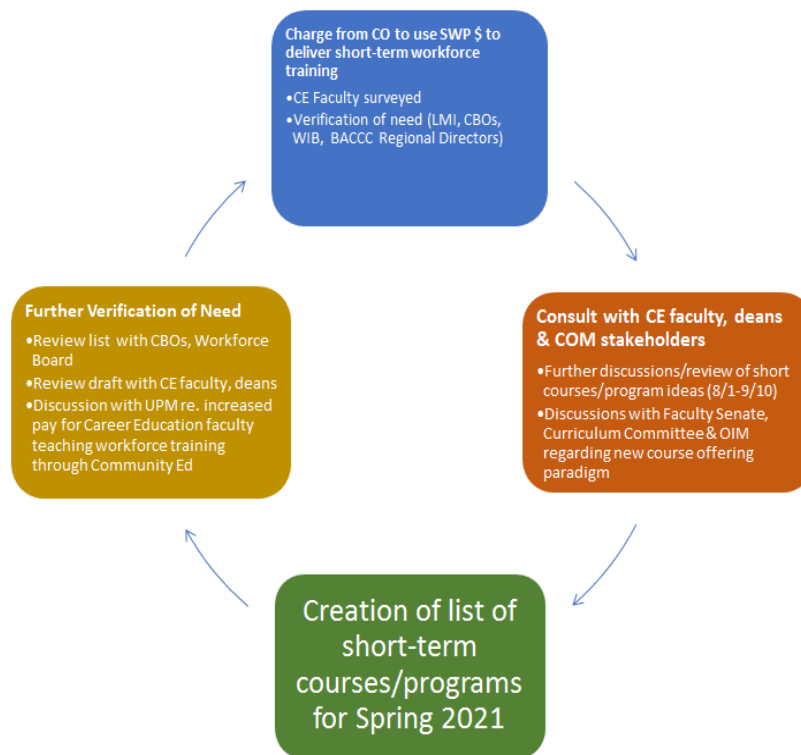
Faculty input

Career Education faculty were surveyed to determine whether their areas of expertise could provide short-term trainings leading to desirable skillsets. The “yes” results were followed up with many in-depth discussions about the combination of course content, number of weekly hours required by students and other factors involving student success.

Community input

We interviewed administrators of community-based organizations in Marin who work with clients seeking jobs and job training to help inform what trainings we would provide. Discussions dove deep into the types of work their clients are interested in, the type of wrap-around services their clients might need to succeed in the trainings, the best times for the trainings, etc. Organizations we contacted include: Community Action Marin, YWCA, Marin City Community Development Corporation, Career Point Marin, San Rafael Chamber of Commerce and Canal Alliance.

Graphic Representation of Methodology



Business Office Technology Skills Certificate (5 units)

Jobs with these skills

- Executive Assistant
- Account Manager
- Office Manager
- Accounts Payable Clerk
- Administrative Assistant
- Data Entry Clerk
- Office Assistant
- Office Clerk

Learning Outcomes

By completing these short courses in 12 weeks, students will learn about the hardware, operating systems and application software, as well as how to use Google Apps to make you successful in a business environment. Suggested experience in MS Excel and Word. Students will be able to:

1. Make informed decisions concerning the use of hardware, software and procedures to meet the information technology needs of organizations
2. Solve simple business problems by coding elementary programs in a high-level procedural programming language.
3. Use current application software MS Word, MS Excel, MS Access to solve simple business problems in communications, what-if analysis and, data organization and reporting
4. Set up Google Calendar demonstrating best practices for business use.
5. Create a Google Presentation that can be delivered to business colleagues online.
6. Evaluate business data using Google Spreadsheets and summarize and distribute this data online using Google docs.
7. Identify and correctly select classes of software appropriate for specific problem-solving tasks
8. Utilize the appropriate Windows Utility for a given task
9. Demonstrate installations and removal of programs
10. Demonstrate advanced file and folder management skills
11. Demonstrate Internet setup and searching skills
12. Demonstrate installation and removal of hardware including printers.

13. Decide strategies to maintain a malware free computer through the use of software

Courses

CIS 101, CIS 111 and CIS 126

Labor Market Demand

Office/Administrative Assistant, Retail Sales Associate, Retail Manager/Supervisor, Customer Service and Sales Reps are listed as 'pandemic-resilient' jobs in the North Bay sub-region. There have been 187 monthly average job postings for office/administrative assistant positions in the months of March – August 2020. The median annual salary was \$60,583/year for an Executive Administrative Assistant in 2018. Business Development, product sales, product management, project management, sales, retail industry knowledge and accounting are listed in the top 30 most in-demand specialized skills in the Bay Region for March – August 2020.

(Source: COE, Labor Market Research, September 2020 Newsletter reporting on August 2020 data, p. 7-9; COE, Labor Market Research, demand tables 2018 - 2023)

SQL Programming Skills Certificate (6 units)

SQL is a valuable skill that enables you to manage and access databases.

Jobs with these skills

- database administrator
- server management specialist
- web designer
- hosting technician,
- software developer
- software quality assurance
- business analysis and business intelligence.

Learning Outcomes

Students will start from the beginning with basic database knowledge and techniques, and advance to learning the SQL programming language including single and multiple-table queries, updating data, database administration, reports and imbedded SQL.

- Create, modify and update a database
- Identify the applications suitable for databases
- Create a variety of table structures
- Create a variety of query objects
- Create a variety of simple form objects and reports objects using wizards
- Design and create a variety of custom form objects with validation
- Design and create a variety of custom reports with calculated totals
- Design and create a variety of advanced queries with calculations and complex criteria

Required Courses

CIS 117, CIS 127, CIS 137 and CIS 237

Labor Market Demand

SQL is listed 8th of the top 30 most in-demand specialized skills in the Bay Region sited in 6,428 monthly average job postings (March-August 2020).

(Source: COE, Labor Market Research, September 2020 Newsletter reporting on August 2020 data, p. 9)

Business Start-up: E-Commerce and Social Media Marketing

Skills Certificate (6 units)

Jobs with these skills

- Content Marketing
- Data Analysis
- Testing and Data Collection
- Design
- Email Marketing
- Marketing Automation

Learning Outcomes

Principals and technologies involved in e-commerce and creating a Web presence for a small- or medium-sized business. This pair of courses covers aspects of business and marketing planning, a survey of Web technologies, use of digital media, building an online store, e-commerce security, electronic payment systems and legal issues. You will learn the ins and outs of promoting your business through social media strategies and explore historic development as well as emerging trends in Web applications and services.

Required Courses

BUS 160 and BUS 161

Labor Market Demand

Start-up businesses would not ordinarily produce measurable labor market information based on tax filings and job postings. However, the Marin Economic Forum reports that 44% of businesses in Marin County comprise of only 4 employees or less, and 87% of Marin County businesses employ 20 or less people. COE reported in 2019 a growth in the number of self-employed workers in the Bay region and North Bay sub-region across all occupations over a 5-year time period of about 1.4% annually. Marin would gain 887 individuals reporting as self-employed for 2019.

(Source: Marin Economic Forum, Marin County Business Retention & Expansion Project Phase 1 Report; COE Labor Market Research, September 2020 Newsletter reporting on August 2020 data; COE Entrepreneurship and Small Business Occupations LMI Report 2019)

Small Business Management Skills Certificate (6 units)

Jobs with these skills

- Marketing
- Customer Service
- Sales
- Bookkeeping

Learning Outcomes

The Small Business Management Certificate is a series of courses to help you learn the skills you need to manage your small business. You will develop skills such as leadership development, marketing strategies, customer service skills, and ways improve or grow your small business.

Required Courses

BUS 115 and BUS 162

Labor Market Demand

Marin Economic Forum reports that 44% of businesses in Marin County comprise of only 4 employees or less, and 87% of Marin County businesses employ 20 or less people. Demand for Business Operations Specialists is projected to increase 6% by 2023 with an average salary of \$69,500/annually. Business Development, product sales, product management, project management, sales, retail industry knowledge *and accounting* are listed in the top 30 most in-demand specialized skills in the Bay Region for March – August 2020.

(Source: Marin Economic Forum, Marin County Business Retention & Expansion Project Phase 1 Report; COE Labor Market Research, September 2020 Newsletter reporting on August 2020 data; COE Entrepreneurship and Small Business Occupations LMI Report 2019)

Web Designer Skills Certificate (6 units)

Jobs with these skills

- Applications developer
- Game developer
- Multimedia programmer
- Multimedia specialist
- SEO specialist
- UX designer
- UX researcher
- Web content manager

Learning Outcomes

Web designers create and manage websites. They are responsible for the look and performance of the site, such as a website's appearance, features and functionality. Web Designers can also create and organize a website's content. Applied skills also include visual design and website promotion using search engine optimization (SEO) and social media marketing.

Web design is not limited to websites as it includes other uses such as web apps, mobile apps, and user interface design.

Upon earning this Certificate students will be able to:

1. Use modern website development tools and practices to create professional-quality web sites and other web publications.
2. Effectively communicate ideas on a web page using visual contrast, proportion, and harmony.
3. Use visual composition to balance the form and function of web page components.
4. Create responsive web pages that look correct on all devices.
5. Promote web content using basic SEO and social media marketing practices.

Courses Required

MMST 123A and MMST 123B

Labor Market Demand

Projections show a 2.8% to 5.1% increase for those pursuing employment in the web design industry through 2023. The median salary ranges are \$48,400 for graphic

designing and \$66,200 for multimedia artists/animators. There are more than 4,800 annual job openings on average in the SF Bay Area each year.

(Source: COE, Labor Market Research, demand tables 2018 - 2023)

Web Developer Skills Certificate (6 units)

Jobs with these skills

- Applications developer
- Game developer
- Multimedia programmer
- Multimedia specialist
- SEO specialist
- UX designer
- UX researcher
- Web content manager

Learning Outcomes

Web developers design and create websites and web apps. They are responsible for the technical aspects of the project from the basic design layout to advanced interactive features. Web Developers can also create and organize a website's content. Front-end web developers are responsible for how a website looks. They create the site's layout and integrate graphics, applications (such as a retail checkout tool), and other content. Upon earning this Certificate students will be able to:

1. Hand-code attractive and effective websites using CSS, HTML5 and JavaScript.
2. Effectively communicate ideas on a web page using visual contrast, proportion, and harmony.
3. Use visual composition to balance the form and function of web page components.
4. Create responsive web pages that look correct on all devices.
5. Apply advanced CSS skills to create professional-level web page layouts and user interfaces.
6. Set up and run web servers on a local computer.
7. Create interactive web page elements using the latest JavaScript libraries.

Required Courses

MMST 143A and MMST 143B

Labor Market Demand

Web developer is listed as one of the 'pandemic-resilient' jobs in Marin County and all other sub-regions in the Bay Area. This occupation is in high demand for the North Bay,

Mid-Peninsula, and Silicon Valley sub-regions producing 935 job postings monthly on average.

(Source: COE, Labor Market Research, September 2020 Newsletter reporting on August 2020 data, p 7-8.)