

# Reimagine our Future: 2023 – 27 Strategic Plan

## Goal: Workforce Development

Board of Directors' Meeting  
April 2025



CENTRAL OREGON  
community college

# GOALS

**Student-Ready College  
Access**  
**Community Engagement**  
**Workforce Development**  
**College Sustainability**

# GOAL

## **Workforce Development**

COCC develops and aligns educational opportunities with regional workforce needs and industry standards

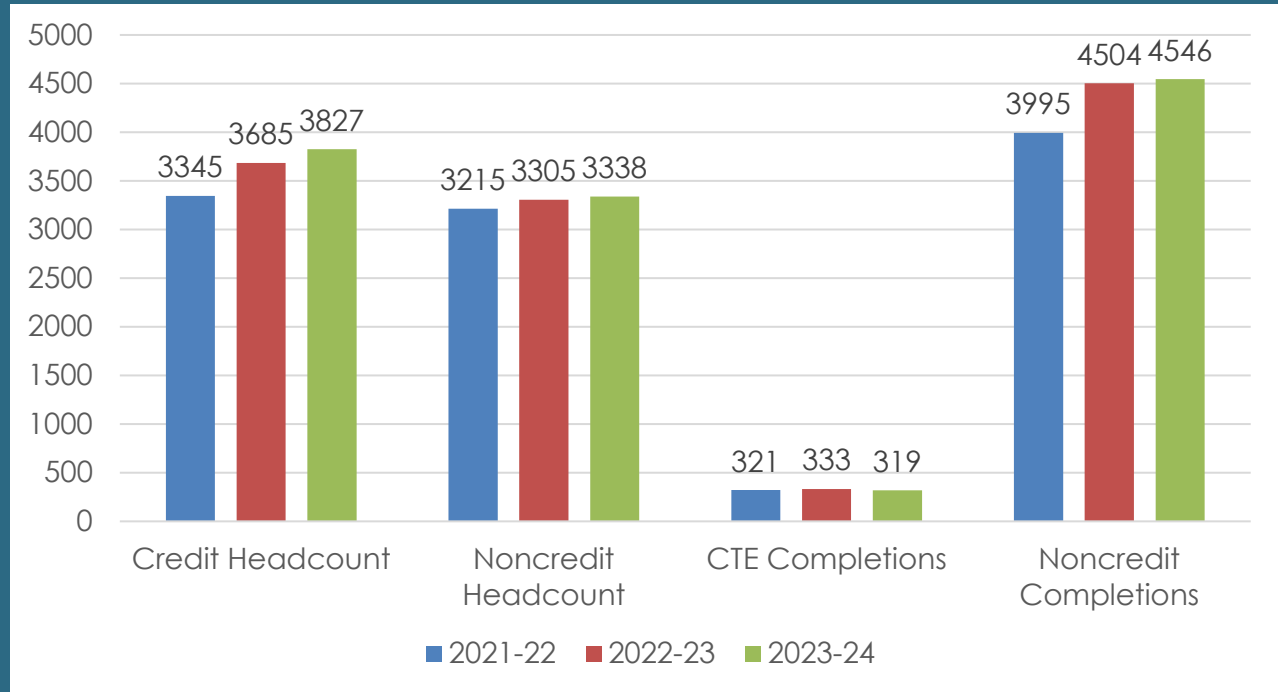
# WORKFORCE DEVELOPMENT INDICATORS

## Workforce Development

- Students: Headcount and Completions
- Offerings: Classes, Certificates and Degrees

# WORKFORCE DEVELOPMENT

## Workforce Students: Headcount and Completion



### Targets

	2023-27
<b>Met</b>	3 or more of sub-indicators
<b>Almost Met</b>	2 of the sub-indicators
<b>Not Met</b>	0 or 1 of the sub-indicators

## Workforce Students: Headcount and Completion

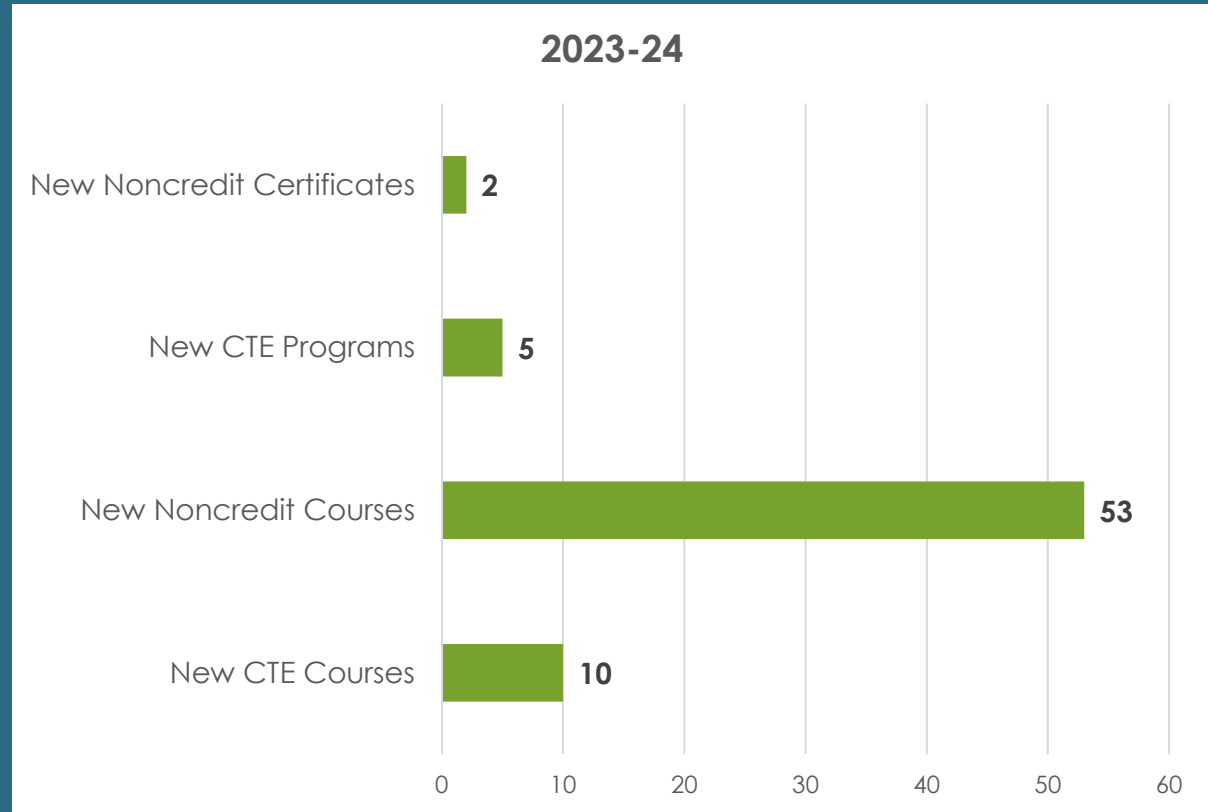
### Peer Institution Data:

- LBCC, RCC, SWOC, LCC, UCC

### Observations:

- Growth rate ranges from 1-10% since 2021-22
- Plan to move growth targets up slightly for next year
- Demographic data only available for credit students

## Workforce Offerings: New Courses and Programs



## Workforce Offerings: Courses and Programs

### Peer Institution Data

- Not available

### Observations

- New ways of measuring workforce development: credit AND non-credit
- Reorganization and infrastructure work has prompted new questions
- Revision of indicators in process

# Workforce Development: Action Projects



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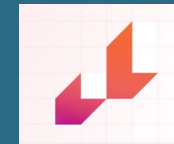
**WORKFORCE DEVELOPMENT  
ACTION PROJECTS**

Workforce Infrastructure  
MATC Revitalization  
Madras Expansion

# WORKFORCE DEVELOPMENT



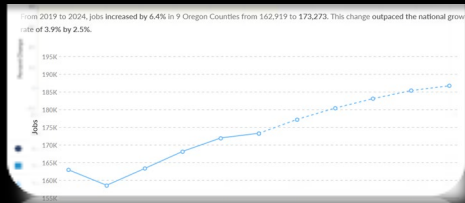
## Workforce Infrastructure



Lightcast: a labor market analytics tool to align the needs of:

- People
- Employers
- Educators

“What industries are seeing the most change in my Region?”



Economy Overview

“Are the programs we offer in alignment with local job trends?”



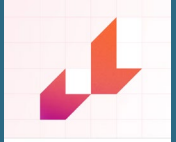
Program Review

“Is there workforce demand to support a new program?”



Job Postings Analysis

# Lightcast Program Demand Gap Analysis



### Talent Supply vs. Demand



## Actionable outcomes

↑ HIGH DEMAND ↓ LOW SUPPLY

How do we start or scale programs?

↑ HIGH DEMAND ↑ HIGH SUPPLY

What opportunities exist to do even more?

↓ LOW DEMAND ↓ LOW SUPPLY

How should we invest going forward?

↓ LOW DEMAND ↑ HIGH SUPPLY

Where are graduates working?

# WORKFORCE DEVELOPMENT ACTION PROJECTS

## MATC Revitalization

- Activities in progress
  - Architectural designs
  - Credit curriculum revision
  - New faculty hiring
  - Faculty professional development
  - Exploration of non-credit training options
- SPAT leads
  - Amy Ward, chair
  - John Graham, vice-chair

# WORKFORCE DEVELOPMENT ACTION PROJECTS

## Madras Expansion



# Workforce Development: Questions and Comments?



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