

2018 Center for International Trade Development Annual Program Plan CITD Center for International Trade Development

I.A. Program Profile: Purpose

Describe the program(s) to be reviewed. What is the purpose of the program and how does it contribute to the mission of Skyline College?

Narrative

Using labor market data on the potential for well-paid employment in the Global Trade and Logistics industry the Global Learning Programs and Services (GLPS) division seeks to support Skyline students to acquire 21st century skills to succeed in the workplace.

In collaboration with the Bay Area Center for International Development (CITD) and local industry professionals, the GLPS International Business program provides education, skills-based learning and support that prepares Skyline College students for successful careers in the global trade and logistics industry. As such, the program supports the college's mission of empowering and transforming a global community of learners.

The program consists of 14 courses, two of which are offered by the Business division, focused on international business, logistics and customs brokerage. Two certificates of achievement have been approved at Skyline College and are currently awaiting approval by the State Chancellor's office.

I.B. Program Planning Team

Annual program planning is intended to be a collaborative process which promotes dialogue and reflection. Please identify all individuals who contributed to or shaped the narrative. Include names and the title or role of each person.

Narrative

Yvonne Reid, Director - Bay Area Center for International Trade Development

Lorna Jones, Interim Director - Bay Area Center for International Trade Development

Clifford Moss - Business Expert (Independent Contractor) - Curriculum development

Fatima Guadamuz-Cabral - Industry Expert (Independent Contractor) - Curriculum development

II.A. Analysis: Progress on Prior Program Objectives (Goals) and Activities

Describe the progress made on previously established program objectives (goals) including identification of achievements or areas in which further effort is needed. New programs which have not yet established CPR/APP objectives should discuss progress on program implementation or activities.

Narrative

Over the 2016-2017 period, the CITD at Skyline College furthered the goals of the Doing What Matters for Jobs and the Economy framework grant. The goals were to:

- 1) develop curriculum in the International Business (IBUS) program for new entrants and incumbent workers in the Global Trade and Logistics industry sector that addressed industry needs and provide employment and career ladder opportunities across the Bay Area,
- 2) provide a platform to help small and medium-sized Global Trade and Logistics businesses to access the Centers for International Trade Development (CITD) with its focus on supporting California's international trade to expand globally; and
- 3) develop regional collaborations with high school and community colleges within the Bay Area Community College Consortia.

Achievements

Projects worked with local businesses and faculty to further the development of curricula to match industry demand for a skilled workforce. The Business and Industry Leadership Advisory Forum (BILAF) supported the development of for-credit Global Trade and Logistics and Customs Brokerage courses and certificates of achievement. This was based on industry and employer need for talented personnel with a good knowledge of international business and detailed customs broker expertise who understand exporting and importing controlled goods into the U.S. and throughout the global supply chain.

Connections were established with corporations including freight forwarders, third party logistics companies, airport and international trade professional organizations in the global trade and logistics landscape. Information on our courses and pending certificate programs were shared with local business executives and staff at these corporations to encourage incumbent workers to enroll in the classes. Information was also shared with community-based organizations across the Bay Area.

Meetings were held with high schools and CTE Coordinators and K-14 Pathways Regional Technical Assistance Providers to assess opportunities to align high schools programs with global trade and logistics curriculum as a career pathway.

We engaged in discussions with California Community College ICT/Digital Media Deputy Sector Navigators, faculty, workforce development directors about Internet of Things, Big Data Analytics and their impact on our daily lives. The 1st Annual Skyline College La Raza Youth Conference gathered over 120 high school students and educators. The La Raza Youth Conference was created to provide local Latinx high school students a place for cultural exploration, higher education knowledge sharing, and an opportunity for students to explore their passions.

We exhibited and conducted outreach about the GLPS/CITD IBUS courses in Global Trade and Logistics and Customs Brokerage and Procedures to over 16 high schools and over 100 exhibitors representing California's leading employers and educators.

BACITD hosted a Global Trade and Logistics Panel Discussion that allowed students, faculty, counselors and community members meet with industry leaders and a licensed Customs Broker. Attendees learned about finding jobs in the industry, the importance of getting a credential, and the earning potential of jobs in the industry. Local employees in attendance networked with students interested in internships and scholarships. A local business owner attended to request interns from the Global Trade and Logistics course.

For two consecutive years SBA grant awarded \$33,674 for 2016-17 CA STEP and assisted six California companies to send delegates to the Hannover Messe 2017 Industrial Trade Fair. This opportunity helped to highlight the direct efforts that Skyline College CITD is having on the local and global economy; helping small to medium-sized businesses boost trade and exports abroad. The fair coordinated business match-making with the United States Commercial, and Department of Commerce. CITD provided small businesses with tools and resources and relationships they need to take their businesses global. Marketing and outreach was conducted to local California companies to promote the California STEP program.

Partnership Launch of the 3 Deputy Sector Navigators in Global Trade Logistics in Northern California (Yvonne Reid, PJ Shelton, & Angela Cordell) regional and state collaboration with LinkedIn (Ryan Zervakos), Nexus Edge (Eddie Lin), and 2 Deputy Sector Navigators in Global Trade Logistics in Southern California (Lynn Stewart & Leah Gould-Hawes) supported by Doing What Matters demonstrated our commitment to developing collaboration between the academic and business communities. Over 130 attendees (students, deans, business and industry employers) the launch of the Statewide Collaboration to share the curricula and stackable certifications that are most relevant and needed by the Global Trade and Logistics industry.

Following recommendations by the Business and Industry Leadership Advisory Forum (BILAF), the certificate of achievements were reviewed, updated and successfully taken through the curriculum committee review process in early 2018. The two certificate programs were developed with the distinct objective of offering stackable professional credentials in the global trade and logistics and customs brokerage industries. State Chancellor's Office approval is pending.

Recommendations

The program would benefit from greater public alignment and acknowledgement of the importance of the Global Trade and Logistics industry to California's economy at the highest state level. This would necessitate great financial investment to facilitate promotion of the programs akin to that level of investment dedicated to STEM across the State of California.

II.B. Analysis: Program Environment

Describe any recent external or internal changes impacting the program or which are expected to impact the program in the next year. Please include when the specified changes occurred or are expected to occur.

Narrative

One third of the program funding stream ended as of December 31, 2017. This will negatively impact the team's ability to develop programs and impact positive change for students and the Global Trade and Logistics industry going forward.

II.C. Analysis: Student Learning Outcomes (SLOs and PSLOs)

(1) Instructional Programs Only: Describe what was learned from the assessment of course SLOs for the current and past year.

(2) Student Service Programs Only: If PSLOs are being assessed this year (3-year cycle), describe what was learned. If no assessment was done because this is an off-cycle year, please state that this item is not applicable.

Narrative

Not applicable at the current time.

III.A. Reflection: Considering Key Findings

Consider the previous analysis of progress achieved, program environment, and course-level SLOs or PSLOs (if applicable). What are the key findings and/or conclusions drawn? Discuss how what was learned can be used to improve the program's effectiveness.

Narrative

Not applicable at the current time.

III.B. Reflection: ISLOs

If your program participated in assessment of ISLOs this year:

- (1) What are the findings and/or conclusions drawn?
- (2) Does the program intend to make any changes or investigate further based on the findings? If so, briefly describe what the program intends to do.

Narrative

Not applicable at the current time.

IV.A. Strategy for Program Enhancement: Continuation/Modification

Indicate whether the program is continuing implementation of the last CPR strategy or revising the strategy. Please describe the modifications if revisions are intended.

Note: Any new strategies should be linked to Institutional Goals through creation of objectives in the next section. If the program has not yet participated in comprehensive program review, an annual or multi-year strategy can be defined in this item.

Narrative

Not applicable at the current time.

IV.B. Strategy for Program Enhancement: Action Plan and Resource Requests

Based on the most recent CPR and any desired modifications, develop an annual action plan with related resource requests. No narrative response will be entered in this section, but the objectives you create will be printed automatically in the APP report under this item.

(1) To begin, click on PLANNING at the top of the page, then CREATE A NEW OBJECTIVE. To view previously created objectives, click PLANNING at the top of the page, then VIEW MY OBJECTIVE.

(2) IMPORTANT! Make sure to associate each objective to this standard in the APP. Need help? Contact the PRIE Office for further instructions. Institutional Goals.

Narrative

Not applicable at the current time.

Associated Objectives	
	<u>601-Increase the number of community college CTE students who attain multiple credentials that prepare them for the workforce</u>
	<u>600-Increase the number of community college CTE students who earn a certificate or degree that prepares them for the workforce</u>
	<u>603-Increase total number of employers served by Skyline community college</u>
	<u>602-Secure employment, job retention, economic mobility, and living-wage earnings for community college CTE students in both short-term and long-term educational pathways.</u>

Objectives of Center for International Trade Development

Planning Year: 2018-2019

Planning Year: 2018-2019

Unit Code	Planning Unit	Unit Manager
2415CITD00	Center for International Trade Development	Jones, Lorna

Objective Status: New/In Progress

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| 600 | <p>Increase the number of community college CTE students who earn a certificate or degree that prepares them for the workforce</p> <p>Increase outreach to Community Colleges, Workforce Development Boards, Elected Officials, Chambers of Commerce, Trade Organizations, four-year Colleges.</p> <p>Increase outreach to community-based organizations supporting under-served communities and Global Trade and Logistics industry businesses.</p> <p>Enhance the role of community colleges in educating and preparing the 21st century Global Trade and Logistics workforce.</p> <p>Work with the Chancellor's Office to secure Approval of two Certificates of Achievement programs submitted in early 2018.</p> |
| 601 | <p>Increase the number of community college CTE students who attain multiple credentials that prepare them for the workforce</p> <p>Collaborate with local industry employers to promote courses, certificate programs and credentials offered by professional trade organizations.</p> <p>Collaborate with local industry employers to secure work-based internship opportunities for Skyline College Global Trade and Logistics students.</p> <p>Collaborate with local industry professionals to conduct research on Workforce Preparedness for inclusion as a new module in the Global Trade and Logistics Certificate of Achievement and the Import Operations and Customs Brokerage Certificate of Achievement to prepare Skyline students for success in the workforce.</p> <p>Compile data on credentials offered by Global Trade and Logistics trade professional organizations.</p> |
| 602 | <p>Secure employment, job retention, economic mobility, and living-wage earnings for community college CTE students in both short-term and long-term educational pathways.</p> <p>Collaborate with industry partners to secure internship opportunities with a path into employment for Skyline College Global Trade and Logistics students.</p> |
| 603 | <p>Increase total number of employers served by Skyline community college</p> <p>Collaborate with Global Trade and Logistics employers to secure employment for Skyline Global Trade and Logistics students.</p> <p>Work with five employers to successfully employ Global Trade and Logistics students upon completion of the curriculum.</p> |
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