



2023-2024 Economic Development Report
Rancho Santiago Community College District
Presented by: Dr. Adriene “Alex” Davis
October 16, 2024

INTRODUCTION

RSCCD Economic Development

- Rancho Santiago Community College District (RSCCD), along with Santa Ana College (SAC), and Santiago Canyon College (SCC), serves as a key driver of workforce and economic development in Orange County
- The district's career education programs are designed to meet the evolving needs of the local market.
- RSCCD fosters strategic partnerships with industry leaders, supports small business development, and promotes equity and access for underrepresented groups.



INTRODUCTION CONTINUED

Overview of the Report

- RSCCD Program Outcomes and Student Successes
- Labor Market Alignment and Sector-Specific Initiatives
- RSCCD Employer and Industry Partnerships
- RSCCD Regional collaborations and initiatives
- RSCCD Community Economic Impact
- RSCCD Grant and Resource Development Summary
- RSCCD Student Success Stories and Employer Testimonials
- RSCCD Economic Contributions
- RSCCD Future Goals





**2022-2023 PROGRAM DEGREE,
CERTIFICATE, COMPLETER, AND
TRANSFER STUDENT OUTCOMES
BY SECTOR**

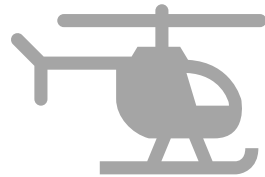
2022-2023 DISTRICT PROGRAM DEGREE, CERTIFICATE, COMPLETER, AND TRANSFER STUDENT OUTCOMES BY SECTOR



Sector	Degrees	Certificates	TTL Awards	Completers	Transfers	Award % to TTL	Completers % to TTL	Transfer % to TTL
Totals	1,199	3,337	4,536	3,767	668	100.00%	100.00%	100.00%
Advanced Manufacturing	40	193	233	176	5	5.14%	4.67%	0.75%
Advanced Transportation & Logistics	26	81	107	81	0	2.36%	2.15%	0.00%
Bus. & Entrepreneurship	398	686	1,084	836	228	23.90%	22.19%	34.13%
Education & Human Development	117	421	538	468	96	11.86%	12.42%	14.37%
Energy, Construction & Utilities	64	408	472	332	9	10.41%	8.81%	1.35%
Global Trade	5	39	44	39	2	0.97%	1.04%	0.30%
Health	277	169	446	399	95	9.83%	10.59%	14.22%
ICT/DM	42	359	401	351	70	8.84%	9.32%	10.48%
LS/Biotech	2	74	76	62	12	1.68%	1.65%	1.80%
Public Safety	135	788	923	860	104	20.35%	23.83%	15.57%
Retail, Hospitality & Tourism	9	44	53	39	7	1.17%	1.04%	1.05%
Unassigned	84	75	159	124	40	3.51%	3.29%	5.99%

Source: Executive Director, District Research, Planning & Institutional Effectiveness

DISTRICT TOP SECTORS BY COMPLETION RATES



Public Safety

Completer % to TTL: 33.46%

Completers: 860 out of 923 total awards

Public Safety program show the highest completion rates, reflecting strong student retention and program effectiveness in preparing students.



Business & Entrepreneurship

Completer % to TTL: 32.51%

Completers: 836 out of 1,084 total awards

This sector has a large volume of students completing their programs, aligning with high demand for entrepreneurial skills and business-related jobs.

DISTRICT TOP SECTORS BY COMPLETION RATES



Health

Completer % to TTL: 15.52%

Completers: 399 out of 446 total awards

Health programs show strong completer rates, which is crucial for addressing workforce needs in healthcare, a sector with ongoing demand for skilled professional.



Education & Human Development

Completer % to TTL: 18.21%

Completers: 468 out of 538 total awards

This sector's high completer rate shows a significant proportion of students finishing their career education programs, often leading to further education or immediate entry into the workforce.

DISTRICT TOP SECTORS BY COMPLETION RATES



Information and Communication Technologies/Digital Media (ICT/DM)

Completer % to TTL: 13.65%

Completers: 351 out of 401 total awards

Strong completer rates in this sector highlight the growing demand for digital skills and technological expertise in the job market.



Public Safety and Business & Entrepreneurship stand out as the sectors with the highest completion rates, indicating these programs are highly effective at retaining students through graduation.



Sectors like Health and ICT/Digital Media also demonstrate solid completion rates, likely driven by the high demand for skilled professionals in these fields.



2022-2023 PROGRAM DEGREE, CERTIFICATE, COMPLETER, AND TRANSFER STUDENT OUTCOMES BY SECTOR



Sector	Degrees	Certificates	TTL Awards	Completers	Transfers	Award % to TTL	Completers % to TTL	Transfer % to TTL
Totals	908	2,103	3,011	2,570	542	100.00%	100.00%	100.00%
Advanced Manufacturing	28	104	132	81	5	4.38%	3.21%	0.92%
Advanced Transportation & Logistics	26	81	107	81	0	3.55%	3.21%	0.00%
Bus. & Entrepreneurship	211	158	369	284	131	12.26%	11.25%	24.17%
Education & Human Development	89	227	316	270	83	10.49%	10.70%	15.31%
Energy, Construction & Utilities	13	61	74	55	5	2.46%	2.18%	0.92%
Global Trade	5	39	44	39	2	1.46%	1.55%	0.37%
Health	272	169	441	394	92	14.65%	15.61%	16.97%
ICT/DM	39	337	376	328	69	12.49%	13.00%	12.73%
LS/Biotech	1	20	21	19	6	0.70%	0.75%	1.11%
Public Safety	135	788	923	860	104	30.65%	34.07%	19.19%
Retail, Hospitality & Tourism	9	44	53	39	7	1.76%	1.55%	1.29%
Unassigned	80	75	155	120	38	5.15%	4.75%	7.01%

Source: SAC Associate Dean, Research, Institutional Effectiveness, and Planning



SANTA ANA COLLEGE AWARDS



2022-2023 data used for awards



3,011 CTE awards were earned in 2022-2023 by 2,524 unique students



Of the 3,011 CTE awards earned in 2022-2023, Public Safety sector represented the largest % of CTE completers at 30.65% (923 earned by 860 students).

Followed by Health at 14.65% (441/394)
Followed by ICS/DM at 12.49% (376/328)
Followed by B & E at 12.26% (369/284)
Followed by ED & HD at 10.49% (316/270)

SANTA ANA COLLEGE GRADUATION AND TRANSFER



2,570 students earned a CTE degree or certificate in 2022-2023.



Of these, 542 (21%) transferred to a 4-year college/university in 2023-2024



Public Safety grew by 36% between 2018-2019 and 2022-2023 followed by ICT/DM (24%)





**Santiago
Canyon
College**

2022-2023 PROGRAM DEGREE, CERTIFICATE, COMPLETER, AND TRANSFER STUDENT OUTCOMES BY SECTOR



**Santiago
Canyon
College**

Sector	Degrees	Certificates	TTL Awards	Completers	Transfers	Award % to TTL	Completers % to TTL	Transfer % to TTL
Totals	291	1234	1525	1186	126	100.00%	100.00%	100.00%
Advanced Manufacturing	12	89	101	95	0	6.62%	8.01%	0.00%
Bus. & Entrepreneurship	187	528	715	552	97	46.89%	46.54%	76.98%
Education & Human Development	28	194	222	198	13	14.56%	16.69%	10.32%
Energy, Construction & Utilities	51	347	398	277	4	26.10%	23.36%	3.17%
Health	5	0	5	5	3	0.33%	0.42%	2.38%
ICT/Digital Media	3	22	25	23	1	1.64%	1.94%	0.79%
Life Sciences/Biotechnology	1	54	55	43	6	3.61%	3.63%	4.76%
Unassigned	4	0	4	4	2	0.26%	0.34%	1.59%

Source: SCC Dean, Institutional Effectiveness, Library & Learning Support Services

SANTIAGO CANYON COLLEGE AWARDS

2022-2023 data used for awards

Of the 1,186 CTE Completers in 2022-2023, Business and Entrepreneurship sector represented the largest proportion of CTE completers at 46.54% (N=552)



**Santiago
Canyon
College**

Followed by Energy,
Construction & Utilities at
23.36% (N=277)

Followed by Ed & Human
Development at 16.69% (N=198)

These three sectors represent
approximately 86% of all
completers in 2022-2023

SANTIAGO CANYON COLLEGE CTE GROWTH (2018-2019 AND 2022-2023)

Greatest programmatic Impact for Energy, Construction & Utilities sector, came from Electrical Apprenticeships, and Water and Wastewater Technology

Business and Entrepreneurship Sector

Accounting experienced a 348% growth (44 to 197)

Business Management experienced a 612% growth (24 to 171)

Education and Human Development Sector

Infants and Toddlers experienced a 900% growth (10 to 101)

Preschool Age Child experienced a 237% growth (19 to 64)

Life Sciences/Biotechnology Sector

Biotechnology and Biomedical Technology experienced a 438% growth (8 to 43)



**Santiago
Canyon
College**



NONCREDIT PROGRAMS

- **Noncredit Program**
 - **Supports Adult Learners**
 - **Skill Development in Foundational Areas**
 - Language Training
 - Technical Skills
 - Job Placement
 - **Programs Offer Flexibility for Adult Learners**
 - Bridging to Credit-Bearing Courses
 - **Outcomes and Impact**
 - Positive Student Outcomes in Job Placements and Continued Education Post-Completion of Noncredit Programs
 - Programs Facilitate Career Transitions and Support Entry into New Career Fields, especially in Healthcare, Technology and Construction



LABOR MARKET ALIGNMENT



CENTER OF EXCELLENCE
FOR LABOR MARKET RESEARCH
ORANGE COUNTY

LABOR MARKET ALIGNMENT

- **Orange County Employment Overview**

- In 2022, Orange County had 1.83 million jobs, the second-highest number of jobs in California.
- Comprehensive labor market analysis conducted by Orange County Center of Excellence (OC COE) covering all 796 occupations in the Standard Occupational Classification (SOC) system.



CENTER OF EXCELLENCE
FOR LABOR MARKET RESEARCH
ORANGE COUNTY

LABOR MARKET ALIGNMENT CONTINUE

• Evaluation Criteria for Labor Market Analysis

- Metrics used to evaluate occupations:
 - 2022 jobs above median
 - 2022-2027 % change above projected change for all occupations
 - Annual openings above median
 - Entry-level wages above living wage (CA Insight & MIT)
 - Resilience during recessions and pandemics
 - Featured on U.S. News & World Report 2023 Best Jobs list
 - Automation Index score of 100 or less (lower risk of automation)



LABOR MARKET ALIGNMENT CONTINUE

- **Best-of-the-Best Occupations**

- **Top 26 Occupations**

- Represent only 3% of all SOC occupations, but account for 15% of all jobs in Orange County (2022).
- Projected to grow 10% by 2027, higher than the 6.62% increase for all occupations.
- 77% of these occupations are above middle-skill.
- SAC and SCC Career Technical Education (CTE) programs train for 10 out of the 26 Best-of-the-Best occupations.

LABOR MARKET ALIGNMENT CONTINUED

SOC	Occupations (2022 – 2027)	Skill Level	Annual Openings	Hourly Wage	Automation Index	Sector	SAC/SCC Program
11-1021	General and Operations Managers	Middle-Skill	2,957	\$37.02	82.2	Business & Entrepreneurship	SAC/SCC
29-1141	Registered Nurses	Middle-Skill	1,996	\$48.32	85.3	Health	SAC
13-1161	Market Research Analyst/Marketing Specialists	Above Middle-Skill	1,476	\$26.39	88.6	Business & Entrepreneurship	SAC/SCC
11-3031	Financial Managers	Above Middle-Skill	1,055	\$53.14	85.8	Business & Entrepreneurship	SAC/SCC
15-1212	Information Security Analyst	Above Middle-Skill	133	\$45.67	86.4	ICT/Digital Media	SAC/SCC
25-2021	Elementary School Teachers (No Special Ed)	Above Middle-Skill	1,034	\$31,74	82.3	Education & Human Development	SAC/SCC
13-1081	Logisticians	Middle-Skill	316	\$30.26	82.1	Advanced Transportation & Logistics	SAC/SCC
11-9021	Construction Managers	Above Middle-Skills	601	\$35.84	88.6	Energy, Construction & Utilities	SAC/SCC
11-9151	Social and Community Service Managers	Above Middle-Skill	269	\$27.08	85.7	Business & Entrepreneurship	SAC/SCC
29-1127	Speech-Language Pathologists	Above Middle-Skill	167	\$39.16	87.5	Health	SAC

Source: Director, Orange County Center Regional Center of Excellence





SANTA ANA

C O L L E G E

**EMPLOYER AND INDUSTRY
PARTNERSHIPS**



SANTA ANA

COLLEGE

EMPLOYER AND INDUSTRY PARTNERSHIPS

Sector	Industry/Employer Partners
Healthcare	St. Joseph Hospital, Kaiser Permanente, Orange County Global Medical Center
Advanced Manufacturing & Aerospace	Boeing, Northrop Grumman
Information Technology & Cybersecurity	Cisco Systems, IBM, Microsoft
Public Safety & Criminal Justices	Santa Ana Police Department, Orange County Fire Authority
Business & Entrepreneurship	Santa Ana Chamber of Commerce, Orange County Inland Empire Small Business Development Center



SANTA ANA
COLLEGE

INDUSTRY PARTNERS

INDUSTRY	PARTNERS
Government	City of Santa Ana • Orange County CDA
Nonprofit	United Way OC • First 5 • Coalition Orange County
Healthcare	Go RN • Pacific Haven Subacute & Healthcare Center • French Park Care Center
Technology	Cryport Systems • Cisco Net Academy
Education	Santa Ana Unified School District (SAUSD) • SAUSD Nutritional Services • UC Irvine
Transportation	Orange County Transportation Authority
Labor & Apprenticeship	LA/OC Building & Construction Trades Council and Apprenticeship Readiness Fund



**Santiago
Canyon
College**

**EMPLOYER AND INDUSTRY
PARTNERSHIPS**



**Santiago
Canyon
College**

EMPLOYER AND INDUSTRY PARTNERSHIPS

Sector	Industry/Employer Partners
Construction & Apprenticeship	Southern California Laborers Training School, LA/OC Building Trades Council, Southern California Edison
Biotechnology & Health	Edwards Lifesciences, CalOptima
Utilities & Water Technology	Los Angeles Department of Water and Power, Municipal Water District of Orange County
Business & Financial Services	SchoolsFirst Federal Credit Union, Wells Fargo
Logistics & Advanced Transportation	United Parcel Service, FedEx



PROGRAM INDUSTRY PARTNERS

Program	Industry Partners
Accounting	Deloitte
Surveying	Caltrans • Port of Long Beach • Orange County Public Works • County of Riverside • San Bernardino County • City of LA • California Land Surveyor Association (CLSA) • League of California Surveying Organizations (LCS) • Board of Professional Engineers • Land Surveyors • Geologists (BPELSG) • Autodesk • Trimble • Esri
Real Estate	PRMG Paramount Residential Mortgage Group Inc. • Escrow Options Group • Waldorf Astoria Monarch Beach Resort & Club • Angelo Termite • Raymond Scott Design + Staging • Accurate Termite & Pest Control • CoStar Group • Good Life Property Management • Cutco • OCR Education Committee • Shea Properties • First American Title • CABREP Secretary Mainstay REdefined • Crosscountry Mortgage • HomeTeam Inspection Service • HomeSmart • Evergreen Realty • Cardinal Property Management AAMC Santa Ana • eXp Realty • OCR • SCC • Community Association Institute of Orange County • Disclosure Source NHD & HW • Seabreeze Management Company • Escrow Leaders SJC • WFG National Title Company • Burris Law • Fidelity National Home Warranty • Stone Kastle Community Management • Tricom Management Inc. • Resort Management • CBRE • Home Warranty • Valley View Home Loans • California Title Company • Revolve Property Management • Next Level Home Staging & Design • Orange Coast Property Services • BearPrinting.com • Photography & Drone Photography • Starfire Real Estate • Real Estate Pros Without Borders • City of Orange • YPN
Water and Wastewater Technologies	City of Huntington Beach • Municipal Water District of Orange County (MWDOC) • Irvine Ranch Water District (IRWD) • Moulton Niguel Water District (MNWD) • East Orange County Water District (EOCWD) • South Coast Water District (SCWD) • CA Department of Water Resources • OC Sanitation District (OC SAN) • City of Fullerton • City of Fountain Valley • Los Angeles Department of Water and Power • Metropolitan Water District of Southern California • City of Santa Ana • City of Garden Grove • City of Pasadena • Orange County Water District • City of Anaheim
Gemology	The Jewelry Exchange • Robbins Brothers • Jared • Kay's Jewelers
Biotechnology	Pro-Dex Inc. • Adviid Bioservices • Arbelos Genomics • Pasadena Bio Collaborative Incubator



APPRENTICESHIP PARTNERS

# of Students	Apprenticeship Partner
3,778 Students	Southwest Carpenters Training Fund – Carpenters
401 Students	Orange County Electrical Training Trust – Electricians
781 Students	Operating Engineers Training Trust – Operating Engineers
610 Students	California Nevada Training Trust – Power Linemen
10 Students	Metropolitan Water District – Maintenance Mechanics
164 Students	Southern California Surveyors – Surveyors
34 Students	RSCCD Child Development Centers – Early Childhood Education

Non-Traditional Programs in Development

- Biotechnology Technicians
- Public Accountants
- Subsurface Utility Engineering Technicians
- Water Operators
- Medical Assistant
- Licensed Practical & Licensed Vocational Nurses
- Certified Nursing Assistant



REGIONAL COLLABORATIONS AND INITIATIVES



REGIONAL COLLABORATIONS AND INITIATIVES

- **Orange County Regional Consortium (OCRC)**
 - **RSCCD Leadership:** RSCCD leads the Orange County Regional Consortium, focusing on aligning career education and workforce needs.
 - **Key Initiatives:** Collaborates with local employers, workforce development boards, educational institutions, community-based organizations, philanthropies, and more.
 - **Focus:** Health • Information & Communication Technologies (ICT)/Digital Media • Business & Entrepreneurship • Education and Human Development • Energy, Construction & Utilities • Other • Life Sciences/Biotechnology • Advanced Manufacturing • Retail, Hospitality & Tourism • Advanced Transportation & Logistics • Agriculture, Water, and Environmental Technology • Public Safety.



REGIONAL COLLABORATIONS AND INITIATIVES CONTINUE

- **Strong Workforce Program (SWP) and K-14 Pathways**
 - **Strong Workforce Program (SWP):** Enhances and expands CTE programs for job placement and employer demand.
 - **Regional Collaboration:** Partnering with other community colleges and ecosystem partners in the region.
 - **K-14 Pathways:** Collaborations with local high schools to create career pathways in high-demand sectors and align with community colleges.

Strong Workforce Program (SWP) 2023-2024 Award

District Allocations



RANCHO SANTIAGO
Community College District
Santa Ana College • Santiago Canyon College

REGIONAL
COLLABORATIONS
AND INITIATIVES
CONTINUE

Institution	Local Strong Workforce Program	Award
RSCCD	Local Incentive Allocation	\$ 748,273
RSCCD	Local Base Allocation	\$ 3,811,577
Total Local Allocation		\$ 4,559,850

Institution	Regional Strong Workforce Program	Award
RSCCD	2023-2024 OC Advanced Manufacturing & Transportation: Job Placement Initiative	\$ 149,240
RSCCD	2023-2024 Center of Excellence	\$ 400,000
RSCCD	2023-2024 OCRC Research Task Force Group	\$ 200,000
RSCCD	2023-2024 OCRC Best Practices Regional Project	\$ 42,351
RSCCD	2023-2024 Regional Marketing/Marketing Leads Conversion	\$1,325,000
Santa Ana College	2023-2024 Advanced Transportation: Preparation and Outreach for Emerging Technologies	\$ 100,000
Santa Ana College	2023-2024 Allied Health Program Innovation: Simulation Centers & Best Practices	\$ 155,000
Santa Ana College	2023-2024 Innovation in Instruction (CPL and CBE)	\$ 65,000
Santa Ana College	2023-2024 Regional Marketing: Institution Local Share	\$ 200,000
Santa Ana College	2023-2024 SCALE Implementation	\$ 25,000
Santiago Canyon College	2023-2024 Cosmetology Regional Project	\$ 100,000
Santiago Canyon College	2023-2024 Regional Marketing: Institution Local Share	\$ 200,000
Santiago Canyon College	2023-2024 SCALE Implementation	\$ 25,000

Source: AVC of Economic & Workforce Development

Total Regional Allocation

\$2,986,591



REGIONAL
COLLABORATIONS
AND INITIATIVES
CONTINUE

K-14 SWP Pathways 2034-2024 Awards

SAC and SCC Collaborations

Institution	Pathway	Award
OCDE	Career Crossroads with Agriculture in OC	\$ 868,745
OCDE	Empowering Tomorrow's Learners: Innovative Tech-Infused Teaching & Learning	\$ 1,500,000
OCDE	Fostering Strengths, Interests, and Values through Middle School Career Readiness	\$ 1,013,318
Total Award		\$ 3,382,063

SAC K-12 Collaborations

Institution	Pathway	Award
OC School of the Arts	OCSA K12 SWP 2023-2024 Designing the Future	\$ 98,274
Samueli Academy	Supporting Transitions to College/Career & Completion	\$ 90,000
Unity Middle School	Work-Based Learning at Unity Middle College High	\$ 200,000
Vista Heritage Charter	CTE Pathways Foundations & Leadership Expansion	\$ 179,939
Vista Heritage Charter	Sustainable Futures Project	\$ 120,000
Total Award		\$ 688,213

SCC K-12 Collaboration

Institution	Pathway	Award
Santa Ana Unified	Arts, Media, and Entertainment at Santiago	\$ 300,000

Sources: AVC of Economic & Workforce Development ; K-14 SWP TAP



REGIONAL COLLABORATIONS AND INITIATIVES CONTINUE

- **Workforce Development Boards and Apprenticeship Pathways**
 - **Workforce Development Boards:** Partnerships with Orange County, Anaheim, and Santa Ana Workforce Development Boards to meet local industry needs.
 - **Apprenticeship Pathways:** Participation in California Apprenticeship Initiative (CAI) and Vision 2030 Apprenticeship Pathways Demonstration Project to develop apprenticeship in emerging and high-demand sectors.



REGIONAL COLLABORATIONS AND INITIATIVES CONTINUE

• Economic and Community Development Initiatives

- **Regional Economic Impact:** Collaborating with local businesses and industries to support entrepreneurship, workforce training, and small business development.
- **Orange County Inland Empire SBDC:** Provide support to local businesses through the Small Business Development Center.
- **CalOptima Partnership:** Developing healthcare training programs in partnership with CalOptima to address regional healthcare needs.



COMMUNITY ECONOMIC IMPACT



COMMUNITY ECONOMIC IMPACT

Category (20/21)	RSCCD	SAC	SCC
Income Added to County	\$2.0 Billion	\$1.3 Billion	\$468.2 Million
% of County GRP	0.7%	0.4%	0.2%
Total Jobs Supported	20,999	14,567	4,924
Benefit-Cost Ratio for Students	5.1	4.9	6.0

For every \$1 students invest in their education, they gain \$5.10, \$4.90, and \$6.00 higher in future earnings over their careers. Students receive significant financial returns over the long-term, making education a worthwhile personal investment.

Benefit-Cost Ratio for Taxpayers	1.5	1.7	1.7
----------------------------------	-----	-----	-----

For every \$1 invested by taxpayers, the government receives \$1.50, \$1.70, and \$1.70 in the form of future tax revenue and public savings. Taxpayers benefit because educated individuals typically contribute more in taxes and are less likely to need government assistance.

Benefit-Bost Ratio for Society	10.5	12.6	14.8
--------------------------------	------	------	------

For every \$1 spent on education, society gains \$10.50, \$12.60, and \$14.80 in economic and social benefits. Investments in education benefit society as a whole by improving the workforce, increasing productivity, and reducing social costs.



ORANGE COUNTY INLAND EMPIRE

COMMUNITY AND ECONOMIC
IMPACT



COMMUNITY AND ECONOMIC IMPACT

- **Small Business and Entrepreneurship Support**
 - The OCIE Small Business Development Center plays a significant role in supporting local economies by providing small businesses with resources, training, and guidance. The economic impact of the SBDC is often measured in terms of the key outcomes on the slides to follow.



ORANGE COUNTY | INLAND EMPIRE

COMMUNITY
AND
ECONOMIC
IMPACT
CONTINUE

• Job Creation and Retention

- **Direct Impact:** The SBDCs help small businesses create new jobs and retain exiting ones by providing strategic business advice, helping businesses grow, and ensuring they remain competitive.
- **Typical Statistics:** Thousands of new jobs are created annually through businesses that have received SBDC support.



ORANGE COUNTY | INLAND EMPIRE

COMMUNITY
AND
ECONOMIC
IMPACT
CONTINUE

- **Revenue growth for Small Businesses**
 - **Direct Impact:** SBDC clients often experience significant growth in business revenues due to the strategic advice and support they receive, such as improving operations, entering new markets, and adopting digital tools like e-commerce.
 - **Growth Figures:** The revenue impact varies by region, but businesses typically report higher profitability and growth rates after engaging with SBDC services.



ORANGE COUNTY | INLAND EMPIRE

COMMUNITY
AND
ECONOMIC
IMPACT
CONTINUE

• Capital Infusion

- **Financial Assistance:** The OCIE SBDC offers personalized support to help small businesses overcome obstacles and achieve sales growth. It assists with developing tailored strategies and provide additional resources to drive business growth across areas such as finances, operations, workforce, and marketing.
- **Capital Infusion Impact:** The OCIE SBDC assisted 352 small businesses in Orange County with securing \$187,032,781 in growth capital in 2023-2024.
- **Revenue Growth Assistance:** The OCIE SBDC has assisted 266 small businesses in Orange County increase their revenue by \$22,475,430.77 in 2023-2024.



ORANGE COUNTY | INLAND EMPIRE

COMMUNITY
AND
ECONOMIC
IMPACT
CONTINUE

• Business Starts and Expansions

- **New Business Creation:** SBDCs provide resources and guidance for aspiring entrepreneurs, leading to the creation of new businesses. Additionally, existing businesses expand operations, enter new markets, and diversify their offerings thanks to SBDC support.
- **Statistical Impact:** The OCIE SBDC assisted a total of **409** business owners with starting businesses entities in **2023-2024**.



• Support for Minority and Underrepresented Entrepreneurs

- **Inclusive Growth:** SBDCs often offer specialized programs for minority entrepreneurs, women-owned businesses, and other underrepresented groups, helping these communities access resources and thrive.
- **Impact on Equity:** This inclusive approach ensures a broader, more equitable economic impact in local economies.



- **Long-Term Economic Contributions**
 - **Sustained Growth:** The long-term success of small businesses supported by SBDCs contributes to the overall economy through sustained job creation, tax revenue, and increased business activity.
 - **Regional Economic Boost:** Small businesses supported by SBDCs often become integral parts of local economies, boosting supply chains and services.



- **Small Business and Entrepreneurship Support**
 - **Artificial Intelligence (AI) Program**
 - **Program:** 4-hour Artificial Intelligence Program
 - **Description:** Guided, hands-on practical training in AI
 - **Focus Area:** Prompting, social media content creation, videos, and financial AI uses
 - **Impact:** Over 150 business owners completed the program
 - **Endorsed by:** Irvine Chamber of Commerce, Filipino American Chamber of Commerce of Orange County, Vietnamese Chamber of Commerce of Orange County



- **Small Business and Entrepreneurship Support**
 - **California Shop Small Program**
 - **Program:** California Shop Small Website and Training Program
 - **Description:** 6-week training for small businesses on selling online
 - **Topics:** Product descriptions, pricing, analytics review, customer engagement
 - **Platform:** Small businesses can sell products on California Shop Small • Zero platform fees for the first 6 months
 - **Impact:** Over 350 small businesses completed the program and started selling



- **Small Business and Entrepreneurship Support**
 - **Applied Learning Experience Program**
 - **Program:** 17-week Applied Learning Experience Program
 - **Description:** Hands-on learning experience covering critical areas of business success through digital marketing
 - **Target Group:** College participants and small businesses
 - **Focus Areas:** Social media and digital marketing skills • Competitor awareness • Revenue-boosting strategies • Digital marketing metrics analysis • Channel selection based on target audience • Work experience support for students



- **Small Business and Entrepreneurship Support**
 - **New Search Evolution Program**
 - **Program:** 1-hour Virtual Training – New Search Evolution: AI and Website Readiness
 - **Focus Areas:** Identifying online channels to prioritize in the age of AI • Key ranking factors in AI-driven search engines • Live coaching sessions on optimizing a sample website • Creating new content to rank high on search engines (e.g., Google)
 - **Target Group:** Small business owners aiming to remain competitive online



ORANGE COUNTY | INLAND EMPIRE

COMMUNITY
AND
ECONOMIC
IMPACT
CONTINUED

- **Small Business and Entrepreneurship Support**
 - **Digital Presence Program for Spanish Speaking Business Owners**
 - **Program:** 4-hour Digital Presence Program
 - **Focus Areas:** Creating a professional website • Search engine optimization (SEO) • Social media engagement • Managing online reputation • Digital marketing strategies for enhanced visibility and customer attraction
 - **Target Group:** Spanish-speaking small business owners
 - **Goal:** Building a cohesive online presence tailored for small business



GRANT AND RESOURCE DEVELOPMENT SUMMARY

GRANT AND RESOURCE DEVELOPMENT SUMMARY



- **RSCCD's Role in Workforce and Economic Development**
 - Securing funding to increase employment opportunities for students.
 - Addressing employer workforce needs in the Orange County region.
 - Supporting equity initiatives to promote social mobility, financial independence, and self-advocacy for low-income, historically underrepresented, and marginalized individuals.
 - **2023-2024 Grants:** Focus on Apprenticeships, Workforce Training, and Regional Coordination.

GRANT AND RESOURCE DEVELOPMENT SUMMARY CONTINUE



- **California Apprenticeship Initiative (CAI)**
 - **Program Overview:** Supports Governor Newsom’s goal of 500,000 apprentices by 2030
 - **Strategic Alignment:** Part of the California Community Colleges Chancellor’s Office Vision 2030 Roadmap
 - **Equity Focus:** Apprenticeships provide employment while learning, mentorship, and work experience.
 - **Total Funding 2022-2024:** \$4.83 million

Year	College	CAI Program	Amount
22-23	Santa Ana College	Early Childhood Education – Preschool Teacher	\$1,125,000
22-23	Santiago Canyon College	Early Childhood Education – Preschool Teacher	\$1,125,000
23-24	Santa Ana College	Automotive	\$120,000
23-24	Santa Ana College	Computer Support Specialist	\$120,000
23-24	Santa Ana College	Dietary Technician	\$120,000
23-24	Santa Ana College	Forensics Technician (CJA)	\$120,000
23-24	Santa Ana College	Paraeducator – Bilingual	\$1,500,000
23-24	Santa Ana College	Legal Technology & Interpreter	\$120,000
23-24	Santiago Canyon College	Biotechnology Technician	\$120,000
23-24	Santiago Canyon College	Licensed Vocational Nurse (Non-Credit)	\$120,000
23-24	Santiago Canyon College	Medical Assistant (Non-Credit)	\$120,000
23-24	Santiago Canyon College	Public Accountant	\$120,000
Source: Assistant Vice Chancellor of Educational Services		Total CAI	\$4,830,000

**GRANT AND RESOURCE
DEVELOPMENT
SUMMARY
CONTINUE**

**California
Apprenticeship Initiative
(CAI)**





GRANT AND RESOURCE DEVELOPMENT SUMMARY CONTINUE

- **Apprenticeship Pathways Demonstration Project**
 - **Lead Role:** RSCCD selected to lead the statewide Apprenticeship Pathways Demonstration Project.
 - **Why Santiago Canyon College?:** Largest apprenticeship program in the California Community College system, linking apprenticeships to credit-bearing courses.
 - **Funding Received:**
 - **Santa Ana College:** \$99,000
 - **Santiago Canyon College:** \$299,000
 - **Objective:** Expand apprenticeship programs that offer credit-bearing courses, certificates, and degrees across participating colleges statewide.

GRANT AND RESOURCE DEVELOPMENT SUMMARY CONTINUE



- **CalOptima**
 - **Purpose:** Develop noncredit training programs for adult learners in high-demand healthcare roles.
 - **Programs Developed:**
 - **Behavior Technicians:** Certification and training to work with patients with behavioral health needs.
 - **Licensed Vocational Nurses:** Pathway to becoming LVNs through noncredit training.
 - **Medical Assistants:** Industry certification and training for medical support roles.
 - **Award:** \$1.2 million
 - **Impact:** Preparing adult learners to enter or advance in the healthcare industry with state and industry certifications.



GRANT AND RESOURCE DEVELOPMENT SUMMARY CONTINUE

- **U.S. Department of Labor Strengthening Community Colleges Training Program**
 - **Focus:** Workforce training in high-demand Energy, Utilities and Construction sectors.
 - **Target Group:** Participants who are underrepresented in these industries, including women and minorities.
 - **Job Roles Targeted:**
 - Electricians
 - Code Enforcement/Building Inspectors
 - Water/Waste Technology Professionals
 - **Training Goal:** 500 students over the grant period
 - **Award:** \$2.69 million
 - **Partnerships:** Employers, Workforce Development Boards, and Community-Based Organizations (CBOs)
 - **Evaluation Component:** RSCCD participating in Quasi-Experimental Design (QED) and Randomized Control Trial (RCT) studies to assess program impact on workforce outcomes.



GRANT AND RESOURCE DEVELOPMENT SUMMARY CONTINUED

- **Orange County Center of Excellence**
 - **Purpose:** Provide up-to-date labor market research and support the development of career education programs that address workforce shortages in Orange County.
 - **Expanded Scope (2023-2024):**
 - Collaboration with Institutional Research Offices to evaluate the effectiveness of Strong Workforce Program funding.
 - Focus on placing students into high-demand, living-wage jobs in Orange County.
 - **Award:** \$4 million
 - **Additional Project:** \$1 million allocated for Institutional Research Office collaboration to assess workforce training programs' impact on job placement.



SANTA ANA

C O L L E G E

STUDENT SUCCESS STORIES



Success Stories (My Le)

- **Program of Study:** Engineering
- **Paid Internships:** Caltrans (Summer and Fall 2023)
- **Takeaway:** “My biggest takeaway from interning at Caltrans was the opportunity to apply classroom knowledge to real world projects, especially in the fields of geospatial analysis and surveying, constructions. It was rewarding to see how my academic learning translated into practical skills.”
- **Confidence:** “This experience significantly boosted my confidence in pursuing a career in engineering. Working with experienced professionals and being involved in real projects gave me a clearer picture of my future career path and the skills I need to succeed.

STUDENT SUCCESS STORIES CONTINUED



Success Stories (Milovan Lucic)

- **Program of Study:** Pre-Nursing
- **Paid Internship:** Joy in the World, LLC (Fall 2024)
- **Takeaway:** “It’s helping me with my program and helping me learn additional skills. It contributed to my academic progress and professional growth. I definitely feel more confident.”



SANTA ANA

C O L L E G E

EMPLOYER TESTIMONIALS



SANTA ANA
COLLEGE

EMPLOYER TESTIMONIALS

State of California Franchise Tax Board

Testimonial: “The partnership between Santa Ana College and the California Franchise Tax Board Santa Ana Field Office was strengthened a few years ago. This new fortified partnership has led to an increased number of applicants from Santa Ana College. We are pleased to continue this collaboration and provide students information about our agency to encourage them to apply and be hired for the available positions. In the past, students from Santa Ana College have been hired at the California Franchise Tax Santa Ana Field Office which has helped the agency meet its goals.”



SANTA ANA
COLLEGE

EMPLOYER TESTIMONIALS CONTINUE

Los Angeles Police Department

Testimonial: "My experience having on campus events at SAC has been phenomenal. The career staff have been so helpful and on point in partnering with LAPD to facilitate recruitment events. There has been a lot of interest from students in possibly pursuing a career with the LAPD. I look forward to continue this relationship with SAC in our efforts to increase employment for our department."



SANTA ANA
COLLEGE

EMPLOYER TESTIMONIALS CONTINUE

Healthy at Home Caregivers

Testimonial: "At Healthy At Home Caregivers, we are proud to partner with Santa Ana College to address our workforce needs and ensure we provide the highest quality of care to our clients. Our collaboration with the college has been instrumental in bridging the gap between education and employment in the caregiving field. Through the college's dedicated programs, we have been able to connect with well-prepared candidates who possess both the skills and compassion necessary for this demanding industry. The training and resources offered by Santa Ana College equip students with essential knowledge, making them valuable assets to our team from day one. Additionally, the Career Center has facilitated seamless communication between our organization and students, allowing us to engage with potential hires through a networking event. This not only enhances our recruitment efforts but also fosters a sense of community and support among caregivers. We are grateful for the ongoing partnership and look forward to continuing our collaboration to develop a skilled workforce that meets the needs of our clients. Thank you, Santa Ana College, for your commitment to excellence in education and your support of local businesses like ours."



SANTA ANA
COLLEGE

EMPLOYER TESTIMONIALS CONTINUE

Boys and Girls Club of Garden Grove

Testimonial: "We have had an excellent experience as an employer working alongside your faculty and staff members. My experience as the Outreach & Recruitment Coordinator has been pleasant due to the knowledgeable and helpful members of the Career Center and Center for Future Educators helping to welcome us on campus for tabling opportunities and for helping share BGCGG employment opportunities. There has been consistent communication between us, and I appreciate you always being supportive in answering any questions that I or BGCGG has."



SANTA ANA
COLLEGE

EMPLOYER TESTIMONIALS CONTINUE

TuttleClick

Testimonial: “We have had lots of success with the hiring of students from Santa Ana College. When they come to work, they have already had some of the online training done and are knowledgeable with the vehicle we work on (CDJR). We are in the process of promoting some of the students from express to light line after a very short time in the shop. Thanks for all you do, we look forward in hiring more students in the near future.”

Norman Amabile



SANTA ANA
COLLEGE

EMPLOYER TESTIMONIALS CONTINUED

PENSKE Automotive Group

Testimonial: “We have had a positive experience hiring students from Santa Ana College's automotive program. Their strong foundational knowledge and practical skills have made them valuable additions to our team. We're impressed by their eagerness to learn and grow in the industry, and we look forward to continuing our collaboration with the college to access this talented pool of future professionals.”

Scott Son

EMPLOYER
TESTIMONIALS



**Santiago
Canyon
College**



**Santiago
Canyon
College**

EMPLOYER TESTIMONIALS

Quality Real Estate Corp

Testimonial: “We appreciate the partnership and opportunity to help with the SCC Real Estate Career Information Events. We have been happy to see candidates wanting to take the real estate courses to prepare for the state exam and will direct them your way.”

Alexander Salas

EMPLOYER
TESTIMONIALS

**ORANGE
COUNTY
REGIONAL
CONSORTIUM**

**WORKFORCE
DEVELOPMENT ALLIANCE**

ORANGE COUNTY REGIONAL CONSORTIUM

WORKFORCE
DEVELOPMENT ALLIANCE

EMPLOYER TESTIMONIALS CONTINUED

REPAIR Sports Institute

Testimonial: “I am definitely interested in making more contacts [through the OC Regional Consortium] to have a consistent flow of interns coming into our program. We currently have 6 new ones entering into our program. 4 established and 2 more joining soon. So overall it is going well but want to establish a few more long-term channels to have options throughout the year consistently.”

Dr. Chad Beauchamp



RSCCD'S ECONOMIC CONTRIBUTIONS AND FUTURE GOALS



Community College District
Santa Ana College • Santiago Canyon College

RSCCD'S ECONOMIC CONTRIBUTIONS

Economic Impact

RSCCD contributed \$2.0 billion to the local economy and supported 20,999 jobs in 2022-2021.

Program Alignment with Workforce Needs

Addressing regional demands in sectors like healthcare, IT, advanced manufacturing, and energy.

Over 500 small businesses supported through entrepreneurship and digital training programs.

Hundreds of students completing career pathways aligned with high-demand industries.



Strategic Partnerships

Ongoing collaboration with industry, regional workforce boards, and government agencies.

A focus on aligning programs with employer needs to drive job placement and career success.

Focus on Equity and Inclusivity

Programs designed to increase access and support for underrepresented groups.

Initiatives that foster social mobility, financial independence, and long-term economic growth.



RSCCD'S ECONOMIC CONTRIBUTIONS CONTINUED

Sources: AVCs of Economic & Workforce Development and Educational Services

Grant Funding

Secured over \$19 million in grant and allocated funding during 2023-2024

Expanded Apprenticeship Programs

Supporting job placement in high-demand fields like healthcare, education, and construction.

Strong Workforce Training Impact

Focused on equity, addressing skills gaps, and fostering social mobility.

Ongoing Evaluations

Participation in national studies to contribute to educational research on workforce development.

Looking Ahead

Continued investment in regional workforce development, collaboration with employers, and expanding apprenticeship⁷⁵ opportunities in emerging industries.



RANCHO SANTIAGO COMMUNITY COLLEGE DISTRICT'S FUTURE GOALS

Future Goals

Continue to Manage and Expand RSCCD, SAC, and SACC Partnerships

Continue to Develop and Enhance Career Education and Small Business Program Offerings

Continue to Proactively Adapt to Employer Changing Workforce Needs

Remain Committed to Empower Students, Support the Economy, and Improve the Quality of Life Across Orange County
