

ECONOMIC DEVELOPMENT DIVISION



Learn • Compete • Grow

SPRING 2011

The College of the Canyons Economic Development Division mission:

To increase the capacity of the College to achieve its mission and to identify, create and deliver services that promote the growth and prosperity of business and develop the current and future workforce in the region by partnering with a variety of organizations.

DID YOU KNOW?:

The COC Economic Development Division (EDD) brings more than \$1.2 million in new funds to provide training and consulting services to support local economic recovery.

MESSAGE FROM THE DEAN

I would like to introduce you to the new Economic Development Division newsletter. As we move into Spring we are seeing the signs of improvement. We have been hard at work developing programs and funding to support our local economic recovery. Take a look at the new programs and grants that are available in the Center for Applied Competitive Technology, Employee Training Institute, and the Small Business Development Center. In addition, read about what we are doing with the new Fast Track Institute, offering short term training programs that lead directly to employment. There is a sense of optimism that we haven't seen in a while. As you take a look through all the news, I encourage you to contact us if there is any way we can support you or your business.

Pete Bellas
Dean, Economic Development
College of the Canyons

The Economic Development Division at College of the Canyons enhances our local economy by strengthening businesses. The Small Business Development Center (SBDC) helps people structure, stabilize, and succeed in their small business endeavors. The Employee Training Institute (ETI) provides top-notch training programs for local companies of all sizes in a variety of industries. The Center for Applied Competitive Technologies (CACT) provides businesses with consulting on, and connections to, the latest in technological advances to help their organizations thrive. The Fast Track Institute (FTI) provides intensive, hands-on programs, based on industry need, that lead directly to employment opportunities. ETI, SBDC, CACT and FTI teams work together to support businesses and improve our local economy.

THE EMPLOYEE TRAINING INSTITUTE (ETI)

The Employee Training Institute is dedicated to meeting your training needs and exceeding your organizational learning expectations. We provide services that support growth through workforce training and consulting. In the past decade, ETI courses have been attended by more than 8,000 employees from more than 200 local employers. We leverage our 53 subject-matter-expert instructors to customize training programs for major manufacturers and top service providers on an ongoing basis. After months of collaborative work between ETI, local businesses and the State of California, we have received \$399,749 in state funding to support training for eligible employers and their employees in the Santa Clarita Valley! Thank you to the many companies that have



Students engaged in SolidWorks training.

worked with us to make this happen. Contact ETI to schedule an appointment for an organizational training assessment to accommodate your employee's training needs today. See our calendar of events for exciting new courses.

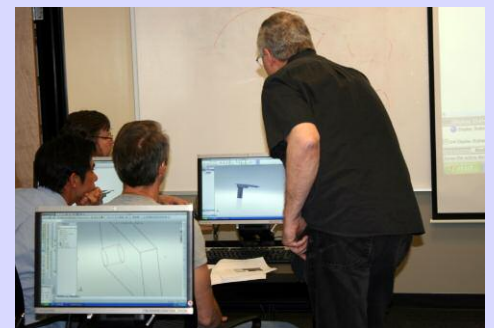
For more information on the ETI program call (661) 362-5657 or visit us online at www.canyonsec-ondev.org/eti_overview.shtml.

-Kevin Walsh, PsyD, Interim Director, Employee Training Institute

SPOTLIGHT ON SUCCESS

The Employee Training Institute has been engaged with Boston Scientific Neuromodulation (BSN) through a grant from the California Economic and Workforce Development Program of the California Community Colleges. The training consists of Solidworks Advanced 3D Modeling Classes, Medical Device Manufacturing Project Management Courses, MicroSoft Project Software, Software Testing, and International Electromechanical Commission (IEC) Standards. The completed training has been very well received and we are looking forward to more successful courses to come. This collaborative effort on behalf of the college and the manufac-

turing biomedical company is strengthening BSN thereby bolstering our local economy.



COC helps Boston Scientific employees to develop their skills.

SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

Hello and welcome to The Small Business Development Center (SBDC). The SBDC is, at its heart, a small business consulting organization; providing workshops, trainings, one-on-one consulting engagements, networking and other resources to the business community. Consulting engagements with SBDC Business Advisors are provided at no cost and our trainings and workshops are provided free or at a nominal cost.

2010 was a year of strong growth for the SBDC. In 2010 we worked with more than 3,100 companies and entrepreneurs; helping them create 274 jobs, raise \$7.3 million of capital, and grow sales by over \$15 million; results that were up 70 – 85 percent over 2009 results. We also developed agreements with more than 30 organizations including corporations like Google and Dell who have partnered with the SBDC to help us provide assistance to local small businesses.

SBDC CORE SERVICES – In 2011 we anticipate delivering 15 percent more consulting / training hours to small businesses and have launched several new classes including an in-depth class on Online Marketing / Search Engine Optimization, and day-long bootcamps in Quickbooks, including one that focuses on Quickbooks' Payroll. Beyond our core services, we are launching or continuing three specialty programs in 2011:

SBDC YOUNG ENTREPRENEUR PROGRAM (YEP) – The Young Entrepreneur Program provides a unique combination of trainings and seminars aimed at young people between the ages of 14-27. YEP is diverse in its outreach and delivery methods, with websites, social networking sites, virtual reality games, youth-oriented trainers and business simulation products all designed to teach business management, finance, marketing, sales and e-commerce skills in a way that is appropriate for young entrepreneurs.

YEP's goal is to increase the awareness of entrepreneurship as a viable career option for young people. Through YEP projects, students learn business skills and develop an increased understanding of not only what it takes to be self-employed, but also what it takes to be a great employee.

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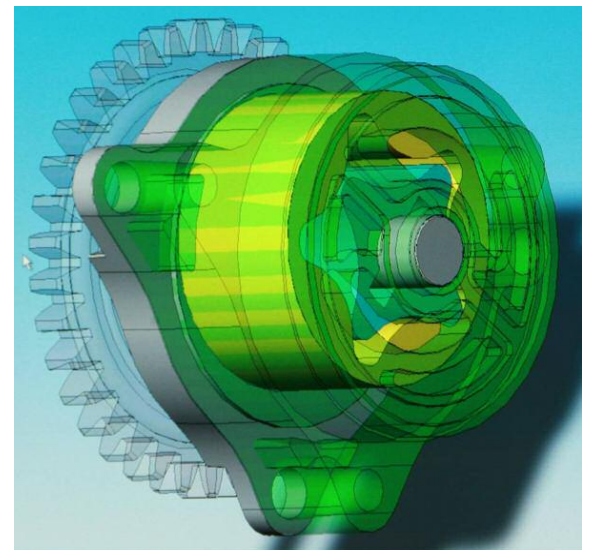


Another "packed house" at the SBDC

CENTER FOR APPLIED COMPETITIVE TECHNOLOGIES (CACT)

The College of the Canyons Center for Applied Competitive Technologies (CACT) is one of six centers located throughout California with the mission of advancing the global competitiveness and innovation for manufacturing companies in the state. Although hosted by COC, the CACT serves a broad area stretching from San Luis Obispo to the north to the San Fernando, Santa Clarita and Antelope Valleys. The CACT works seamlessly with the college's Employee Training Institute and the Career Technical Education programs to deliver responsive workforce training and technical consulting services. The CACT offers technology education and training in a wide range of computer aided manufacturing disciplines, including CAD/CAM, Rapid Prototyping and Additive Manufacturing. Consulting services cover topics such as Lean / Six Sigma and Performance Benchmarking, all focused on continuous workforce development and technology deployment to enhance your business's global competitiveness.

During March, the CACT was awarded two grants totaling \$375,000 from the California Community Colleges Economic and Workforce Development (EWD) program to deliver advanced manufacturing training to the region's workforce. Our partnership with, and support from, the Aerospace Defense Coalition of the Santa Clarita Valley enabled our successful pursuit of these grants. Based on key hiring needs identified in a recent survey of local manufacturing companies, the focus of the advanced manufacturing training program will be primarily on CNC Machining.



3D CAD image used in classes at the CACT

As part of the program, the CACT will deliver the college's award-winning Fast Track CNC Machining program. Previous cohorts of the program resulted in a 90+ percent graduate placement rate. The program is designed to train lesser-skilled individuals to become entry-level-skilled CNC machinists. It will be delivered over 280 hours of combined classroom training and hands-on machine shop training at the CACT facility located within an aerospace manufacturing company in the Valencia Industrial Park. The initial class cohort began on Monday, April 4 and the training will be delivered over seven, 40-hour weeks ending on Friday, May 20. A job fair is planned for week six of the program where local manufacturing companies will have the opportunity to meet and interview the soon-to-be CNC Machining program graduates.

I look forward to the delivery of the CNC Machining program and look forward to realizing its benefits for our local workforce and the businesses that will employ them.

For more information on the CACT program call (661) 362-3111 or visit us online at www.canyonsecondev.org/cact_overview.shtml.

-Joe Klocko, Director, Center for Applied Competitive Technologies

FAST TRACK TRAINING INSTITUTE

In 2011 the CACT and ETI were able to secure nearly \$600,000 in grants for the COC Fast Track format training. The funds are being allocated to train local people on skills that will make them successful in the manufacturing industry. By partnering with manufacturing companies, WorkSource Centers, Goodwill, local recruiters, trainers, and business associations, COC identified the need for skilled candidates in the areas of CNC Machining and Precision Assembly. The training commences in Spring 2011.

Admission into the CNC Machining and Precision Assembler programs is by application only. Applicants are required to demonstrate an appropriate level of math and reading skills indicative of a high probability of success before being accepted into the program. Individual applicants will be both incumbent employees of regional companies or unemployed individuals seeking an opportunity to retool and upgrade their skill sets in pursuit of a career in manufacturing. All program fees will be paid for by the EWD grants. Due to the time commitment required for successful completion of the program, incumbent workers will require the support and sponsorship of their current employer to enter the program.

Individuals and companies interested in the program can obtain additional information by calling the college's Economic Development Division at 661-362-3521 or by visiting www.canyons.edu/FastTrack.



New skillset will prove useful along career paths.

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ADVANCED TECHNOLOGY INCUBATOR (ATI) - The Advanced Technology Incubator program provides entrepreneurs starting or developing technology-based products or services with additional resources and the in-depth support necessary to launch and grow a successful startup technology business. The Incubator provides business advisory and mentoring services as well as connections to local and regional organizations and companies focused on enhancing the entrepreneur's probability for long-term success. The Incubator maintains relationships with local angel and investor groups, private equity funds, and banks and quasi-governmental organizations able to provide capital funds to promising start-up businesses. Currently, 10 start-up companies are members of the SBDC ATI program.

ENTERTAINMENT & ARTS INDUSTRY INITIATIVE (EAIL) - The SBDC launched a new program specialty in 2011 that provides targeted, comprehensive and in-depth business support services to the entertainment industry. The entertainment industry plays a big role in the Santa Clarita and San Fernando Valleys, which are located within the 30-mile radius of Hollywood. The industry is characterized by talented hardworking entrepreneurs who have incredible passion for their specialty, but often lack the business training and resources that help convert that artistic passion into economic success. With this new focus the SBDC has brought specialists into the center who can help those in the Entertainment and Arts industry achieve and sustain economic success.

For more information on the SBDC program call (661) 362-5900 or visit us online at www.cocsbdc.org

-Steven Tannehill, Director, SBDC

Calendar of Events

May 5

YEP Dream & Discover Conference,
Dr. Dianne G. Van Hook University Center at COC, 1:00 – 6:00 pm

May 12

Valley Industry Association Business to Business show,
Santa Clarita, California, 10:00 am – 3:00 pm

May 14

KFI's Mind You own Business (MYOB) small business event,
Dr. Dianne G. Van Hook University Center, 9:00 am – 2:00 pm

June 4

Technificate – Spanish language technology tour,
Santa Clarita Performing Arts Center, 11:00 am – 4:00 pm

Current Courses:

CNC Machining, Fast Track
Beginning Mastercam X5
Beginning Solidworks 2010

Courses starting in June, 2011:

Precision Assembly, Fast Track
Organizational Leadership
Six Sigma



Tecnificate

A **FREE** motivational
technology seminar
*in Spanish and featuring Ariel Coro,
founder of Tu Technolgia*

Visit www.tecnificate.com
for more information

SAVE THE DATE
Saturday, June 4, 2011
From 11:30 AM to 4:00PM
at the Santa Clarita Performing Arts Center
at College of the Canyons

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