Data-Driven Advocacy for Noncredit CTE: Making the Case with Labor Market and Demographic Data

Storytelling & Advocacy

WestEd
WestEd.org

WestEd Team

Meghan McBride
Senior Program Manager
Adult Education
mmcbride@wested.org

Debi Pezzuto
Senior Program Associate
Adult Education
dpezzut@wested.org

Greg Hill, Jr.
Senior Research Associate
Economic Mobility, Post-Secondary & Workforce Systems
ghill@wested.org

WestEd
WestEd.org

CALIFORNIA
ADULT EDUCATION
PROGRAM

POWERED BY
California Community Colleges

WestEd
WestEd.org

Agenda

✓ **Noncredit CTE – What and Why**

✓ **Data Tools and Sources**

✓ **Telling a Data Story**

✓ **Advocacy Toolkit**

✓ **Reflections/Q&A**

What is Noncredit CTE?

Programs in career technical education that are short term in nature with high employment potential.

Credit CTE

- Students pay enrollment fees

- Program length varies; typically a semester or longer

- Limited repeatability; restrictions apply after passing a course

- Courses may transfer to CSU/UC systems

Noncredit CTE

- No or low enrollment fees for students

- Program length is often shorter; designed for rapid skill acquisition and workforce entry

- Generally repeatable; students can retake courses as needed

- Generally non-transferable; designed for immediate workforce entry

WestEd
WestEd.org

Common Misconceptions

✕ Misconception #1: "Noncredit programs don't lead anywhere."

✓ Noncredit CTE can lead directly to **in-demand jobs, industry certifications, or credit-bearing certificate and degree pathways**. It can be the *first* step on a career ladder.

✕ Misconception #2: "Employers only value credit-bearing or degree programs."

✓ Employers increasingly prioritize skills and certifications over formal degrees-- especially in fast-growing industries like healthcare, logistics, and IT. Noncredit programs deliver the **job-ready competencies** that many employers are looking for.

WestEd
WestEd.org

5
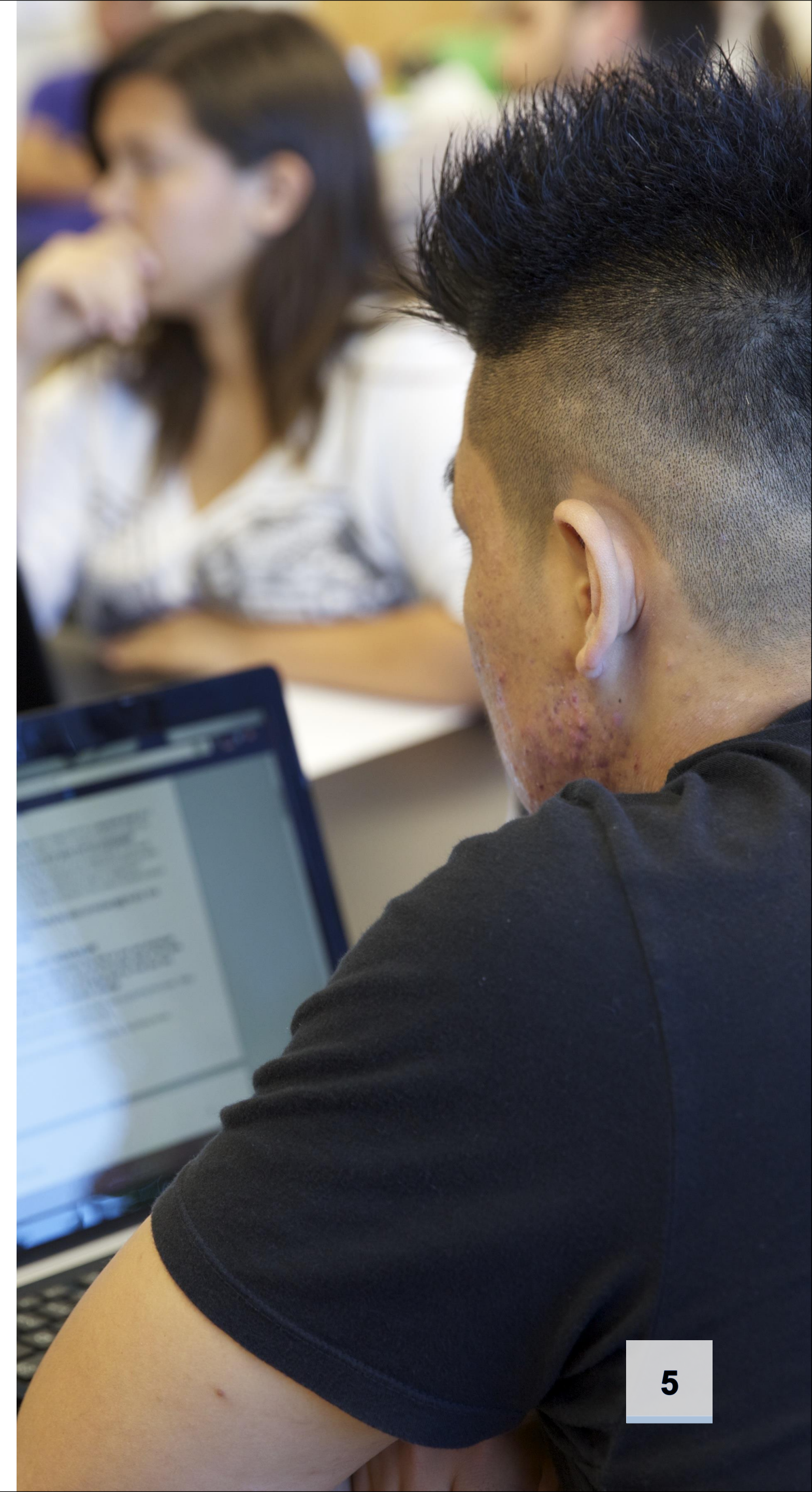
Common Misconceptions

✗ Misconception #3: "Noncredit students don't count in our metrics."

✓ Under CA's SWP and CAEP, noncredit students do count toward outcomes like employment, completion, and transition. And they generate enhanced FTES funding under CAEP.

✗ Misconception #4: "Noncredit programs are only for basic skills or ESL."

✓ It also includes robust career education pathways that are **workforce-aligned, stackable, and outcomes-focused**.

✗ Misconception #5: "Noncredit is just 'less than' credit."

✓ It's not remedial, it's *responsive*. It meets learners where they are, often removing financial, scheduling, and academic barriers that credit programs can't. And it can **bridge directly to credit**, acting as a feeder system for the college.

WestEd
WestEd.org
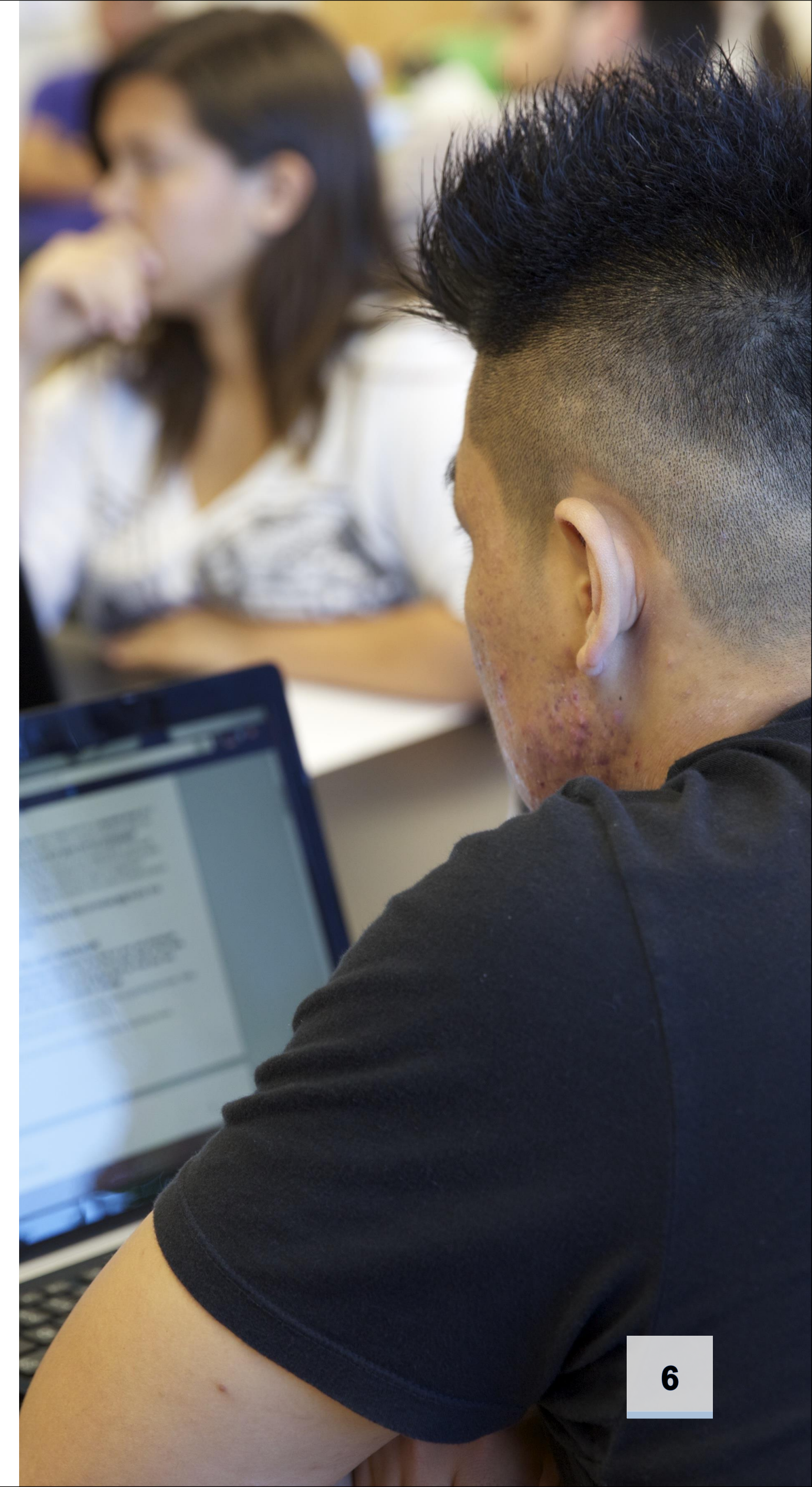
Why Noncredit CTE Matters

Removes Barriers to Entry
No or low tuition, open enrollment

Fast, Focused, and Flexible
Short-term programs that quickly upskill jobseekers

Serves Equity Priority Populations
Designed for adults who are unemployed, underemployed, returning to the workforce, or learning English

Aligns with Regional Workforce Needs
Targeted **training for in-demand jobs (i.e., healthcare, logistics, tech support)**

Creates On-Ramps to Credit Pathways
Stackable credentials and seamless transitions into credit-bearing programs

Responsive and Employer-Informed
Curriculum can be updated more nimbly to meet labor market shifts

Meet the Data Tools

WestEd

WestEd.org

DataVista

California Adult Education Program Scorecard - DataVista
https://datavista.cccco.edu/

CAEP FactSheets

CAEP Fact Sheets -
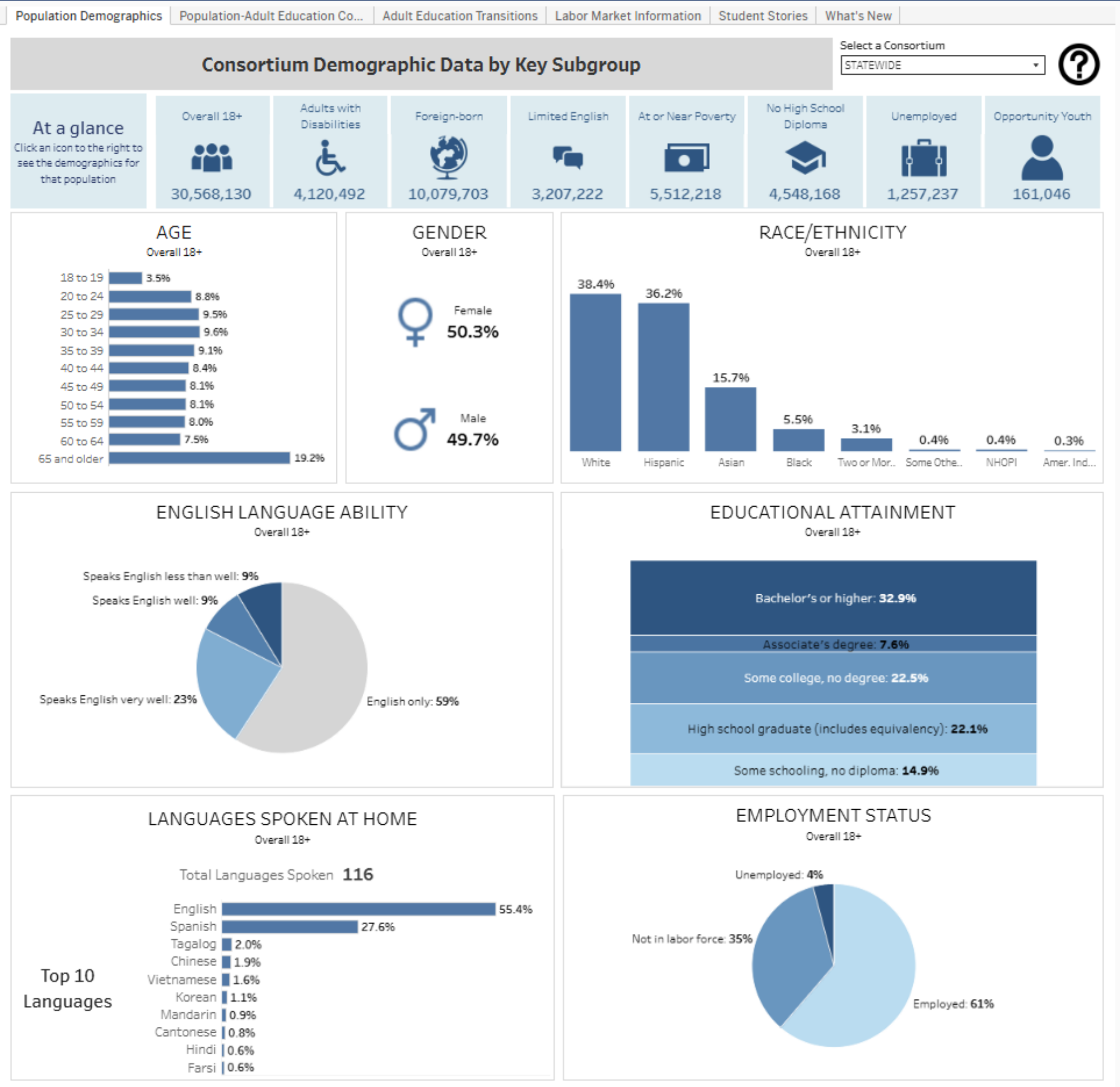
https://caladulted.org/CaepFactSheets

Centers of Excellence
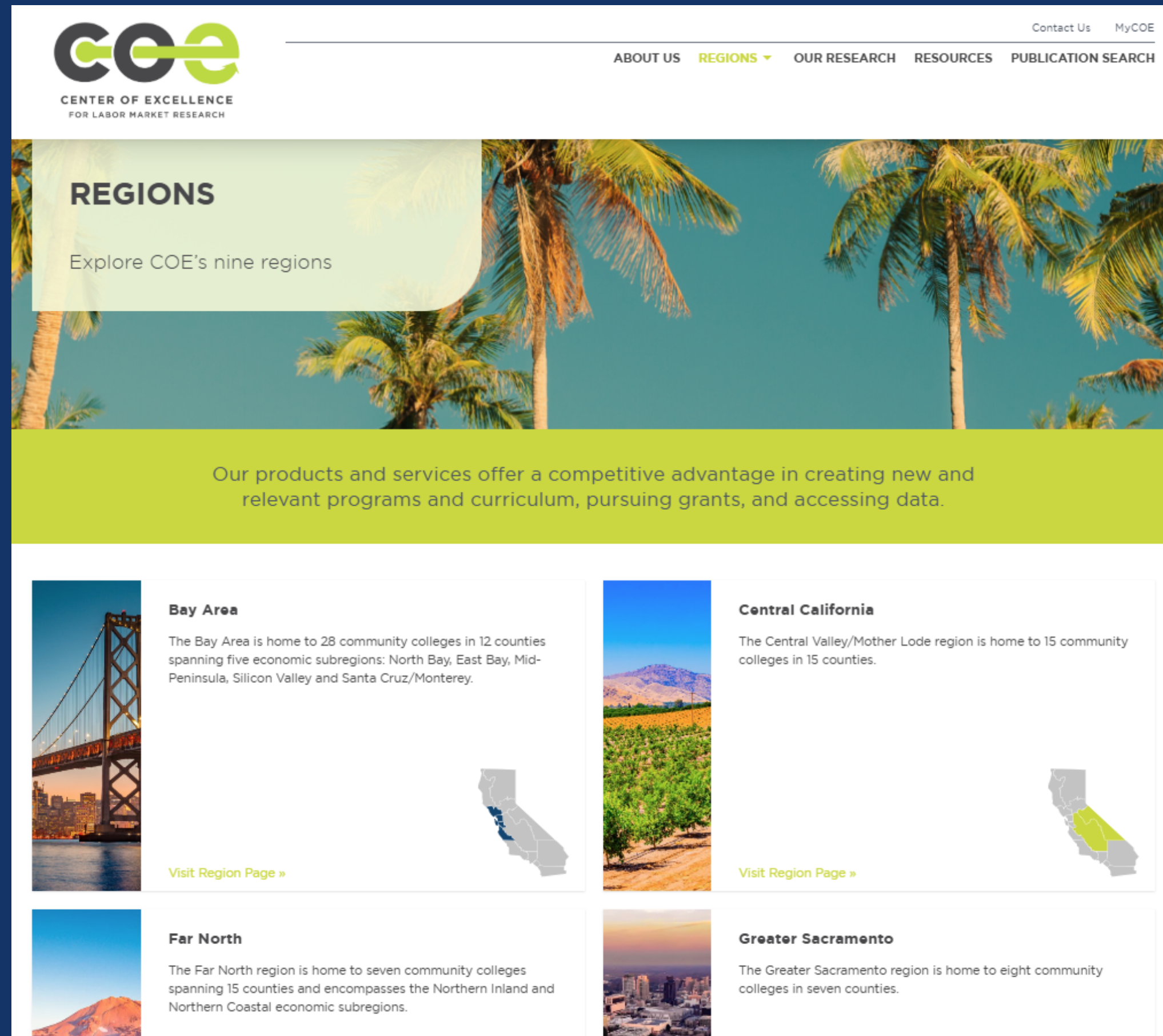
COE's Nine Regions - https://coeccc.net/regions/

Bay Area	Los Angeles
Central California	Orange County
Far North	San Diego/Imperial
Greater Sacramento	South Central Coast
Inland Empire/Desert	

Community (Census/ACS)

Census/ACS -

https://data.census.gov/all

Telling a Data Story

Start with need (population)

Show opportunity (industry demand)

Match to solution (noncredit pathway)

WestEd
WestEd.org

What's happening in Central LA?

Population:

1.55 million, youthful, diverse

High demand:

Home Health Aides, CNAs

Education:

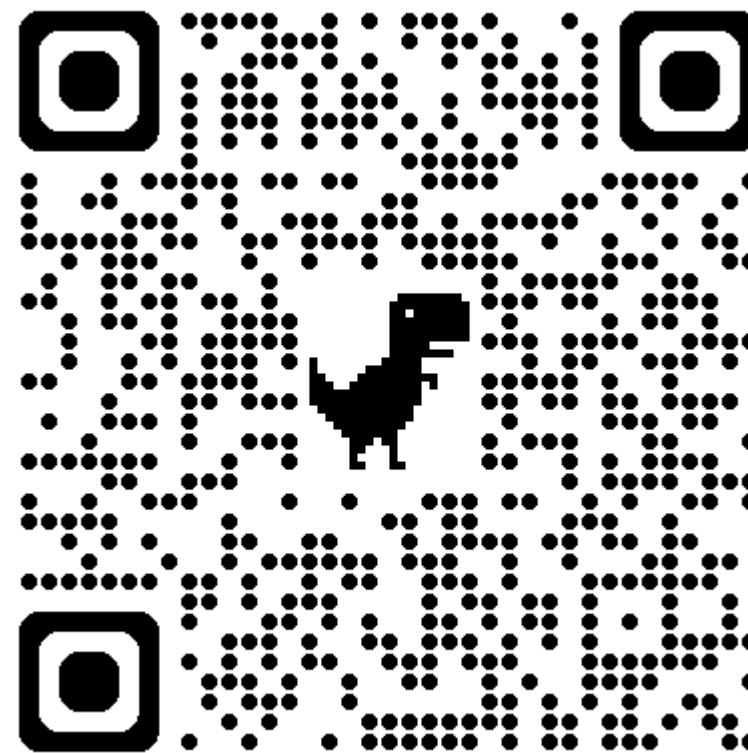Many residents with HSD or less -> prime audience for noncredit CTE

WestEd

WestEd.org

Advocacy Toolkit

Find the Advocacy Toolkit within the CAEP PD Toolbox:

https://tinyurl.com/u4n7vdzu

Reflection
&
Key Takeaways

WestEd Team

Meghan McBride
Senior Program Manager
Adult Education
mmcbride@wested.org

Debi Pezzuto
Senior Program Associate
Adult Education
dpezzut@wested.org

Greg Hill, Jr.
Senior Research Associate
Economic Mobility, Post-Secondary &
Workforce Systems
ghill@wested.org

WestEd
WestEd.org

CALIFORNIA
ADULT EDUCATION
PROGRAM

POWERED BY
California Community Colleges