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

Storytelling & Advocacy



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# Agenda

- ✓ Noncredit CTE – What and Why
- ✓ Data Tools and Sources
- ✓ Telling a Data Story
- ✓ Advocacy Toolkit
- ✓ Reflections/Q&A



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# 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

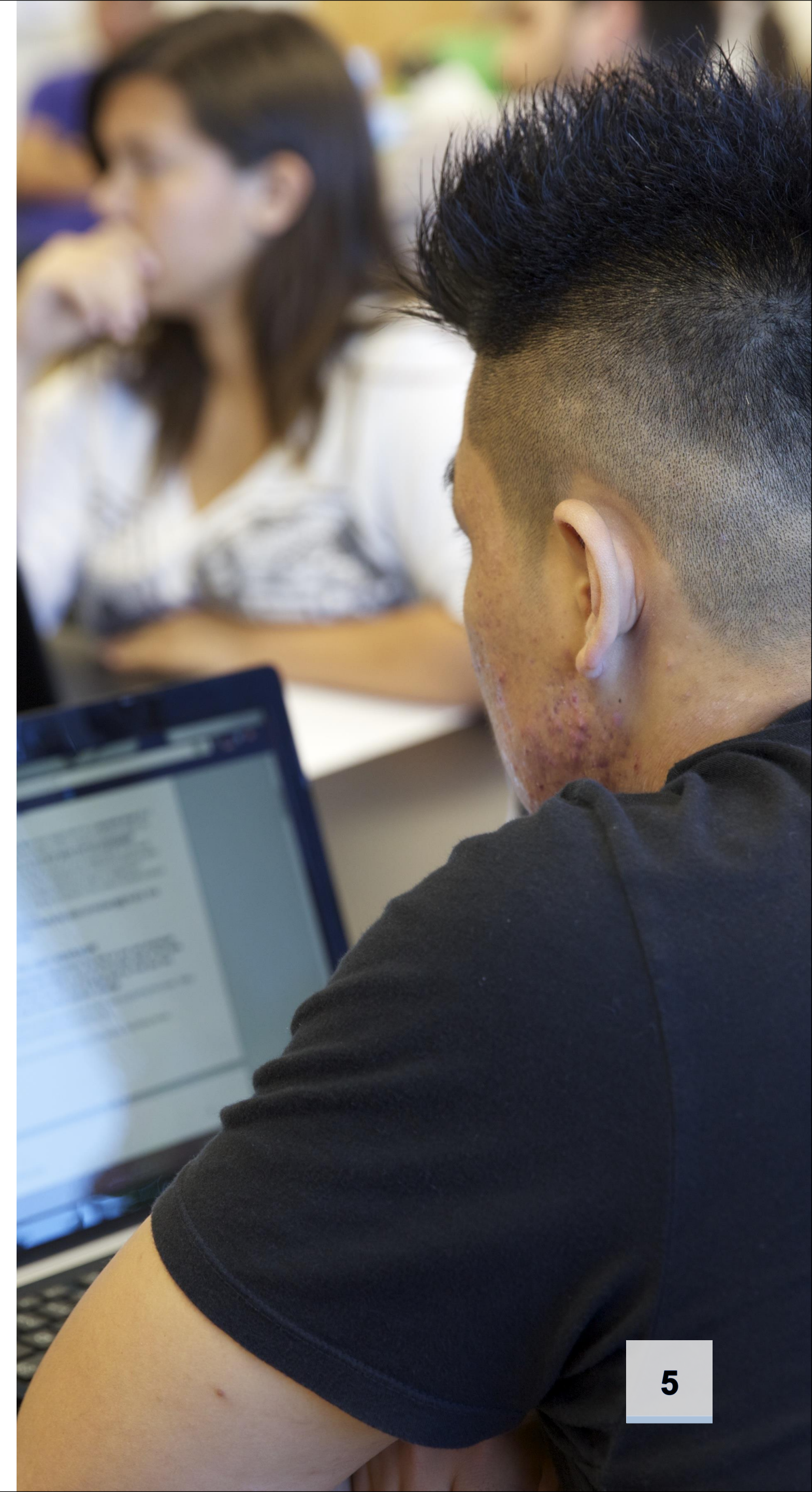
## Noncredit CTE

- 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



# Common Misconceptions

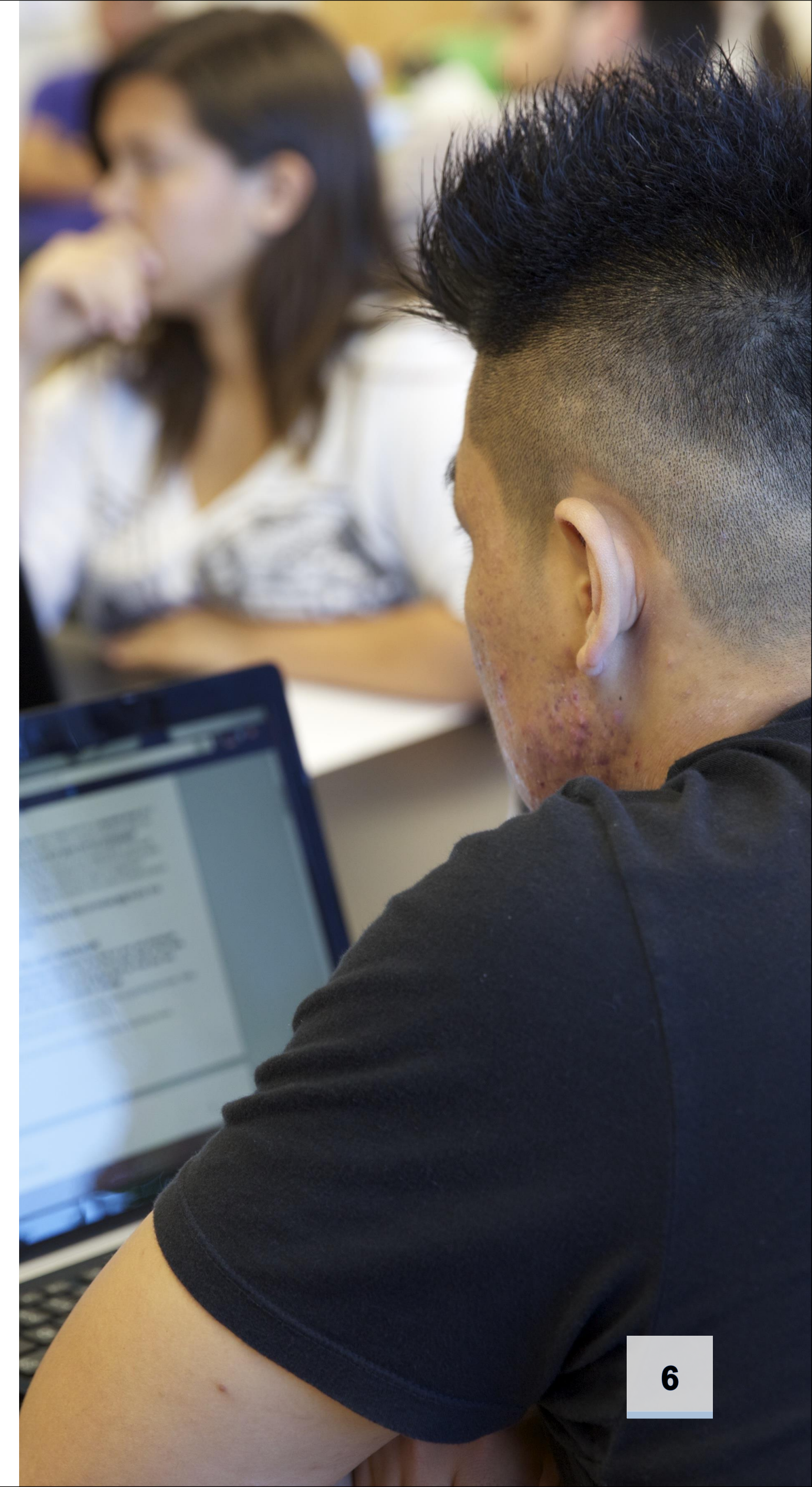
- ✗ Misconception #1: “Noncredit programs don’t lead anywhere.”
- ✓ Noncredit CTE can lead directly to **in-demand jobs, industry certifications, or credit-bearing certificate and degree pathways**. It can be the *first* step on a career ladder.
- ✗ Misconception #2: “Employers only value credit-bearing 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.





# 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.







# Why Noncredit CTE Matters

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## **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



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# Meet the Data Tools

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# DataVista

The screenshot shows the DataVista website for California Community Colleges. The header includes the logo, navigation links (DATA VIEWS, RESOURCES, NEWS & EVENTS, ABOUT, CONTACT), and a 'TAKE A TOUR' button. The main content area features a large hero section with the title 'Giving California insights into student success and achievement' and a brief description of the platform. Below this is a 'Quicklinks' section with a dropdown menu. At the bottom, there are three columns: 'Reports and Insights' (with a bar chart icon), 'Metric Themes' (with a circular arrow icon), and 'Single Metric' (with a magnifying glass icon). Each column provides a brief description of the data view it offers.

**DATA VISTA**  
CALIFORNIA COMMUNITY COLLEGES

DATA VIEWS ▾ RESOURCES NEWS & EVENTS ABOUT CONTACT [TAKE A TOUR](#)

## Giving California insights into student success and achievement

DataVista is the metrics platform for information on California Community Colleges and Adult Education student success. DataVista is designed to inspire a greater understanding of student achievement, build understanding about student outcomes and provide information to support evidence-based decision making at schools, colleges and within the state.

**Quicklinks:** [SELECT A REPORT TO VIEW ▾](#)

**Reports and Insights**  
View highlights and trends for a specific program.  
This data view allows access to reports and supporting resources for specific statewide programs or initiatives.

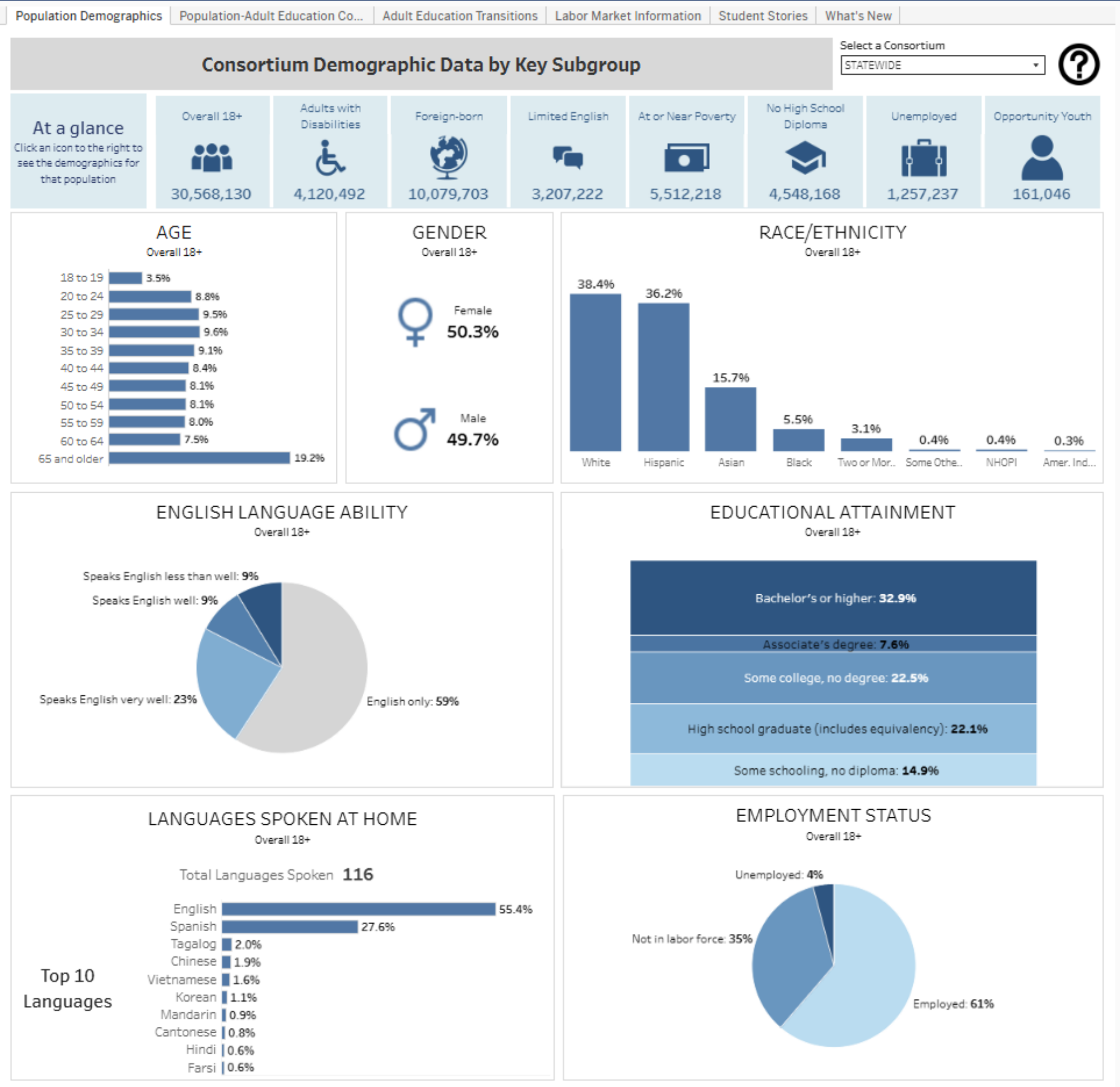
**Metric Themes**  
View a selection of metrics organized by specific student experience.  
This data view allows access to groups of metrics based on the segment of a student's academic experience including progress, success, employment and earnings.

**Single Metric**  
View a detailed and customizable report on a specific metric.  
This data view allows access to a single metric at a time with additional functionalities such as a comparison view, top five and additional customization of visuals displayed.

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



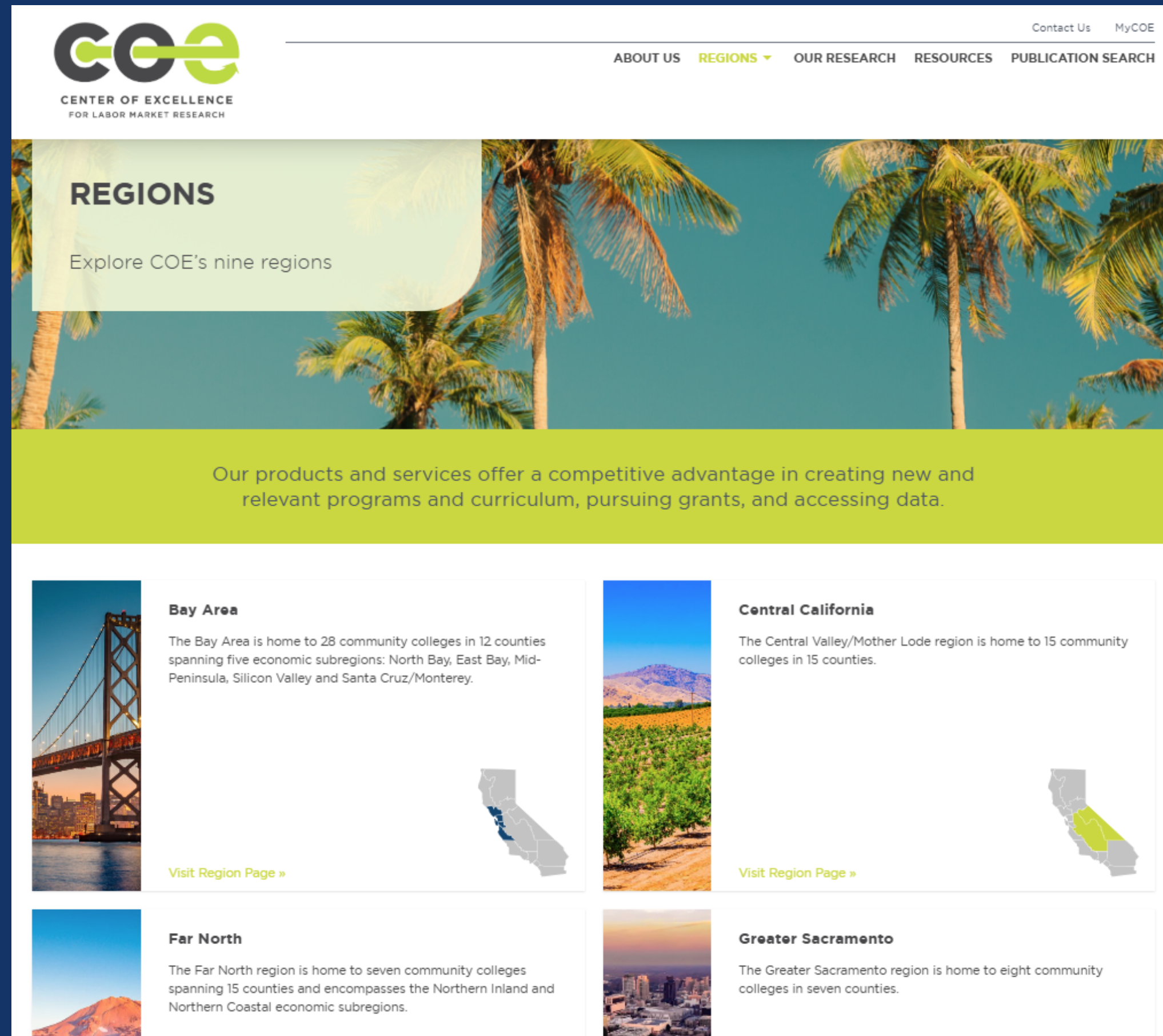
# CAEP FactSheets



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)

The screenshot displays the United States Census Bureau Data website. The header includes the logo, a search bar, and navigation tabs for All, Tables, Maps, Charts, Profiles, and Pages. A summary bar indicates 5,954 Datasets, 32 Profiles, and 10,000 Pages. The main content area is titled 'Data' and lists several data products with their respective view options (Table, Map, Chart).

**United States Census Bureau**

Search [ ] Advanced Search

**All** Tables Maps Charts Profiles Pages

5,954 Datasets, 32 Profiles, 10,000 Pages

**Data** View: 10 | 25 | 50

**Decennial Census**  
**P1** | TOTAL POPULATION  
View All 18 Products

**American Community Survey**  
**S0101** | Age and Sex  
View All 27 Products

**American Community Survey**  
**DP05** | ACS Demographic and Housing Estimates  
View All 31 Products

**American Community Survey**  
**S1901** | Income in the Past 12 Months (in 2023 Inflation-Adjusted Dollars)  
View All 27 Products

**American Community Survey**  
**DP03** | Selected Economic Characteristics  
View All 33 Products

**Nation**  
**United States**  
**Total Population:** 331,449,281  
**Median Household Income:** \$77,719  
**Bachelor's Degree or Higher:** 36.2%  
**Employment Rate:** 60.6%  
**Total Housing Units:** 140,498,736  
**Without Health Care Coverage:** 7.9%  
**Total Employer Establishments:** 8,148,606  
**Total Households:** 131,332,360  
**Hispanic or Latino (of any race):** 62,080,044  
[View Profile](#)

Census/ACS -  
<https://data.census.gov/all>



# Telling a Data Story

**Start with need  
(population)**



**Show opportunity  
(industry demand)**



**Match to solution  
(noncredit pathway)**





# 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

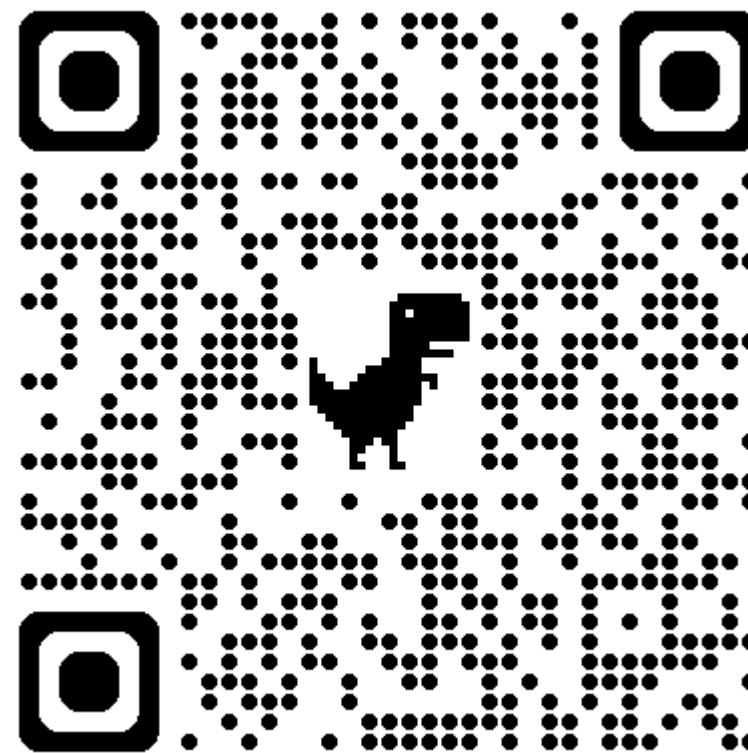




# Advocacy Toolkit

Find the Advocacy Toolkit  
within the CAEP PD Toolbox:

<https://tinyurl.com/u4n7vdzu>





# Reflection & Key Takeaways



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