

**“Divining” Community College
Public Health Workforce Development
Resource and Service “Water Veins”**

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**"Divining" Community College
PH Workforce "Water Veins"**

Position: Uniquely American!

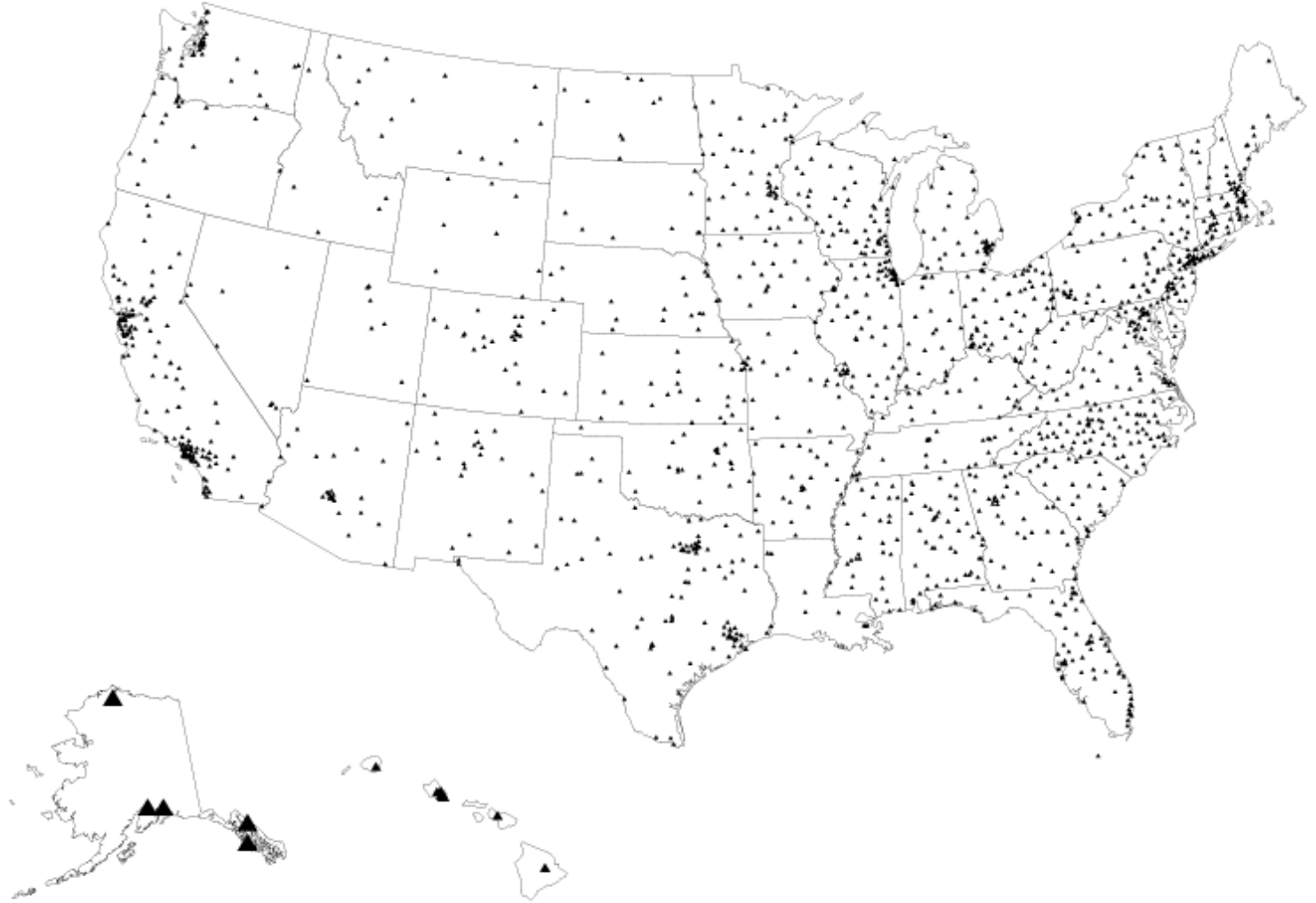
Vision: Education for all who want it

Mission: Access to higher education

**Values: Accessibility
Community Development
Social Justice**

Community Colleges 101

Community Colleges in the United States



Total:

1,195

Range:

1 in RI

117 in CA

Relatively Universal Access

Academics:	Course quality Faculty credentials Expectations
Skills:	Critical thinking Ethical decision making Problem solving
Goals:	Effective global citizens
Role:	Partner with industry, government, local communities

Community and 4-Year College Similarities

- **Half of all college students**
- **Compared to 4-year college students:**
 - **Older**
 - **Poorer**
 - **Part-time**
 - **Working**
 - **First in family**
 - **Commuting**

Community College Audiences

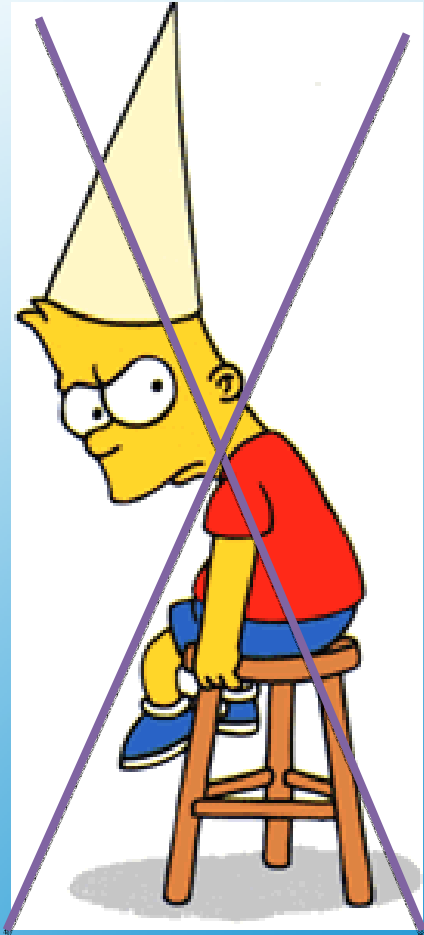
- **Academic degrees (AS AA, AAS degrees)**
- **Occupational, professional, technical training**
- **Continuing education/professional development**
- **Personal enrichment classes**
- **Developmental education: College preparation**
- **Basic skills: GED prep, ESL, Adult basic ed.**
- **Contract or customized training for employers**
- **Other**

Comprehensive Community College Educational Offerings

Diverse backgrounds, academic ability, SES, age

- **New to the US**
- **Returning from military service**
- **Re-entering workforce**
- **Changing careers**
- **Seeking career advancement**
- **Needing college preparation**
- **Transferring from 4-year colleges**
- **Seeking personal growth and enrichment**
- **Not sure of direction/interests/goals**

Diverse Student Body



Gwendolyn Brooks: Pulitzer prize-winning poet

Eileen Collins: NASA astronaut

Joyce Luther Kennard: California Supreme Court justice

Jeanne Kirkpatrick: Former UN ambassador

Jim Lehrer: News anchor

Sam Shepard: Pulitzer prize-winning playwright

James Sinegal: CEO of Costco

Maxwell Taylor: Former chairman of the Joint Chiefs of Staff

Winners Go To Community Colleges

Pete Rozelle: NFL Commissioner

Tom Hanks: Oscar-winning actor

H. Ross Perot: Corporate executive and 1992 Presidential Candidate

Calvin Klein: Fashion Designer

Melvin Salveson: Creator of MasterCard

Walt Disney: Founder of Disney World and Disneyland

Francine Neff: Former US Treasurer

Arthur Goldberg: Supreme Court Justice

Fred Haise: Apollo 13 Astronaut

Dustin Hoffman: Oscar winning actor

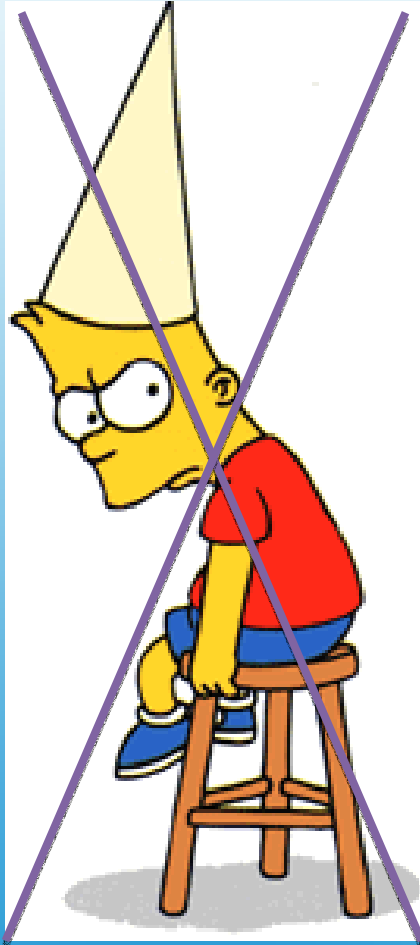
Clint Eastwood: Actor and Oscar-winning director

John Walsh: "America's Most Wanted" host

Rita Mae Brown: Author

and our own...

**More Winners Who Have Gone
to Community Colleges**



- **John P. Allegrante**
- **Lawrence Green**
- **Rob Simmons**
- **Robert Strack**

**Winners in Public Health (Education)
Who Went to a Community College**

Innovative leadership

(Pat Hazlewood, Sam Scherek, Matthew Goldstein, R. Peruggi)

BS/BS and career oriented

KCC in top 5% of all CCs in awarding associate degrees to students who wish to transfer to 4-year colleges/universities

Student diversity meets PH workforce needs

73 different main languages/142 countries

KCC in top 3% of all CCs in number of degrees awarded to minority students

Qualified, committed faculty

Doctorates – Public health experience

**Why Kingsborough Community College
Promotes Community Health Careers**

College Requirements (9)

- Concepts in Wellness
- English 1
- English 2

Dept Requirements (12)

- Intro to Community Health
- Critical Issues in CH
- CH Interventions
- Epidemiology

Major Requirements (36-38)

- Math
- Biology
- Psychology – 2 courses
- Sociology
- Computers
- 3 “Group” (LA) courses
- Electives
 - Depend on Concentration
 - **Health Education & Promotion**
 - Fieldwork (HE & P only)
 - **Health Administration**

TOTAL = 60 credits
Liberal Arts = 30 credits

Community Health A.S. Major
Kingsborough Community College

Students:

Motivates to continue/excel
at 4-year/CH(E)

Provides plan/jump-start
for 4-year college

Builds commitment to field

Introduces them to
Leaders/role models early
Job opportunities
Early exposure to PH work



Public Health Profession:

Promotes careers

Addresses shortage

Attracts diversity

Strengthens advocacy

**Benefits of Community Health Major at
Kingsborough Community College**

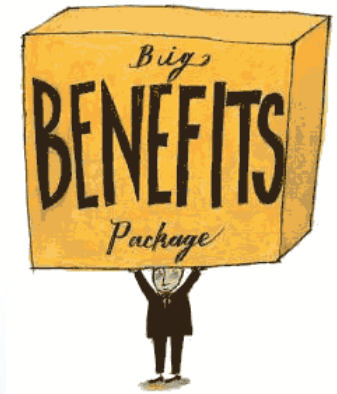
The Public:

Gets more educators/liaisons and education-referrals-system navigation help into the community sooner

Served by representative workers

Support through service-learning, internships

Frontline entry-level staff have basic competencies



Community Colleges:

Motivates faculty

Attracts new students

Offers opportunities for community engagement in high need area

**Benefits of Community Health Major at
Kingsborough Community College**

Central Alabama
Community College

Community College of the
Air Force (AL)

Diné College
(Tsaile, AZ)*

Hostos Community College,
CUNY

Kingsborough Community
College, CUNY*

Los Angeles City College

Los Angeles Trade and
Technical College

Mission Junior College
(Santa Clara, CA)

Mount San Antonio College
(Los Angeles, CA)

Napa Valley College
(Napa, CA)

Rio Hondo College
(Whittier, CA)

West Hills College:
(Coalinga, CA)

Community Colleges Offering Community Health Degrees

Need: PH Staff

Nurses

59% of all nurses
graduate from
community colleges



**Frequently Tapped Workforce Water Vein:
Recruiting Direct Service Providers**

Untapped Graduates: Other Health-Careers

- Biology
 - Biotechnology
 - Marine Biology
 - Nutrition Science Transfer
 - Occupational Therapy Transfer
 - Pharmacy Transfer
 - Physician Assistant Transfer
- Chemistry
- Mental Health/Human Services
- Recreation & Recreation Therapy
- Physical Therapist Assistant
- Substance Abuse Counseling
- Surgical Technology

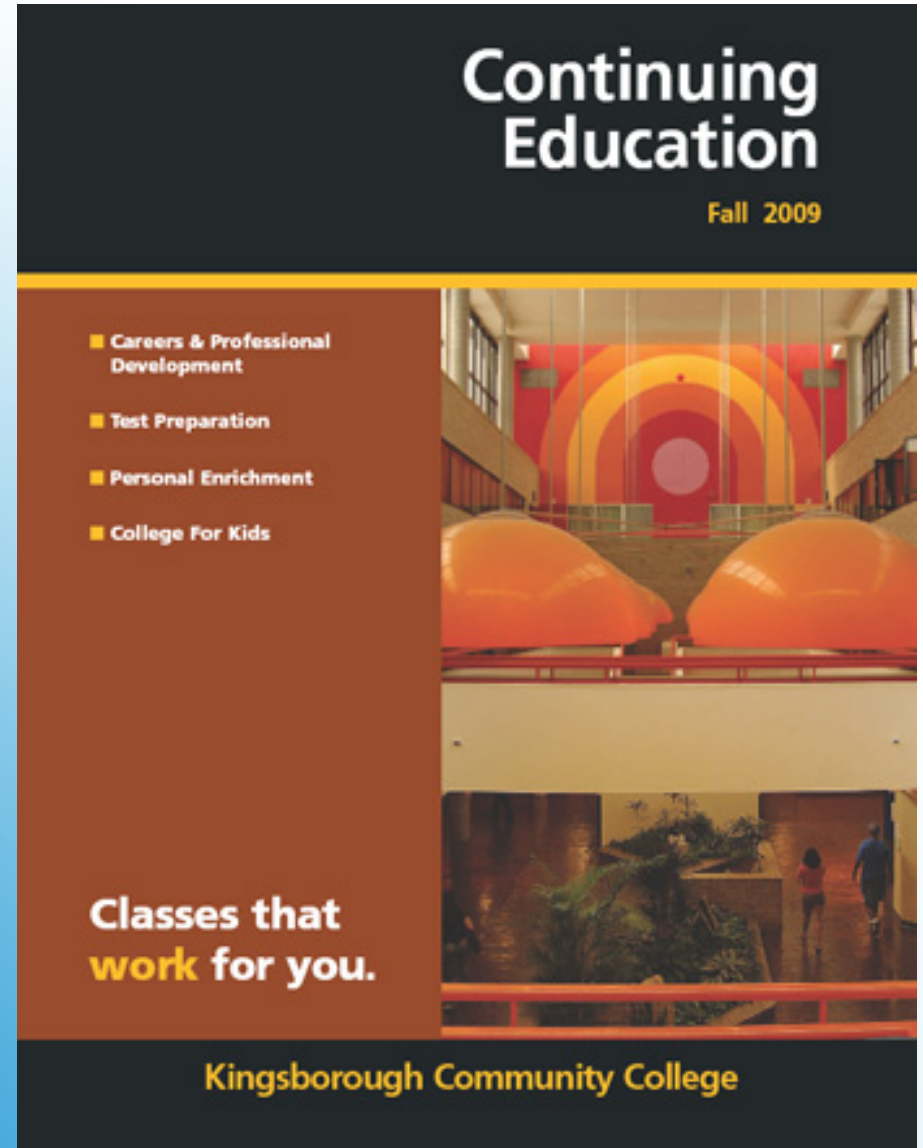
Certificate Prgrm Graduates



**Rarely Tapped Workforce Water Vein:
Allied Health Professionals Trained at CCs**

Need: Recruit/Upgrade Staff

- Family Development Credential (FDC)
- Medical Billing & Coding Specialist (CBCS)
- Clinical Medical Assistant (CCMA)
- EKG/ECG Technician (CET)
- Patient Care Technician (CPCT)
- Pharmacy Technician (CPhT)
- Certified Phlebotomy Technician (CPT)
- Mental Health Technician (CMHT)
- Certified Nurse Aide (CNA)
- Certified Wound Care Technician
- Certified Electronic Health Records Technician
- Certified Assistant for PCTs



Continuing Education
Fall 2009

- Careers & Professional Development
- Test Preparation
- Personal Enrichment
- College For Kids

Classes that **work** for you.

Kingsborough Community College

The brochure features a photograph of a modern building interior with a large, colorful, abstract sculpture in the background. The text is arranged in a clean, professional layout with a dark background for the top and bottom sections, and a lighter background for the middle section.

**Rarely Tapped Workforce Water Vein:
Recruit New/Upgrade Current Employees**



Need: Meet Job Qualification Changes:

From:

High School Graduate with 2 years work experience in related area

To:

Bachelor's degree OR

Associates degree with 5 years of job related experience

**Rarely Tapped Workforce Water Vein:
Upgrade/(Re)-Inspire Employees**

Need: Retain Valued Staff

- Guest speaking opportunities
- Membership on program advisory committees
- Participation in planning projects/events
- Design intensive on-site classes
- Adjunct opportunities
- Continuing ed instructor



**Rarely Tapped Workforce Development Water Vein:
Resources for Retaining Valued Staff**

Need: Infrastructure Skills

- Accounting
- Broadcast Technology and Management
- Business Administration
- Computer Science
- Computer Information Systems
- Engineering Science
- Graphic Design and Illustration
- Journalism and Print Media
- Office Administration and Technology
- Website Development and Administration

**Rarely Tapped Workforce Water Vein:
Recruiting Infrastructure Supporters**

New staff:	Direct service & infrastructure
Volunteers:	Service learning/Internship/Speakers
Current staff:	Upgrading, retraining, retaining
Resources:	Consultants in dozens of fields Meeting/conference/retreat space Employment Opportunities Entertainment/Sports Fitness facilities; Catering Library; Computer Labs Design and printing facilities

Summary

Community Colleges Resources

Honoree, PA, Graham, GN, Garcia J, & Morris, W (2008)
**A call to action: Public health and community college partnerships to
educate the workforce and promote health equity**
Journal of PH Management
Supplement, Nov, 2008, (82-84)

University of Texas
www.utexas.edu/world/comcol/state

American Association of Community Colleges
www.aacc-nche/research/index.htm

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Other Community College Resources