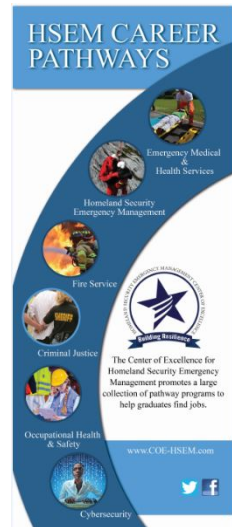2016-17 WORK PLAN ACTIVITIES TO ADDRESS FOCUS AREAS OF INDUSTRY SECTOR STRATEGY, EDUCATION, INNOVATION, EFFICIENCY & SUPPLY AND DEMAND

June 2017
Activity Report

Center Advisory Board Meetings: Approves 2017-18 SBCTC Work Plan

On May 16, Board Chair, Chris Johnson, facilitated a discussion with the Board which included a review of the Center's commendations and recommendations from the State Board (SBCTC) biennial Site Review, evaluate current year accomplishment and review, recommended amendments and approve the 2017-18 SBCTC Work Plan.

The Center successfully accomplished its 2016-17 work plan objectives and the completed 4th quarter Work Plan Report is available on the Center's website http://wp.pierce.ctc.edu/blog/hsemcoe/our-services/. The 2017-18 plan continues to focus on the priority elements the Board believes are critical to student career success (completing degrees and gaining employment). Center staff drafted 2017-18 work plan with the following core themes:

- *Career Connected Learning/Pathways:* Engaging our colleges and their communities and employers to engage in employers to commit to support career-connected learning and pathways to jobs in their industries.
- *Expanding the Work Experience Market Place* to grow intern and apprenticeships and volunteers opportunities with our career pathway employers.
- Continue to effect system process *improvements and innovations* and support and increase graduation and employment rates.

The Center has reached out to our state's Skills Centers to discuss how to create more pathways including for students interested in the All-Hazards EM field. There was a general consensus of the Board that the Center can develop more opportunities for all of the six career pathway students in the CTC colleges including more networking events and activities with employers.   There is a new emphasis on "career connected learning" from the SBCTC and Office of Superintended of Public Instruction (OSPI) and Centers are being encouraged to facilitate discussions and actions that support a high school "Running Start" (dual credit) approach to obtaining a high school diploma and AA degree simultaneously. This was wholehearted supported by Center Board Members. The new biennium Work Plan was approved with amendments and the 2017-18 Activities approved follow:

Activity #1 – *Supply Chain management Curriculum Collaboration* – The April 2018 Forum will be the 3rd Forum held in the past three years collaboration with the COE for Global Trade/Supply Chain Management. The Forum will focus on "Technology and Securing the Supply Chain Management".

Activity #2 - *Career Connected Pathways* – Center will continue to expand and enhance its "career connected learning" activities with K-20 including developing pathway approaches that utilizes dual degree/Running Start approaches for K-12, internship expansion for all pathway programs, and pre-

apprenticeship/apprenticeship opportunities. Identified specific projects that are under discussion currently which include an apprenticeship pilot partnering with Amazon around Occupational Health and Safety (OSH) and development of an Insurance Industry apprenticeship program based on the current OSH pilot being sponsored by Edmonds College.

Activity #3 – *Public Safety/Security Program Assessment/Enhancement* – Will continue to work with the 19 CJ Programs and employers statewide to identify the core strengths (KSAs) through a DACUM which will be held mid-July, develop recommendations and a proposal for adopting common core curriculum/numbering, and identifying more effective efficient degree attainment system for the State.

Activity #4 – Women in Leadership Forum – Is an ongoing women leadership development activity which includes the annual fall Forum. This year's Forum starts the second stage in establishing an on-line mentorship program which will be referred to as "Leadership Circles". Periodic networking events will be held during the year in different locations around the state.

Bridging the Gap in Cybersecurity Policy: Emerging International and Domestic Issues
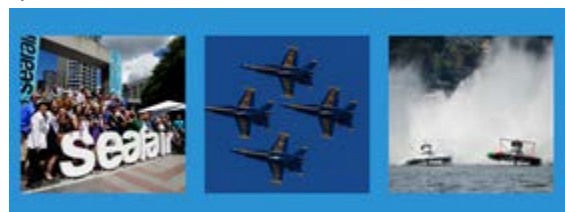

The UW's Jackson School of International Studies and the Greater Seattle Trade development Alliance held a forum on Cybersecurity emerging international and domestic issues. The Center Director and COE Advisory Board Member Margo Z. who represents the UW's Cybersecurity Masters Program attended. They met with speakers from the UW's Cybersecurity Policy Education faculty, WA State's Chief Technology Officer for Cybersecurity, Microsoft's Global Security Strategy and staff from the Pacific NW Lab's regarding emerging international and domestic cybersecurity policy issues.   The UW and Jackson's School faculty and the Center will be meeting to discuss the need to identify and implement curriculum that can be embedded into our K-12 education system to address the critical policy implications regarding cybersecurity laws and policy eduction.

Emergency Management Group – Washington

https://kirklandcert.wildapricot.org/event-1983680

 The Center has recently partnered with the Emergency Management Group – Washington. The Center is working with our pathway programs to recruit students to participate in a variety of public events such as Seafair which are support by this emergency management non-profit. The provide EM to such events as Seafair and the upcoming 2018 USA Special Olympics. Volunteers are able to assist the organization with EM activities during this year's Seafair events, and an upcoming internship will focus on the planning aspects of the 2018 USA Special Olympics.

Emerging Trends in Higher Education

On June 21, 2017, Center staff, Shane Moore, attended the special roundtable discussion with Marsh's Education and Public Entity practice leader, Jean

Demchak. This event was sponsored by the Disaster Resilient Unversities(DRU) Network and the National Center for Campus Public Safety.   The discussion focused on trends and emerging risks being seen now in higher education including traumatic brain injury, Title IX, sexual violence, discrimimnation, hazing and institutional reputation risk. The audience for the event was college emergency, risk mangers and safety staff.

Emerging critical risks and concerns identified in education include: regulations, cyber-attacks, fiscal crises, and talent availabilty. The participants discussed top barriers to understanding emerging risks which included: cultural/institutional, lack of cross-organization collaboration, budget, lack of awareness of key risk management concepts, inability to model the magnitude of the risk, and internal communication.   The Center will publish an Issue Paper on these emerging trends and it will be available on the Center's website.

Centers of Excellence Collaborations – Rural Development Grant to Support State's Ag Industry

The COE for Global Trade/Supply chain management contracted with the COE HSEM to assist in a USDA Grant Project that researched and published a master list of all online and hybrid courses available through fourteen (14) colleges with the target sectors of food processing, agriculture machinery/equipment manufacturing, distillers/beverage products, agriculture industry, supply chain management and food safety, security and food defense.

Collaborating Colleges – Cybersecurity
The Center is working with Peninsula College and their fully online Cybersecurity & Computer Forensics Program to replicate "Collaborating Colleges" model piloted by Pierce College and the Center for sharing online degree programs with system colleges.   Pierce has indicated an interest in being one of the first colleges to collaborate with Peninsula offer its Cybersecurity degree. The colleges have agreed share the program and will complete an MOU which could allow Pierce to offer this program starting fall quarter 2017.

Bates Community/Technical College to Proceed Degrees in Public Safety

Bates contacted the Center to discuss the development of a new Public Safety AA degree and then move into establishing a Public Safety BAS degree. Bates currently has Fire Command (shared w/Pierce College), Fire Service and Fire Protection Engineering Technology, Information Technology, Business Management programs that can be drawn from to develop a Public Safety AA to BAS career track. Bates has a placeholder with the State Board for a Public Safety BAS program. Within the public safety field, there are many different career options and opportunities. Overall, jobs are expected to grow at a steady pace over the next ten years, while some areas such as EMTs and Paramedics are growing faster than average.   As a degree program, Public Safety Administration BAS offers graduates a myriad of options and attracts students interested in various areas of law enforcement, criminal justice, corrections, non-profit and NGO work, federal government work and other positions of leadership. Public Safety degrees are often designed to meet the needs of municipalities that are consolidating police and fire departments into one public safety department. Curriculum give them a broad foundation of knowledge and skills for many different situations. Curriculum could include some law enforcement, corrections, security and loss prevention, fire prevention/service, EMT, 911 Telecommunications, principals of emergency management, building construction for fire prevention, interviewing, investigations and report writing, principals of fire and emergency services, safety and survival, and course work in computer technology, mathematics, communications and leadership, strategic planning and conflict resolution.

CYBERSECURITY SUMMER NEWS AND EVENTS

The Center published an eNews notification to our State's IT and Cybersecurity Programs to alert them of the **Community College Cyber Summit 2017, First Worldwide Cyber Defense Event and First Cyber Range in Washington State.**

Navy Veterans Hiring/Education Event

Center staff attended this large veterans hiring event on May 24, at the Doubletree Hotel at SeaTac. Staff met with employers and veterans providing information about the SBCTC career pathway programs including the new HSEM BAS degree at Pierce College and the AA and BAS Cybersecurity degrees now available statewide in the CTC system.

Disrupting Trends in Public Safety Technology Symposium

Center staff attended the PNWER Public Safety Technology Symposium on May 23, at the McGavick Conference Center, Clover Park Technical College. The Symposium discussed technology innovations including artificial intelligence and UAV (drone) and automation such as self-driving vehicles that will revolutionize how we will accomplish our first responder missions. The Center spoke about the need to offer internship and volunteer opportunities for students in our colleges and universities to gain work experience so become viable candidates for these new job opportunities.

12th Annual Energy and Construction Best Practices Summit June 1-2, 2017
Centralia College - Solutions for a Multi-Generational Workforce

Center staff joined over 100 participants at the Summit June 1-2, at Centralia College. The Summit focused on learning about how educators and employees can navigate the challenges of today's workforce and learning environments from Dr. Mark Taylor an internationally recognized speaker on multigenerational transformations. Also join Governor Jay Insee and Chris Reykdah, Superintendent of Public Instructions to learn about their efforts and initiatives to build diverse pathways helping our students connect with employers throughout the state.

4th Quarter Analytics Report (April-June) 2017

Glossary

- **Bounce rate:** The percentage of visitors to a particular website who navigate away from the site after viewing only one page.
- **Page views:** The total number of pages views. Repeated views of a single page are counted.

- **Sessions:** A session is the period of time a user is actively engaged with your website. A single session can contain multiple screen or page views.
- **Unique page views:** Refers to the number of individual visitors who have looked at your pages. Repeat viewers will only be counted once.
- **Traffic Type:** Tells where the traffic is coming from. Direct - is typing the web address directly into the URL box, Referral - is when people click on links inside of other websites, Organic – is when people find the page with a search engine, and Social - comes from social media.

Website Traffic - Comparison

Page views	Unique page views	Average Time	Bounce Rate	(Apr-June: 4th Quarter)
3,719	2,759	1:56	49%	

Page views	Unique page views	Average Time	Bounce Rate	(Jan-Mar: 3rd Quarter)
4,299	3,024			
2:01	47%			

Top website content

PAGE NAME	PAGE VIEWS	UNIQUE PAGE VIEWS	AVG. TIME ON PAGE
Homepage Pathway	994	710	00:01:43
Programs Students	360	309	00:02:06
Jobs	329	285	00:02:59
Hot Topics Blog	290	269	00:01:55
Our Services	262	181	00:04:58
Work Marketplace	233	209	00:01:26
Advisory Board	212	166	00:03:36
About Us	193	172	00:02:31
Degree Programs	174	148	00:02:26
Job Opportunities	129	109	00:03:12
Job Outlook	115	103	00:01:19
Our Staff	97	68	00:02:45
Emergency Cycle	92	77	00:10:10

TRAFFIC TYPE:

PAGE NAME	DIRECT	REFERRAL	ORGANIC
Homepage	406	488	110
Pathway Programs	125	206	30
Students Jobs	156	129	45
Hot Topics Blog Our Services	135	122	33
	130	112	20
Work Marketplace	99	108	26
Advisory BoardAbout Us	131	81	-
Degree Programs Job Outlook	120	73	-
	129	45	-
	63	52	

Top Pages Viewed by New Visitors

PAGE NAME

Homepage

Our Staff

Pathway Programs

Student's Jobs

About Us

Advisory Board

Some of the top referral websites include:

http://www.pierce.ctc.edu/ beta.pierce.ctc.edu
https://www.coewa.org/ http://www.sbctc.edu/
http://www.washingtoncareerpathways.org

Trends

- Page views are down a small margin from last quarter, but that can be expected with summer.
- The website referrals are steady, which means other websites continue to create links to our pages.
- Some of our most popular website referrals are from social media, which is great because people are starting to find some of our web pages through social media postings.
- Organic searches (search engines) still account for the smallest percentage of views.
- People are spending a lot of time on our Emergency Cycle, our services, and advisory board pages.
- The everyday blog posts have started to get more exposure with views for each individual post.

Up Coming Events

Pacific Northwest Disaster Resilience Symposium
When: July 24-25, 2017
Where: Portland Marriott Downtown Waterfront
1401 SW Naito Pkwy, Portland, OR 97201
Cost: $195

The Pacific Northwest Disaster Resilience Symposium is a two-day event hosted by the Center for Regional Disaster Resilience and developed to bring together leaders and decision makers from throughout the region to address common issues, examine solutions, and promote information sharing. The Symposium will be take place on July 24-25, 2017. It will be embedded within the Pacific Northwest Economic Region's Annual Summit in Portland, Oregon, from July 23-27. Embedding the Disaster Resilience Symposium within the larger PNWER Summit will provide attendees with the opportunity to interact face-to-face with elected officials and legislators and increase awareness for important disaster resilience issues.

Registration

2017 COE Schedule of Events

July 18-19   Criminal Justice Program Quarterly Meeting/Dacum, Big Bend College
July 24-28   PNWER – Public Private Partnership Workshop at Portland Conference
August 15-17   TEEX – Higher Education EM Planning 3-day training at Cascadia College
September19-21 WSEMA Conference – Suquamish Clearwater Resort, Suquamish, WA
September 28   Energy and Technology Transportation Infrastructure Workshop, Portland,
                        Sponsored by Center for Disaster Resilience
October   Women in Leadership Forum – TBA Date and Location
October   Advisory Board Meeting – Location TBA; 12:00 p.m. to 4:00 p.m.