SAN JOSÉ · EVERGREEN
Community College District

WORKING SMARTER FOR STUDENT SUCCESS

Presented By: SJECCD Trustee Mayra Cruz | May 4, 2019
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2019 COMMUNITY COLLEGE LEAGUE OF CALIFORNIA
ANNUAL TRUSTEES CONFERENCE

## OPPORTUNITY | EQUITY | SOCIAL JUSTICE

POWER OF DISAGGREGATED DATA

- Data disaggregation is the process of filtering a population into smaller populations based on certain characteristics.

- Disaggregating data can indicate whether or not the results of data for a subpopulation is masking the results of data for another.

- Disaggregating data avoids the obscuring nature of "overall averages" by emphasizing the "experiences and outcomes of different student groups."

- An example in the California community college system is the disaggregation of the unprepared versus prepared students in viewing completion rates in the Scorecard.
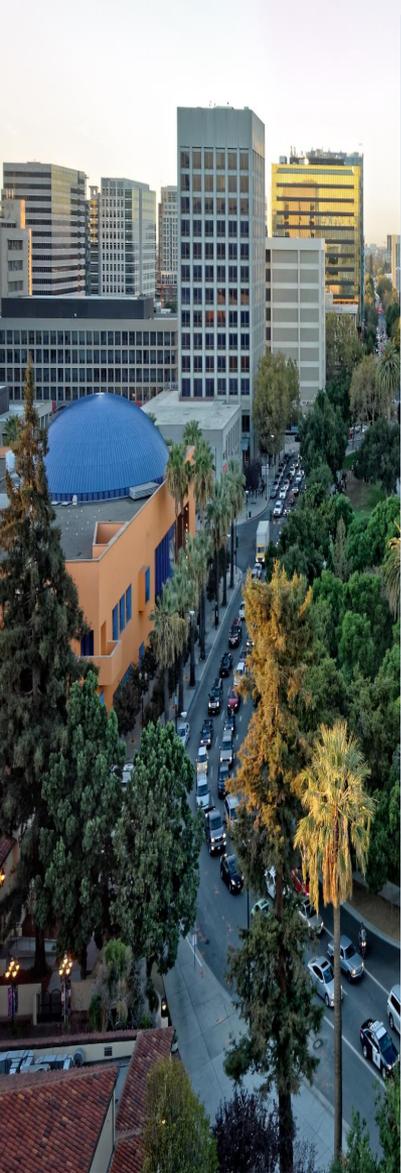
DISAGGREGATED RACE/ETHNICITY DATA

- The American Community Survey of 2006 found that 14% of Asians do not have an education level higher than high school.

- However, when disaggregating the data, it was found that 35% of Cambodians, 38% of Laotians, and 39% of Hmongs achieved an education level below high school.

- In other words, a good example of valuable data that was left out when considering only Asians as a whole.

- Importance of disaggregation is apparent when capturing the Scorecard completion rates over time by race/ethnicity.

BENEFITS OF DISAGGREGATED DATA

- Disaggregated data describing the racial/ethnic makeup of communities and can help school officials understand the cultural differences of each student and make better-informed decisions on how to best serve their students.

- Analyzing trends in disaggregated data, schools can effectively decide on measures and practices that best address the challenges of maintaining or improving the effectiveness of their academic support programs and services.

SJCC OVERALL COMPLETION RATE
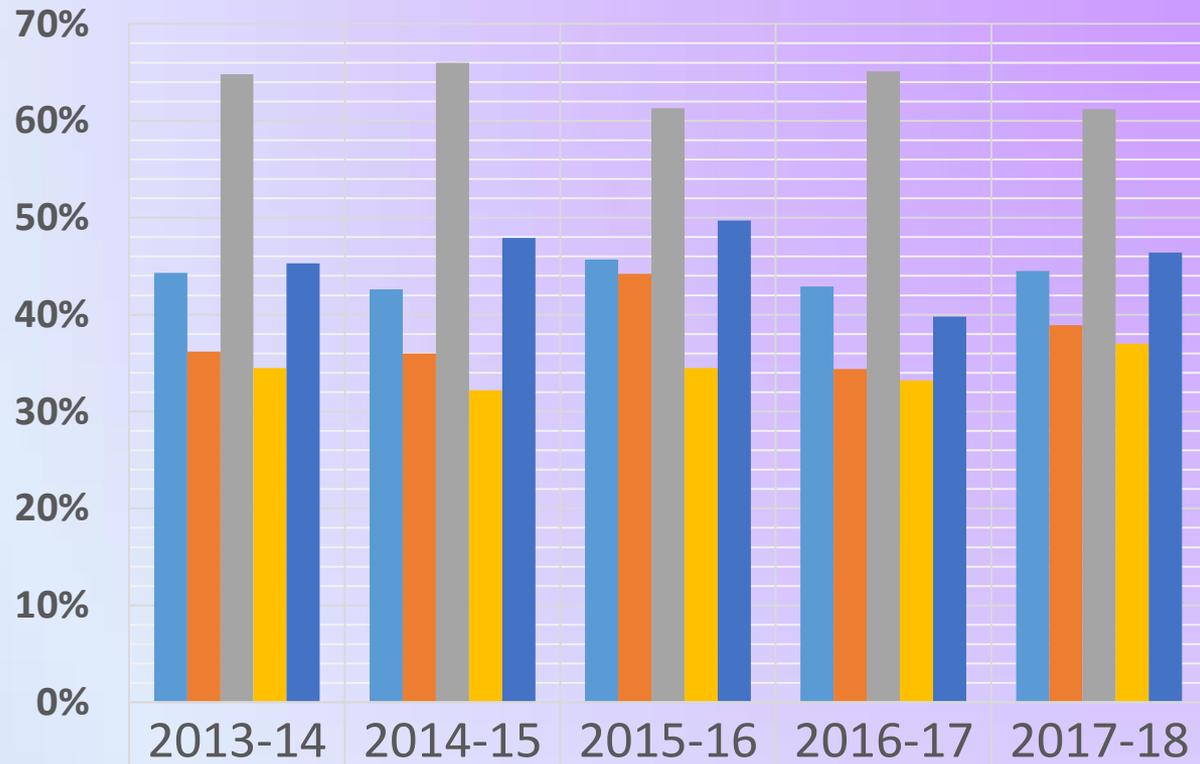
	2013-14	2014-15	2015-16	2016-17	2017-18
All	44.3%	42.6%	45.7%	42.9%	44.5%
African American	36.2%	36.0%	44.2%	34.4%	38.9%
Asian	64.8%	66.0%	61.3%	65.1%	61.2%
Hispanic/ Latino	34.5%	32.2%	34.5%	33.2%	37.0%
White	45.3%	47.9%	49.7%	39.8%	46.4%

Source: 2018 Scorecard

EVC OVERALL COMPLETION RATE
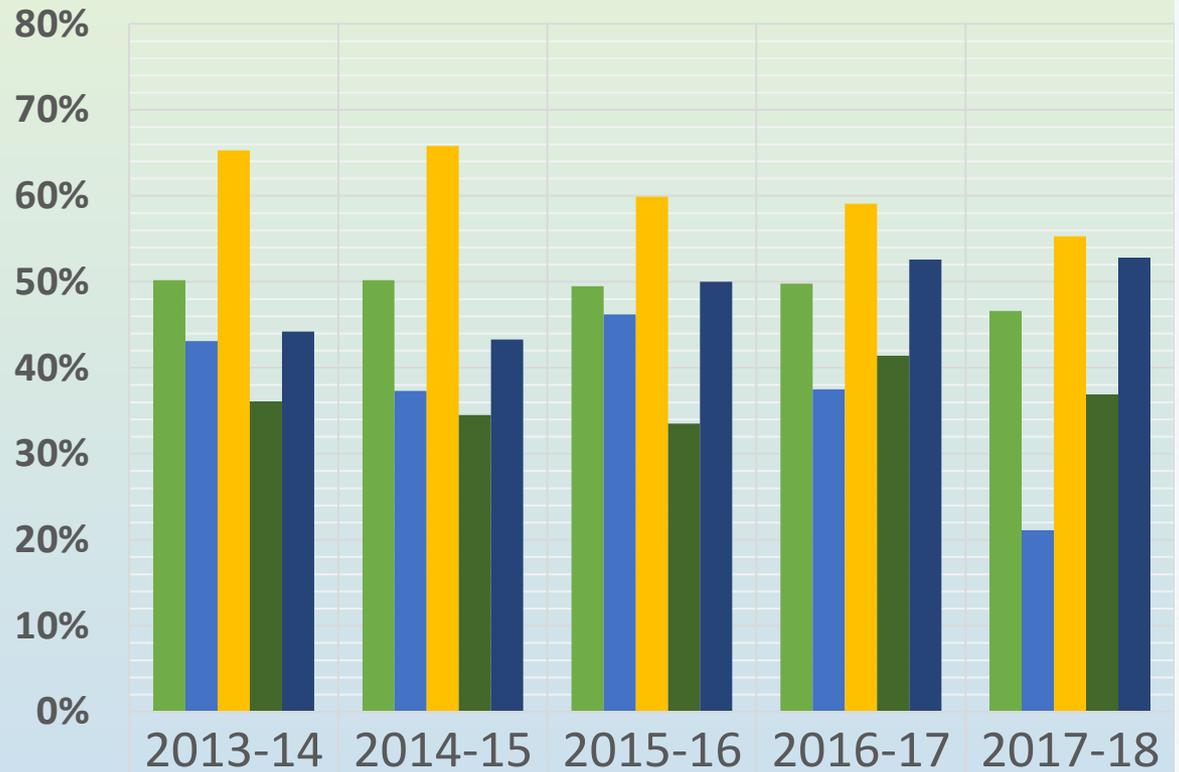
	2013-14	2014-15	2015-16	2016-17	2017-18
🟩 All	50.2%	50.2%	49.5%	49.8%	46.6%
🟦 African American	43.1%	37.3%	46.2%	37.5%	21.1%
🟨 Asian	65.3%	65.8%	59.9%	59.1%	55.3%
🟩 Hispanic/ Latino	36.1%	34.5%	33.5%	41.4%	36.9%
🟦 White	44.2%	43.3%	50.0%	52.6%	52.8%

SJECCD ENDS POLICIES

- SJECCD exists to ensure all students, especially those with educational and/or socioeconomic challenges, will have the skills and capabilities to be successful in the next stage of their life.

- As a leader in Silicon Valley, the SJECCD will be an active partner with civic and other community leaders to create a strong economy and foster social-economic equity and justice.

(Source: SJECCD Outreach Program for Qualified Business – Board Adopted 3.13.2018)

MISSION

The Outreach Program operates to carry out these interrelated Ends Policies by contributing to the economic vitality of Santa Clara County, and in particular the District's service area, by delivering the best-valued and highest-quality products and services and by encouraging competition among all contractors and suppliers.

"…Consistent with these Ends Polices the Board of Trustees finds that…Supporting a strong local economy and fostering social-economic equity and social justice is directly linked to promoting the enrollment and retention of students as well as finding and retaining the most qualified vendors."

(Source: SJECCD Outreach Program for Qualified Business – Board Adopted 3.13.2018)

GOAL

Increase opportunities for, and participation of, small, micro, and local businesses in its procurement of goods and services.

(Source: SJECCD Outreach Program for Qualified Business – Board Adopted 3.13.2018)

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OVERVIEW

- Board Outreach Program adopted March 13, 2018
  - Goals
  - Anticipated Results

- Process

- Implementation

- Outcome

OUTREACH

- **Weekly Workshops**
 - Business Opportunity Workshop
  - Topics

- **Weekly Team Meeting**
  - 18-Month Look Ahead Projects
  - Demographic Report
  - Technology (B2Gnow) Implementation Stage

- **Process**
  - Process Checklist (Tasks and Timelines) and Data Management
  - Outreach (PlanetBids, Ads, Emails, Website, Community Meetings)

SCC Firm Ownerships: Across All Industries

(Based on 148,878 firms for non-race/ethnicity percentages. Based on 162,343 firms for race and ethnicity percentages)

Note: LLA 2015 Report indicates that "Numbers of firms owned by African Americans were wit
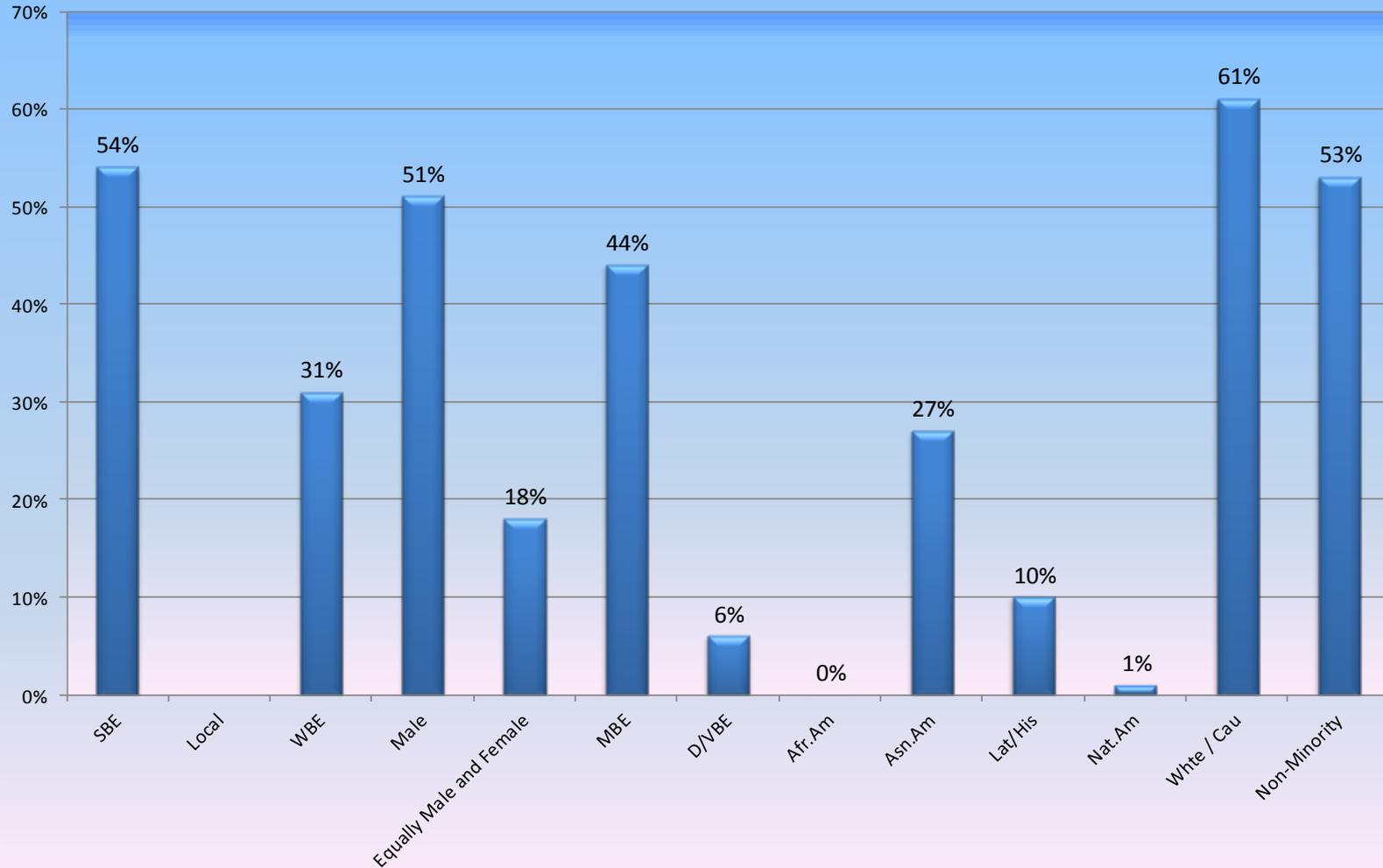
Category	Percentage
SBE	54%
Local	
WBE	31%
Male	51%
Equally Male and Female	18%
MBE	44%
D/VBE	6%
Afr.Am	0%
Asn.Am	27%
Lat/His	10%
Nat.Am	1%
Whte / Cau	61%
Non-Minority	53%

Santa Clara County Construction Firm Ownerships
(Based on 3,090 firms for non-race/ethnicity percentages. Based on 11,823 firms for race/ethnicity percentages)
Note: Per LLA's 2015 Report, "Number of African American firms were withheld due to inadequa
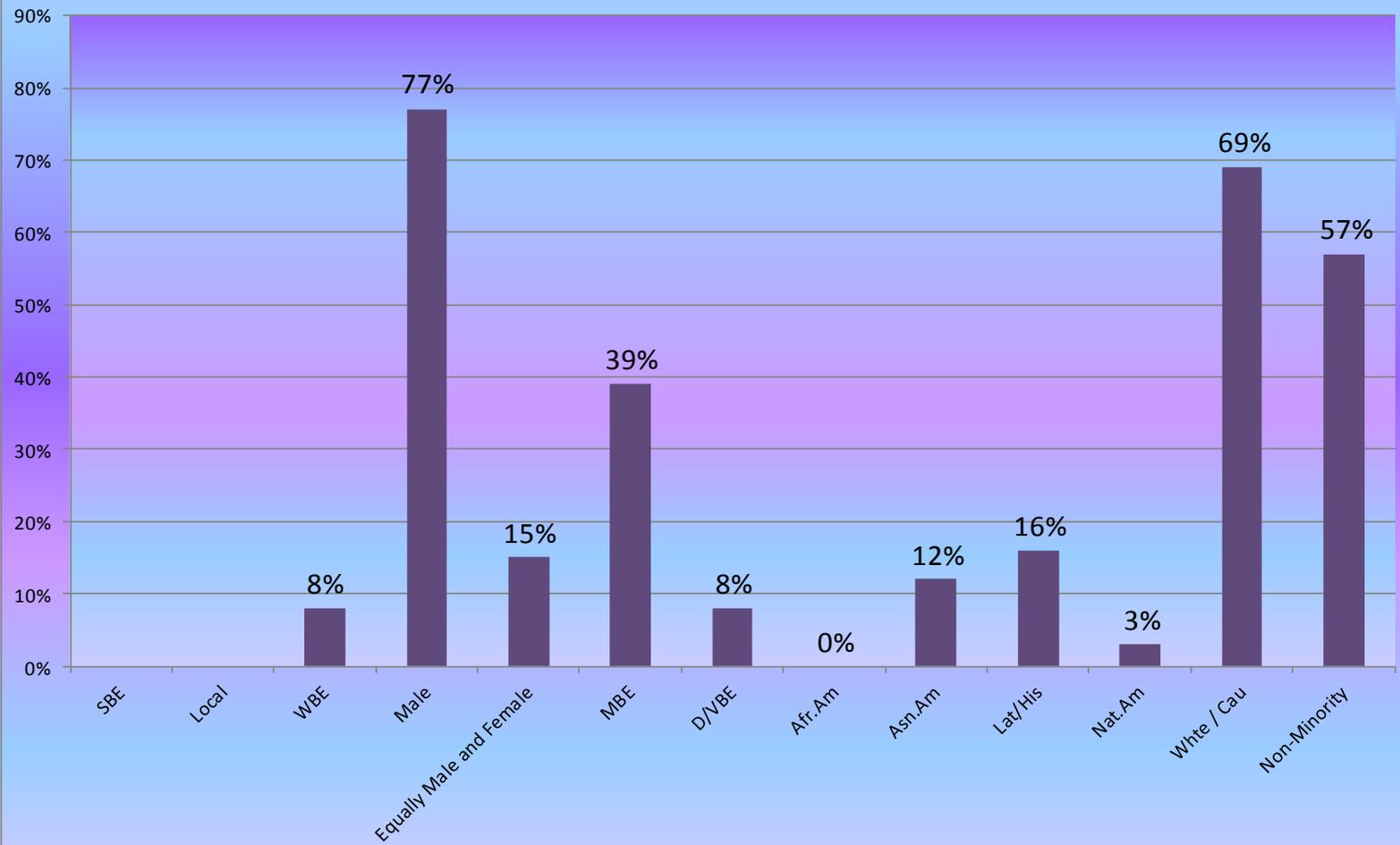
Category	Percentage
SBE	
Local	
WBE	8%
Male	77%
Equally Male and Female	15%
MBE	39%
D/VBE	8%
Afr.Am	0%
Asn.Am	12%
Lat/His	16%
Nat.Am	3%
Whte / Cau	69%
Non-Minority	57%

SJECCD Five-Year Baseline Data (FY2009-2010 to FY2013-2014) of Expenditures (Both Bond and Non-Bond)

Bar chart values:
- SBE: 18.20%
- Local: (no value shown)
- WBE: 2.00%
- Male: (no value shown)
- Equally Male and Female: (no value shown)
- MBE: 4.00%
- D/VBE: 0.04%
- Afr.Am: 0.06%
- Asn.Am: 1.30%
- Lat/His: 1.55%
- Nat.Am: 0.06%
- Whte / Cau: (no value shown)
- Non-Minority: 96.00%

RESULTS

Legend:
- SJECCD Five-Year Baseline Data (FY2009-2010 to FY2013-2014) of Expenditures (Both Bond and Non-Bond)
- Goals/Anticipated Results
- Results for FY2017 ContractAmt
- Results for CY2018 ContractAmt (including Tier1 &Tier2 Vendors)

Category	Baseline	Goals	FY2017	CY2018
SBE	18.20%	25%	33%	53%
WBE	2.00%	4%	5%	6%
MBE	4.00%	8%	15%	15%
D/VBE	0.04%	1%	—	0.00%
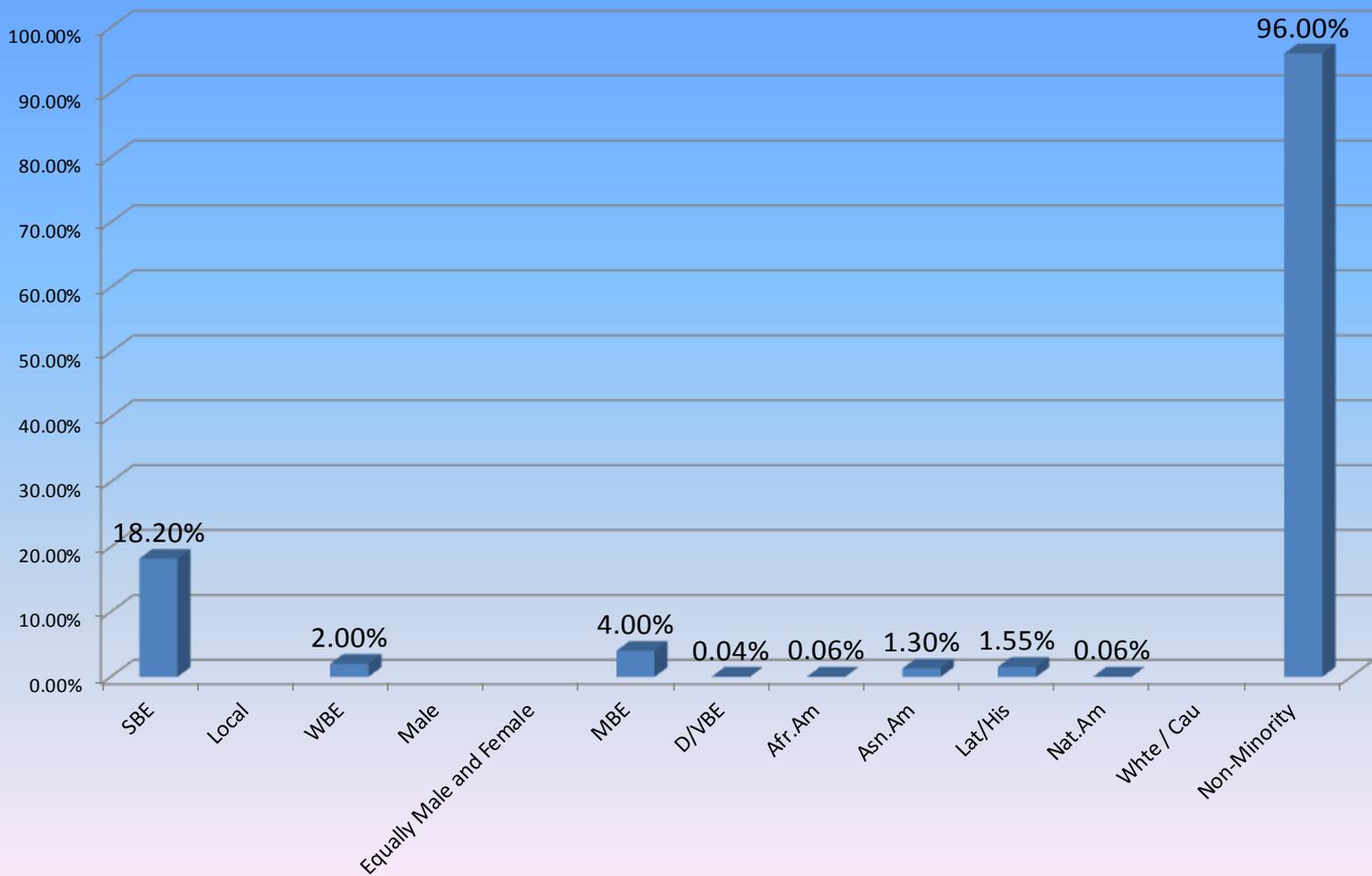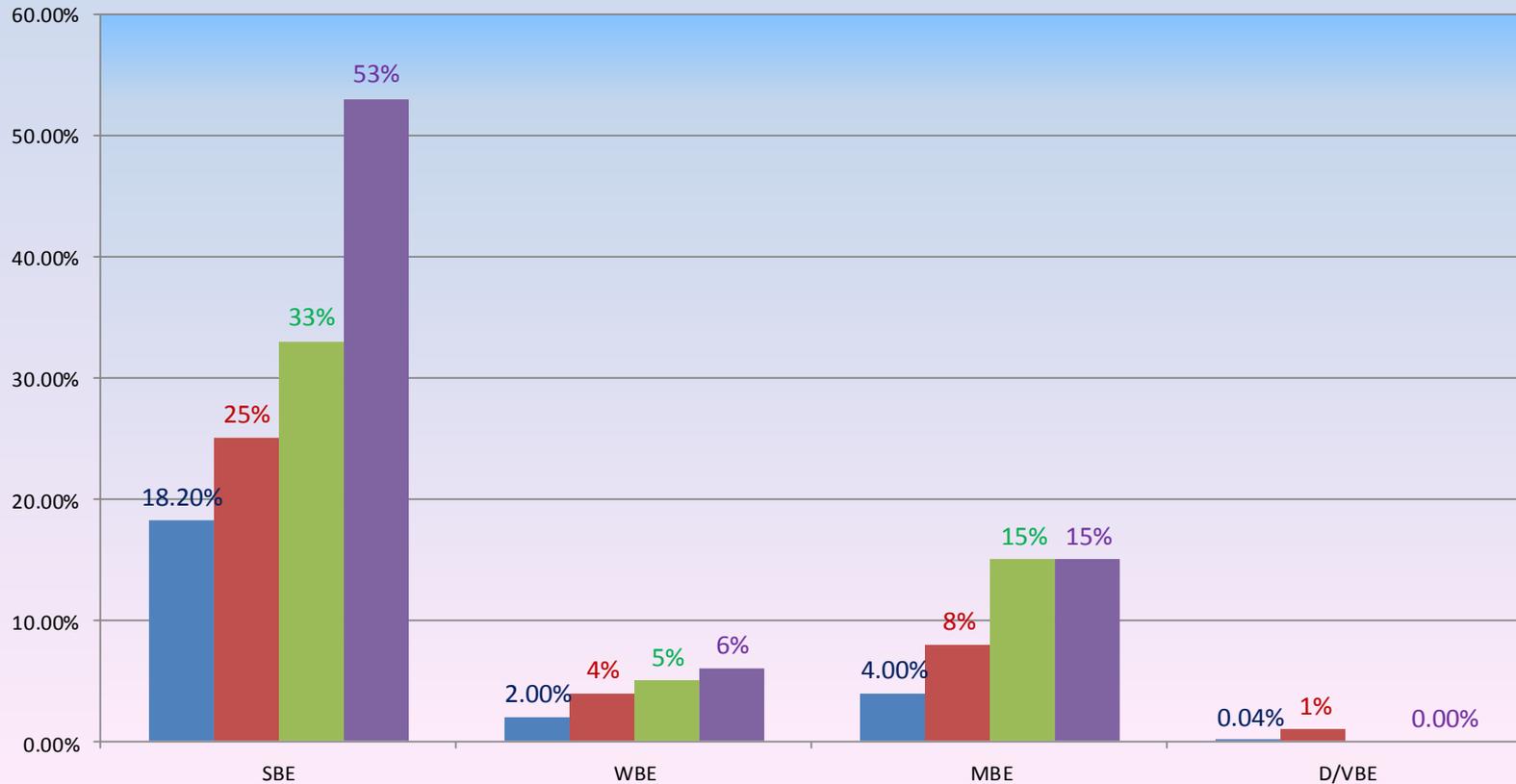
RESULTS

- SJECCD Five-Year Baseline Data (FY2009-2010 to FY2013-2014) of Expenditures (Both Bond and Non-Bond)
- Goals/Anticipated Results (There is No Anticipated Results Set for Ethnicities)
- Results for FY2017 ContractAmt
- Results for CY2018 ContractAmt (including Tier1 &Tier2 Vendors)

Note: 1. Baselines for ethnicities participation rates were established in 2015 (blue). 2. Anticipated results were not set. 2. Data for ethnicities were not reported for 2017. Therefore, this chart only provides 2015 baseline data and 2018 data (purple). These data inform the need to increase participation rates.
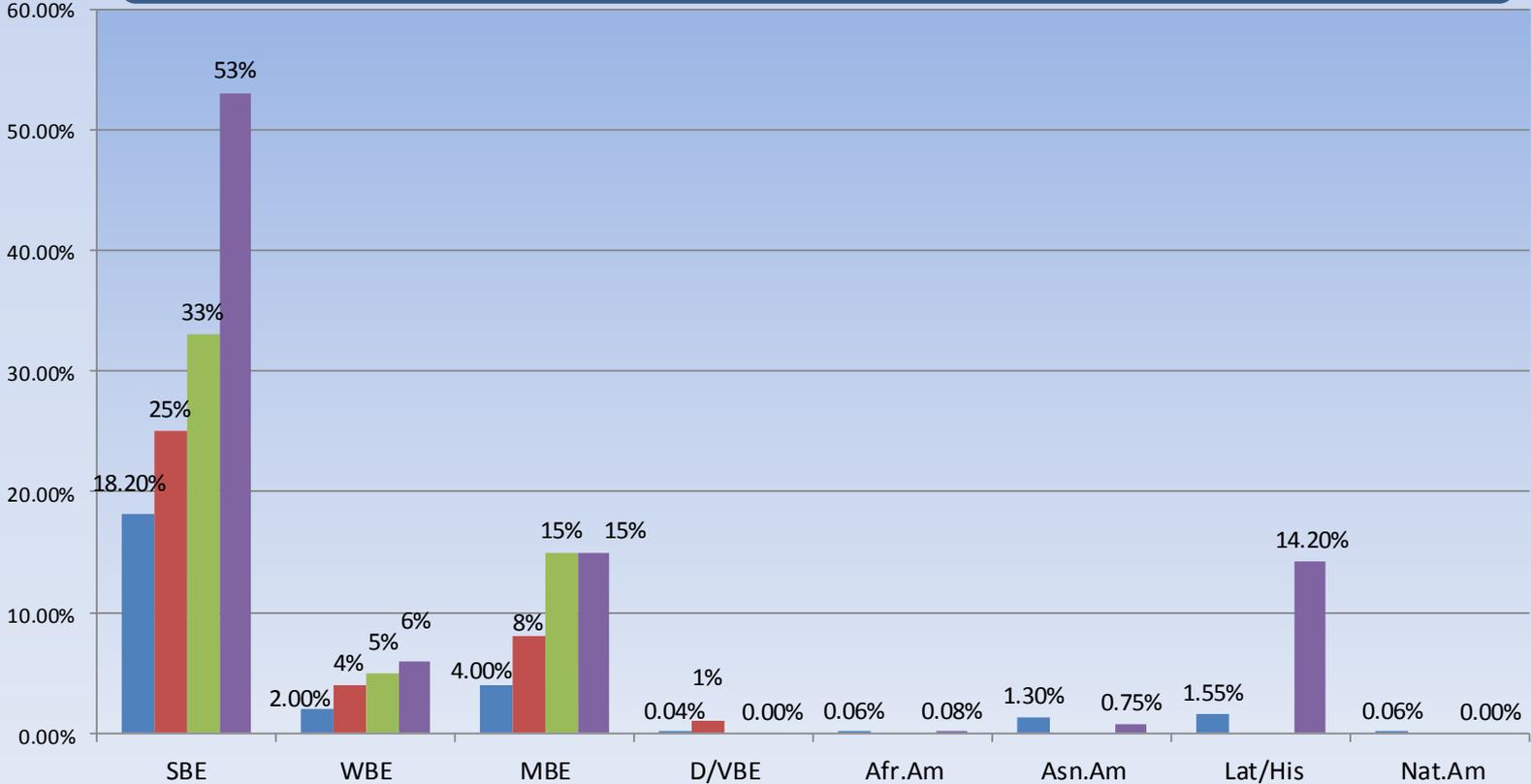
Category	Blue	Red	Green	Purple
SBE	18.20%	25%	33%	53%
WBE	2.00%	4%	5%	6%
MBE	4.00%	8%	15%	15%
D/VBE		0.04%	1%	0.00%
Afr.Am	0.06%			0.08%
Asn.Am	1.30%			0.75%
Lat/His	1.55%			14.20%
Nat.Am	0.06%			0.00%

Dear Sam,

Thank you very much for taking time yesterday to provide information and guidance about procurement opportunities with San Jose/Evergreen Community College District.

The extent to which you engaged my small business colleagues and me to tour two sites is indescribable. The campus representatives at various levels that you introduced us to were warm and inviting, and absolutely the right people we sometimes have difficulty meeting.

They not only helped us feel important, but also created extra motivation to be properly prepared to provide quality service in the near future.

I hope all of the SF Bay Area is fully aware of the tremendous value and opportunity you and your leadership at SJECCD genuinely provide by engaging with local small business owners that are serving the surrounding community.

Thank you.

Sincerely,
Carlos Reza
Managing Partner
Newgens-Smartplace

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QUOTES FROM SBE/MBH/MBP POTENTIAL VENDORS

1/18/2019
Hi Sam and Happy New Year!!
We just completed a small painting project at City College. Thank you so very much for all your help to get us in the door.

Martha Ellzey
Ellzey's Painting, Inc.

1/24/2019
Mr. Sam Ho,

I would like to thank you for interview me today regarding the opportunity that SJECCD provide to help small businesses owners in construction field. It was great to meet you and SJECCD staff. I truly enjoyed learning about your current marketing program growing with San Jose Evergreen Community College District.

My background with Bachelor Degree in Aeronautical(Aviation Maintenance) from San Jose State University. (former student with Evergreen Valley College 1985)
Beside my company ASE BUILDERS INC officially registered in 2011 till present.
Working in construction and trade since 2009 with:
B General Construction,
C-10 Electrical,
C-20 HVAC,
C-38 Refrigeration,
C-36 Plumbing.
Experiences with Siemens as Building Control Engineer, Field Control Engineer with Air Systems Inc. , System tech facility with Solyndra, and Senior HVAC Engineer with Jones Lang Lasalle sub contractor worked at Intel Santa Clara Site.
I was impressed the program with the opportunity to help us small business owner in construction field growing with SJECCD.
I can provide any additional information upon your request.
Sincerely, ASE Builders Inc. License: 968567
Kim Nguyen.

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THANK YOU!

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