



City Council Budget Testimony

Dr. Donald Guy Generals

April 30, 2019

Good afternoon, City Council President Darrell Clarke and distinguished members of City Council. I am Donald Guy Generals, President of Community College of Philadelphia. Joining me is Jeremiah White Jr., President of the Board of Trustees. Thank you for this opportunity to speak with you about the budget request and needs.

Community College of Philadelphia is requesting \$35.4 million in fiscal year 2019-2020 from the City's general fund -- an increase of \$3 million over the amount received in fiscal year 2018-2019 that will support our operating and capital budgets. The additional funds will help support the College's emphasis on the City's workforce initiatives (\$1.25 million), make college more affordable and accessible for underserved populations through dual enrollment opportunities (\$850,000) and fund the City's share of the annual debt service for a Career and Advanced Technology Center in West Philadelphia (\$900,000), which will provide in-demand skilled and technical talent for area businesses.

Over the last four years, the College has averaged 2,000 graduates per year. The graduation rate and the retention rate have improved during the same time period. The College will expand its pathways initiatives through apprenticeships, pre-apprenticeships and internships. Through the use of stackable credentials and prior learning assessments, we will expand the job-ready pipeline with pathways into jobs and careers providing family-sustaining wages.

The College is intimately involved with the strategies for Fueling Philadelphia's Talent Engine. With continued support from the City, we are further positioned to achieve the goals laid out in the plan. Please find a breakdown of some of the initiatives designed to fuel the talent pipeline.

[Workforce Development](#)

The College will continue to build institutional capacity for career and technical programs in advanced manufacturing and logistics, energy and infrastructure, and architecture and construction technology. The strategy includes aligning and growing employer driven credential programs to priority industries located in Philadelphia. We will further establish and expand existing pre-apprenticeship and apprenticeship programs in priority industries. Finally, we will strengthen career counseling for job readiness, experiential learning and job placements. By

strengthening the prior learning assessment process, individuals from the trades' apprenticeships will be eligible to obtain credit for their prior learning and advance more quickly by way of stackable credentials. Our portfolio of advanced manufacturing technologies includes welding technology, CNC and PLC Precision Machining Technology, and Electro-Mechanical/Mechatronics Technology. We will soon launch robotics training to meet the growing demand for advanced digital and coding technologies. Entry-level salaries range from \$18 to \$22 per hour. With limited space and equipment, the College is experiencing enrollment growth across its three program areas — all of which are new programs. We currently lease space during the evening and weekends from the Benjamin Franklin High School. The West Philadelphia expansion project will allow the College to double the size of its auto technology program, but also expand our advanced manufacturing programs.

Dual Enrollment

The College enrolled over 1,200 students between the fall and spring semesters. All of our indicators suggest that dual enrollment students are more likely to enroll in college after high school and graduate in a shorter amount of time. Their GPAs are also better. Six seniors at MaST Community Charter School in Northeast Philadelphia earned their associate degrees in business in May 2018. This was one month before they received their high school diplomas in late June. Parkway Center City Middle College has yielded a success rate of 100 percent with the original 121 ninth graders retained. As rising high school juniors, over 90% have demonstrated college readiness in language arts and upwards of 80% have demonstrated college-level proficiency in math. Full funding will enable more students to take advantage of the dual enrollment programs and subsequently attend and graduate from college.

Early Childhood Education

One aspect of the College's two-generation strategy for workforce development includes our early childhood education program. As an integral part of the City's educational strategy, CCP is heavily involved in training providers throughout the City. In May 2018, the College had 58 graduates in the Early Childhood Education program. Of those 58, six students were in the Early Childhood Education Teachers Apprenticeship program (ECE). That program is a collaborative effort between the College and District 1199C. As a stackable credential program, current day-care providers are eligible for the CDA certificate, which can then lead to a college degree. Currently there are 32 students enrolled in the ECE apprenticeship program,

Community College of Philadelphia Supports Small Businesses

The City's economic revitalization begins in the neighborhoods with the growth and development of small businesses in the commercial corridors. The Power Up Your Business Program is preparing local small businesses to strengthen their bottom line, increase their payroll and improve their communities. Thus far, there have been 806 attendees at the Storefront series; and 529 individuals attended the community partnerships and workshops. A report by Econsult Solutions found, in aggregate, each annual cohort of Power Up participants will generate more than \$110 million in net new revenue within the City in the first 10 years after they complete the program. In the last two years, 141 businesses completed the Power Up Your Business Peer-based Learning program — 84% were minority-owned and 71 % were women-owned. Similarly, we continue working with Goldman Sachs to support the *10,000 Small Businesses* program where alumni are making their mark in the Philadelphia region. When the Entrepreneurs' Forum of Greater Philadelphia and the Philadelphia Inquirer unveiled the 2018 list of the Philadelphia 100 — the area's fastest-growing private companies — 18% of the businesses had completed the *10,000 Small Businesses* program. In April 2019, 21 new businesses graduated, bringing the total number of regional graduates since 2013 to 480. To support the workforce, we need a quality education system that places an uncompromising focus on student success and uses rigorous academic assessments. Philadelphia is a World Heritage city, and it needs a world-class community college.

I wish to close by thanking Council for its support of CCP during recent labor negotiations. This new, six-year-contract, which has been ratified by the three unions, puts the needs of CCP's diverse students first and enables the College to expand programs and provide additional opportunities. In the end, our shared desire to help students enabled us to find common ground.

Your ongoing support has allowed the College to support or develop the following initiatives:

- provide 11 full-time faculty academic advisors to help with our student success agenda;
- invest \$7.2 million in new science labs to make certain students are workforce ready;
- build the 50th Anniversary Promise Scholarship program, which has supported 928 students and awarded approximately \$742,459 in scholarships allowing students to attend the College at no cost for tuition and fees;
- create the first Middle College program in the Commonwealth of Pennsylvania;
- add workforce diversity - the percentage of underrepresented full-time faculty has increased from 25.3% to 31.7%;
- involve internal and external communities through our Institute for Community Engagement & Civic Leadership, which engages students and connects us with new communities. This includes the adoption of Spring Garden Elementary School;
- appropriate \$16 million toward a Library Commons, which allows us to provide wider ranging and more cohesive academic services to students and users;

- secure \$12.5 million toward the start-up costs for construction for the first Career and Technical Education Center in West Philadelphia. The total project cost is \$32 million;
- respond to employer demands by adding new degree opportunities (Tourism and Hospitality, Fashion Merchandising, Business Leadership, Accelerated Nursing, Ophthalmic Technician and additional certificates);

Thank you for your time and consideration of Community College of Philadelphia's annual budget request.