



Doing What Matters: “What’s In It For Santa Clarita?”



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FOR JOBS AND THE ECONOMY

Background:

Doing What Matters (known as DWM) is an historic state-wide initiative that provides **\$200 million dollars** of funding to California's 113 Community Colleges on an annual basis. The purpose of this initiative is:

- 1) To increase the number of students enrolling in Career and Technical Education classes;
- 2) Enable workers to upgrade their skills to compete for today's technology based jobs;
- 3) Meet the demands of employers for a highly skilled workforce;
- 4) Provide academic and career support for underserved populations.



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What's in it for Santa Clarita?

Economic Growth and Prosperity. The Doing What Matters initiative is an investment that will pay huge dividends for College of the Canyons, local businesses, and the community for many years to come.





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How College of the Canyons will Benefit:

College of the Canyons received \$919,811 in DWM funds for the 2016/2017 funding cycle; this funding will enable College of the Canyons to expand its offerings of Career and Technical Education Programs to a wider audience; provide customized training to meet the demands of local businesses, and create affordable, accredited apprenticeship programs to help companies develop their workforce within their respective organizations.





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How Businesses Benefit:

As students complete the various academic/training programs offered at College of the Canyons, businesses will have access to a greater pool of qualified employees; those companies that participate in the apprenticeships offered by College of the Canyons will be able to train their employees while they acquire needed skills, saving time and money.





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How the Community Benefits:

A skilled workforce will be able to take advantage of today's high-tech jobs, leading to increased income, lower health care costs, lower crime, increased economic growth, and a more stable and safer community.





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A Team Effort:

While there are great benefits that come with the Doing What Matters Initiative, it will take businesses, community and College of the Canyons working together to make such benefits a reality. Join the Doing What Matters Team by supporting an apprenticeship program, serving on an advisory committee, or hiring College of the Canyons graduates. For more information, contact Jeff Forrest, Economic Development at Jeffrey.Forrest@canyons.edu.

