

Sarah Anderegg

From: Jonathan Eldridge
Sent: Tuesday, November 7, 2023 7:51 PM
To: Jonathan Eldridge
Subject: Fall 2023 Faculty Information & Updates, Volume XIV
Attachments: Connecting Higher Education To The Workforce Of Tomorrow.pdf

Dear College of Marin Faculty:

As I mentioned in last week's message, I'm now attaching a piece on connecting higher education to the workforce of tomorrow. We are engaged in many of the strategies noted, but I'll be curious to hear your thoughts on how we are doing—and where we need to focus.

Also this week, a time-sensitive message from Mike Raymond, our Bookstore Manager, and another update on construction activity. And remember, no classes Friday due to Veteran's Day—but there are basketball games on campus starting with the men's game at 3p.m. as part of the Don Barksdale Homecoming Tournament. I hope to see you there!

BOOKSTORE MESSAGE

Hello, amazing College of Marin faculty! I just wanted to reach out and remind you that Bookstore adoptions for the Spring 24 semester are under way. We could really use the help getting adoptions entered before Thanksgiving week. As a way and saying Thank You for any faculty member that has placed or places an adoption before Friday November 17th, we will leave you a 15% discount coupon at the store for pick up that can be used through December 24th! This coupon can be used for any gift purchase through the Holidays and with lots of new swag on the horizon, this is a great opportunity to save some of your hard-earned cash on new products that are currently hitting the store. You can use it for yourself or purchase some cool gifts for family and friends!

Just a reminder on the importance of adoptions.

- The sooner we receive it, the better student pricing options we research and provide to our students.
- A portion of every sale from the Bookstore goes directly to the campus for important projects and initiatives.
- PRICE MATCHING. Yes, that's right PRICE MATCHING! We will match pricing that is shipped from major vendors and publishers. If you haven't recommended that your students purchase through the Bookstore because of pricing, this avenue not only supports your Bookstore, but also supports the campus and its community!
- Bookstore and Campus contract states all adoptions go through the Bookstore. If pricing is an issue, or has been an issue in the past, please reach out to me or Nolan Howe @ 1384txt@follett.com. We will research the best purchasing options available and get back to you. We support academic freedom not only for the faculty but for the students. All we ask is we get the first shot at the adoption and the student sale if price matching is an option.
- Do you have an expectation of the Bookstore to carry course materials in ratio to class size? Please reach out to me and Nolan as well. We want to meet your expectations! The last thing we want to do is make yours and the students jobs harder and not set up for success.
- If you are using OER materials or do not require a textbook, please let us know. If you do require a textbook, we are required to carry at least one copy in the store for students using financial aid.

We at your Bookstore appreciate your continued support! If you are having issues with the Follett Discover platform, please contact me or Nolan Howe @ 1384txt@follett.com with your course and course requirements and for those that want your 15% coupon swing on by the Bookstore now through Friday November 17th!

Warmest Regards.

Mike Raymond



Phone: 707-812-4566 Email: m.raymond@follett.com

CONSTRUCTION UPDATE

Construction activities happening on the site of the Learning Resources Center, **November 6 – November 12.**

1. Rebar delivered and installed for the foundations
2. Breaking up asphalt and trenching for water line installation near AC
3. Water shut down from 5am – 3pm on **Friday, November 10th.**

Noise you will expect to hear onsite:

1. Noisy steel work such as moving metal against metal and hammering metal
2. Excavators and other typical construction equipment
3. Crane operations
4. Idling trucks
5. Back up alerts

Please reach out to facilities@marin.edu directly with questions or concerns.

Please note: The first of the three large concrete pours for the building foundation is scheduled for Saturday, November 18th beginning at 3am. Please refer to prior correspondence for the specifics of that activity.

Thank you for all you do.

Jonathan



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Connecting Higher Education To The Workforce Of Tomorrow

Oct 4, 2023,07:00am EDT

By Dr. Michael Horowitz, President of [The Community Solution](#).

America is experiencing unprecedented accelerating change rivaling the Industrial Revolution in its magnitude and speed. Game-changing advances such as artificial intelligence and machine learning are poised to upend many traditional career paths. This fast-moving societal transformation will require workers to embrace life-long learning, skills training and continuous education to stay abreast of emerging career opportunities in a global economy powered by digital technologies.

Experts say that, unlike prior generations, today's workers should plan for [as many as seven](#) distinct careers over the course of their working lives. This will require continuous investment in education and training to stay relevant at work.

The paradox we face is that, while education and training are essential to our future as a nation, a growing number of Americans have come to question the value of a traditional college degree. In fact, the [number of U.S. undergraduates enrolled](#) in a four-year college degree program peaked in 2010-2011 at 18.1 million and as of fall 2022 had fallen to just under 15.1 million. With the tightest labor market in half a century, millions of attractive entry-level jobs are now accessible to high school graduates without any degree requirement whatsoever.

The U.S. government is committing significant resources to ensure the next generation is prepared for the needs of the 21st-century workforce, including the advancement of real-life work experience, offering college credits and progress toward an industry credential. This career-connected approach to education hopes to build skills-based learning and training pathways for high school students, including

apprenticeships in key growth industries such as advanced manufacturing, healthcare, automotive and cybersecurity.

What steps must colleges and universities take to ensure their essential leadership in preparing America's next generation for career success and to be engaged leaders in their respective communities?

- First, institutions of every size must have a global perspective. The problems we face and the solutions they require are increasingly and insistently international. Colleges and universities that only look inward simply are not preparing students for the realities of the world they are entering. Across our six institutions, TCS Education System has developed more than 200 global experiences to date. And it is these program experiences that our students count as some of their most transformative and essential.
- Institutions must also acknowledge the toll the pandemic took on student mental health by stepping up programs that promote inclusiveness and prepare students to feel mentally, socially and academically prepared for the stresses of college life.
- Colleges need to work hard to improve retention rates. More than 39 million Americans attended college in recent years but failed to complete their degree or other credential, an avoidable tragedy for them and for society. Most institutions have now put in place stronger early warning systems to identify these struggling students and intervene early to improve their likelihood of completing their degree or certificate.
- In response to the growing demand for life-long learning, colleges should expand their programs to meet the needs of adult students. Many of these students are coming back to school for targeted, modular programs directly connected to current or new career opportunities. These mid-career students require flexible programs as they are often juggling family needs and working part-time or full-time jobs in addition to pursuing their education.
- Microcredentials have become an increasingly popular education alternative for many students. These short, skills-focused programs are typically aimed at careers in high-demand sectors such as healthcare.

These certificate programs create an excellent blueprint for workers to follow in response to the need to build new skills continuously throughout a career to remain relevant in the workplace.

- More institutions today are also offering programs that reduce the time it takes to complete a traditional bachelor's or associate's degree. These intensive programs enable students to complete their degree more quickly and move faster toward achieving their career goals.

Despite growing alternatives to traditional higher education, research shows that a college degree remains the best path to a successful career in America. According to the Georgetown University Center on Education and the Workforce, [college graduates](#) can expect to command a 25% wage premium within just a year of graduation over their peers. Over a lifetime, this translates to median earnings of \$2.8 million, versus \$1.6 million for those lacking a degree.

Beyond just earnings power, a college experience instills immeasurable life skills that include critical thinking and team building, the ability to engage with opinions and perspectives distinct from one's own, project management, strategic planning and research. Other benefits include the establishment of valuable life-long relationships, a broad world perspective through study abroad programs, access to cutting-edge tools and technologies that will advance skills, and valuable and practical hands-on career prep experience in diverse settings through internships.

While attitudes for some have changed about the long-term value of a college degree, millions of people continue to believe that higher education is a critical component of their life plan for personal growth and career development.

For generations, college has been one of America's most iconic milestones for students seeking to advance their career goals and achieve their life dreams. To remain relevant in today's changing environment, colleges are evolving their approach to meeting the needs of students and helping them advance their prospects for long-term career success.