




City of Long Beach
Working Together to Serve

Memorandum

Date: March 28, 2019

To: Patrick H. West, City Manager 

From: John Keisler, Director of Economic Development 

For: Mayor and Members of the City Council

Subject: **North Long Beach Higher Education Center**

At its November 13, 2018 meeting, the City Council directed the City Manager to work with Long Beach City College (LBCC), the Department of Economic Development, Pacific Gateway Workforce Investment Network (PGWIN), and higher education experts and advocates to explore the feasibility of establishing a higher education center in North Long Beach. This memorandum provides an update on this effort and recommended next steps.

An important objective in the City's Blueprint for Economic Development (Blueprint), is to increase the number of Long Beach residents who re-engage with the education and training system. More specifically, the Blueprint recommends that the City partner with the private sector and LBCC to create a long-term strategy to increase vocational training opportunities citywide.

As identified in the original City Council item, educational attainment levels are highest in the neighborhoods closer to higher education institutions. LBCC has campuses in the East and Central Long Beach areas, and is also present Downtown, where the Small Business Development Center serves as a resource to the community. However, there is no higher education presence in North Long Beach, which could attribute to the lower attainment levels in the area.

Next Steps

To kick-off the review of potential partners, resources, and locations for a higher education center, staff from PGWIN, LBCC, and the LBCC Board of Trustees met on March 7, 2019. At that meeting, participants shared student enrollment, geographic, demographic, and economic data for the area. Additionally, staff members from LBCC and PGWIN reviewed the needs and offerings for courses that advance employment opportunities and earnings. The group recommended the following next steps:

- Continue to meet on a quarterly basis to review options and develop recommendations for the North Long Beach Higher Education Center;
- Identify additional partners in the educational, private, and public sectors;
- Begin a review of potential locations and/or facilities to house LBCC programming;
- Review non-credit courses related to employment or entrepreneurship that can help connect residents in the area with LBCC services; and,
- Begin a review of potential funding sources to support space and programming costs.

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Conclusion

City staff will continue to provide the City Council with regular written updates regarding these efforts. If you have any questions, please contact me at (562) 570-5282 or email me at john.keisler@longbeach.gov.

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