Event: Central/Mother Lode Consortium Launches Find It. Be It.
Day: For Immediate Release:
Contact: Marlene Heise, 661-978-8594

Central/Mother Lode Consortium Launches Find It. Be It.
Career Education, Good Jobs Close to Home is Campaign Focus

Bakersfield College - Residents within the Bakersfield College service area can find better-paying jobs or improve their lives right in their communities through one BC's career education certificate and degree programs, which are being highlighted as part of the newly launched Find It. Be It. regional campaign.

Find It. Be It. is a campaign of the Central/Mother Lode Regional Consortium, which includes Bakersfield College and 13 other colleges in the area. The career exploration site includes short videos that highlight more than 100 careers across 16 diverse areas of study, such as Agriculture, Food and Natural Resources, Business Management and Administration and Information Technology. Prospective students also can take a short quiz that matches interests with potential careers and lists colleges offering programs that lead to those careers. Job descriptions, median annual salaries and other career exploration information also is available on the site.

The website includes for regional employers a page with workforce strategies, sector news, industry reports and more.

“Kern County’s diverse industries are booming and the in-demand careers of today and tomorrow require a more technically skilled workforce,” said Anthony Cordova, BC's Director of Career Education. “Bakersfield College's 129 career education offerings are the most affordable and accessible way for students to learn these high-end skills and earn their certifications or degree. BC is proud to collaborate with local industry leaders and business partners to ensure graduating Renegades possess the necessary skills for gainful employment.”

The goals of the campaign are to increase student enrollment in career education courses at member colleges and to expand the number of partnerships between member colleges and regional employers. Such partnerships can lead to more internships and other work-based opportunities for students, and, ultimately, more job placements upon graduation.

Bakersfield College's career programs are within the disciplines of:

- Administration of Justice
- Agriculture
- Apprenticeship
- Architecture
- Art
- Automotive
- Business Administration
- Child Development
- Commercial Music
- Construction
- Correctional Administration
- Criminal Justice
- Electronics
- Emergency Medical Technician (EMT-1)
- Engineering
- Fire Technology
- Foods Nutrition
- Health Information Technology
- Human Services
- Industrial Automation
- Industrial Drawing
- Industrial Technology
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- Journalism
- Kinesiology
- Manufacturing Technology
- Nursing
- Occupational Safety and Risk Management
- Paramedic Program
- Public Health Sciences
- Radiologic Technology
- Welding
- Woodworking and Cabinetmaking

A seamless workforce talent strategy that benefits students and employers is important as California faces a shortage of middle-skill workers to fill jobs that require more than a high school diploma but less than a four-year degree. The California Community Colleges system is driving the effort to create 1 million middle-skill workers to meet employer demand and to help improve the lives of individuals - and their families - through career education programs that provide the needed skills to enter in-demand jobs.

For more information, visit FindItBeIt.org or Bakersfieldcollege.edu

About the Consortium: The Central/Mother Lode Regional Consortium, through public-private partnerships, focuses on growing the regional economy by facilitating development and growth of college training and educational programs to meet the needs of identified high-growth sectors. The consortium's 14 community college members are: Bakersfield College, Cerro Coso Community College, Clovis Community College, College of the Sequoias, Columbia College, Fresno City College, Merced College, Modesto Junior College, Porterville College, Reedley College, San Joaquin Delta College, West Hills Coalinga, West Hills Lemoore, Taft College.

Bakersfield College provides opportunities for students from diverse economic, cultural, and educational backgrounds to attain Associate and Baccalaureate degrees and certificates, workplace skills, and preparation for transfer. Our rigorous and supportive learning environment fosters students’ abilities to think critically, communicate effectively, and demonstrate competencies and skills in order to engage productively in their communities and the world.

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