



FOR IMMEDIATE RELEASE:

October 14, 2020

CONTACT:

City College of San Francisco

Media Relations Office

CCSFmediarelations@ccsf.edu

City College of San Francisco Claims Top Prize at National “Pitch for the Trades” Competition

Recognized for long-standing leadership in workforce program innovation

SAN FRANCISCO, CALIFORNIA - City College of San Francisco has just taken home the top prize in the second annual “[Pitch for the Trades](#)” competition, an event that brings together community college faculty from across the country to pitch their innovative visions for skilled trades. For placing first, City College will be awarded \$32,000 to develop an interdisciplinary, collaborative, “next-gen” trade program that will help bridge the widening income and skills gap in San Francisco. The City College project was selected from over 30 competing institutions, all vying for \$125,000 in total prize money.

City College was represented by a five-person team of faculty and an employment specialist, including Arcadia Maximo, Maura Devlin-Clancy, Vivian Faustino-Pulliam, Nick Rothman, and Melissa McPeters. The team presented a plan to leverage the Center for Entrepreneurship (CEI), MakerSPHERE, and the Office of Workforce Development to develop innovative educational pathways for students with the goal of equipping them with critical entrepreneurial skills while applying the “ideate-to-create” learning framework.

“San Francisco and the State of California have really unique economies and labor demands,” said Geisce Ly, PhD, Dean of the School of Business and supervisor for the initiative. “Our hope with this program and curriculum is to mirror those demands and provide students - especially those who are aspiring entrepreneurs, makers and gig economy workers - with the resources necessary to execute their entrepreneurial visions.”

The “Pitch for the Trades” competition is hosted annually by the National Association for Community College Entrepreneurship, with sponsorship from the Philip E. & Carole R. Ratcliffe Foundation. This year featured the largest cash prize to date.

“It was an amazing experience to learn about the innovative initiatives that fellow community colleges are pursuing across the country,” said team member Faustino-Pulliam, faculty program lead for the CEI. “Seeing this level of innovation made winning even more rewarding for us.”

City College has long been a leader in providing programs to prepare students to enter the trades, encourage entrepreneurship, and facilitate hands-on learning. Through the CEI, MakerSPHERE, and partnerships with the City of San Francisco’s Office of Workforce Development, City College provides students the space and

tools necessary to hone innovation and entrepreneurial skills while connecting them to high-demand jobs. The program being developed aims to leverage these existing resources to create a dedicated, skilled-trade “incubator” focused on cultivating entrepreneurial competency, specifically in marginalized communities.

Visit these links to learn more about the [Center for Entrepreneurship](#), [MakerSPHERE](#), and the [Office for Workforce Development](#).

About City College of San Francisco

For 85 years, City College of San Francisco (CCSF) has been the region’s premiere public, two-year community college. The college is now one of the first in the nation to offer free tuition, providing San Franciscans with the opportunity to access a quality college education and workforce training that leads to university transfer and good jobs. Since its founding in 1935, City College has evolved into a multicultural, multi-campus community college that is one of the largest in the country. CCSF offers more than 250 degrees and certificates and features an award-winning athletics program. For more about City College of San Francisco, please visit <https://www.ccsf.edu/>