



SDIC Community College Workforce Development Council Meeting
May 19, 2017 9:00am-12:00pm
SD Continuing Education North City Campus, 115G
MINUTES

Al Taccone, CTE Dean, MiraCosta College
Amber J Pierce, Program Specialist (Interim), Regional Consortium
Cathy Hasson, Director IRP
Cynthia Morrin, Career Services Coordinator, Cuyamaca College
Danene Brown, Dean of Business, Computer Studies and Technology, S.D. Mesa College
Jackie Martin, Faculty Senate Liaison
Jane Signagio-Cox, Dean, Career Technical Education & ECC Director, Employee Training Institute
Javier Ayala, Dean, CTE/WD, Grossmont College
Jeanie M. Tyler, Associate Dean, San Diego City College
Jeanie Tyler, Associate CTE Dean, SD City College
Jonathan Kropp, Prop 39 Director, Cuyamaca College
Kimberly Teston, DSN (Acting), Miramar College
Margie de Rueter, Manager CCPT SDCOE
Margie Fritch, Dean, Palomar College
Marilyn Harvey, Director Student Transfer Services
Mary Wylie, SDIC Regional Consortium Co-Chair
Mia McClellan, CTE Dean ISS/Continuing Ed, Southwestern College
Michael Goss, Director COE
Molly Ash, Staff Support Regional Consortium
Paolo Espaldon, Staff Support Regional Consortium
Peter Davis, SN, ATRE
Robbie Rosen, Director Career Center MiraCosta (Interim)
Sonia Lira, Regional Pathways TAP
Tina Recalde, Acting Dean, S.D. Mesa College
Trudy Gerald, DSN
Victor Castillo, Deputy Sector Navigator, Global Trade/Logistics, Southwestern College
Zhenya Lindstrom, Associate Dean, MiraCosta College

- 1. Danene Brown (for current WDC Chair Lynne Ornelas) called the meeting to order at 9:05am**
- 2. Welcome/Introductions/Guests**
- 3. Approval of Minutes**

Tabled until minutes submitted; will be approved at June 16th WDC Meeting

- 4. Program Recommendations**
No program recommendations

5. WDC Proposed Schedule 2017-2018

The revised 2017-18 WDC schedule was approved, adding July 20 to the list of meetings.

Beginning in July, WDC meetings will be held at Mesa College, room TBD.

Calendar listings will be sent out once the room location is finalized

6. Data/Research Committee

WDC discussed the scope and purpose of the proposed WDC Data/Research Committee, noting it has its roots from the original CTE Research Committee. Now, with SWP metrics, COE research agenda, CTEOS regional analysis, etc., the need for this committee is apparent.

a) Javier motioned to approve; Tina seconded the motion; Vote Approved (to establish the committee)

b) Javier motioned to approve; Margie seconded the motion; Vote Approved (establishing the composition of Committee: 6 College District Reps; 2 DSN/SNs, 2 researchers, 1 COE)

c) Chair will be Zhenya Lindstrom, who will also represent MiraCosta community college district

Zhenya will contact CTE designated deans who will get their district representative to Zhenya before the June 16 meeting. The SN/DSNs will determine their 2 reps and notify Zhenya as well.

7. California Career Pathways Community College Metrics

Cathy Hasson (SDCCD Researcher) and Margie de Rueter (CCPT, SDCOE) led a discussion on the state CCPT grant metrics for community colleges.

- Our community college researchers met with CCPT SDCOE in May to review the required metrics
- Goal was to reach consensus regionally on the interpretation of what fields in MIS to include based on the each item in the metrics form.
- Cathy Hasson reviewed where they had reached agreement; where CTE deans may have to research the requested information not in MIS or LaunchBoard, and agreed to work with the other researchers and send out a clarifying email to the CTE regional deans which should help resolve the confusion.
- Zhenya requested that Top codes be included in that email so that the definition of the pathways is clear

Danene suggested adding CCPT as a standing agenda item for WDC and consensus was received on that suggestion

8. CCCAOE Regional VP Mentee

Margie Fritch presented information regarding the VP of the Region Mentee position and the requirements for gaining the position. Term is 1 year; must have at least 3 years of experience with CA community colleges; Good communication skills; diplomacy; global-regional view; project leadership; at least 3 years of CTE and/or workforce experience.

Commitment is monthly phone conferences, 3 Board meetings and a yearly retreat

9. Strong Workforce Program

a) Update on Regional SWP Projects

- **Employment Readiness/Job Placement System and Career Pathways/Work-based Learning Projects**
 - ✓ There will be a “kick-off” event for the first two hours of the June 16 WDC meeting with Jobs for the Future and WestEd
 - ✓ ROC will be invited to attend

- **Regional Marketing Project**
 - ✓ ROC subcommittee interviewing 3 finalists June 7

- **Collaborative Innovation projects**
 - ✓ Two projects totaling \$200,000 are being recommended to ROC by the Project Committee.

 - ✓ Project Committee agreed to offer a round 2; proposals due June 16; committee review June 26.

 - ✓ If there are remaining funds, the project committee will schedule a round 3 in the Fall

 - ✓ WDC brainstormed some ideas for potential projects; a college would have to volunteer to take the lead and develop the proposal with participating colleges

 - ✓ Some suggested projects include:
 - Research/develop noncredit courses/certificate/industry recognized credential that becomes a pathway to the credit CTE program/certificate;
 - Research/develop a report on best practices where colleges in the state are “moving the needle;”
 - Pilot a clear pathway for community college students in a specific sector to enhance completion and employment (and follow principles of guided pathways);
 - Create Pathway Maps – articulated courses and where they lead. If we show students and counselors if they take specific courses then they will already have units toward a degree or certification. Map it out between 9th grade and grade 16

b) Strong Workforce timeline – 2nd allocation

Mary reported that the second round of SWP allocations, while the local and regional plans may not be due to CCCO until March, the funds are retroactive to July 1

The online template/application for the SWP local and regional allocation plans is being combined into one, software firm is Product Ops

- May not be functioning until late August

Goal, pending legislative agreement, is to have local & regional allocation plans due in March, as a way to align other local planning efforts such as for Perkins and AEBG. If legislature agrees, CCCO would like to “fix” the allocation amounts and keep them the same for four year periods so districts know how much funds they will have.

Discussion of SWP regional allocation priorities for second round beginning 2017-18

WDC agreed we need to propose some priorities for use of the funds, particularly as we are now in a research/planning phase for three of our regional projects and outcomes from those projects may require additional funding. WDC agreed to place this topic on the June 16 WDC agenda. Out of the discussion came some tentative ideas:

- Retain \$3 million in the Employment Readiness/Job Placement priority
- Retain \$1.5 million in regional Marketing
- \$200,000 for COE is an ongoing commitment

10. CTE Statewide Marketing Campaign

- The Statewide media campaign begins in July with TV ads, social media, etc.
- **San Diego is a targeted market for this effort**
- CTE is being marketed as Career Education as focus groups resonated with this label better
- The statewide marketing campaign has an advisory committee; regional chairs and one PIO from each region are members

Committee requested feedback on localizing some of the media materials; WDC’s suggestion was to market at the sector level and drive potential students to our sortable career programs database on our website. Students can sort by sector and by program and can link to the college catalog page for specifics on that CTE program or certificate.

Colleges are encouraged to make their front-line staff aware of the July campaign and plan to handle the CTE inquired generated

11. Roundtable

Consensus was to add to the WDC Agenda a standing last tab “Roundtable Report Out”

Adjourned 11:47am