



## Strong Workforce Program: Regional Projects

### **Marketing**

Develop a comprehensive three-year CTE regional marketing plan that includes:

- (1) Prioritization of target CTE programs and audiences;
- (2) Application of media formats proven most effective for each audience;
- (3) Development of a common branding and outreach campaign that is consistent with the statewide plan and promotes high-demand careers; and
- (4) Evaluation plan to measure marketing effectiveness.

**Consultant:** Civilian

**Total Allocation:** \$1,000,000

**Phase 1:** (1) Target audience (2) Marketing plan development

**Metrics:** 1% increase in course enrollment

### **Employment Readiness and Job Placement**

Three key functions:

- (1) Proactive CTE career planning and job readiness skills development;
- (2) Proactive, case-managed job placement for CTE students, especially in the priority sectors and emerging sectors; and
- (3) An online management system that provides tracking student progress, benchmark intervention, intervention, and documentation of all services provided, including job placement.

**Consultant:** WestEd

**Total Allocation:** \$ 1,000,000

**Phase 1:** Research on best practices/effective programs and recommendations for a regional system

**Metrics:** 1% increase in course enrollments and students whose jobs are closely related to field of study. 2% increase in number of students employed two quarters after exit.

### **Collaborative Program Innovation Projects**

Multi-district partnership projects that promote SWP goals and have a strong impact on student success and meeting workforce needs in the region (such as new certificate/degree programs, inclusion of external credentials, regional curriculum review, regional alignment of existing programs, and partnerships with other regional entities).

**Allocation:** \$500,000

**Metrics:** 1% increase in course enrollment, course completion, and students attaining a living wage. 2% increase in number of students employed two quarters after exit and number of students employed four quarters after exit.

## ***Career Pathways and Work-Based Learning***

This project will:

- (1) Guide exploration of the use of technology that provides a platform for sharing employer and student internship opportunities and for providing student support services;
- (2) Develop a methodology and template that builds on the work of SB 1070, California Career Pathways Trust (CCPT) and local high school/college partnerships;
- (3) Review the objectives and progress of the region's SB 1070 and CCPT grants and guide the development of articulated and industry-informed 9-14 career pathways in high priority sectors, with an emphasis on expanding work-based learning; and
- (4) Develop and implement communication strategies that encourage high school students to continue their career pathway at a community college.

**Consultant:** Jobs for the Future

**Total Allocation:** \$1,000,000

**Phase 1:** Research on Best Practices

- A. Internal/External Diagnostics Review
- B. Identification of Institutions with Effective System/ Site Visits
- C. Plans/Specifications for Regional System

**Metrics:** 1% increase in course enrollment

## ***Labor Market Research***

Provide critical information (e.g., labor market, demand and supply, student outcomes data), analysis, and training for evidence-based decision-making for our region by expanding the capacity of the San Diego Imperial region Center of Excellence for Labor Market Research (COE).

**Allocation:** \$200,000

**Metrics:** 1% increase in course enrollments