



## Regional Oversight Committee (ROC)

Wednesday, November 15, 2017 3:00-5:00 pm

Mesa College, Health Building, Room S-305

**Members Present:** Mark Bealo, Leroy Brady, Danene Brown, Margie Fritch, Martha Garcia, Tim McGrath, John Louie, Cindy Miles, Marie Vicario  
**Guests Present:** Al Taccone  
**RC Staff:** Molly Ash, Sally Cox, Mollie Smith

### Minutes

#### 1. Welcome and Introductions

- Mark Bealo (Graphic Communications) has been selected to serve as Palomar's faculty representative

**ACTION ITEM:** Add ROC members and Strong Workforce project description to website.

#### 2. Approve Minutes from 10.18.17

Motion to approve by D. Brown, second by M.Fritch, abstention by M. Bealo.

**Unanimously approved.**

#### 3. Update on regional projects

##### a) Career Pathways and Work-based Learning (JFF)

- Second committee meeting was held 11.7.17 and outcomes included:
  - Framework for recommendations:
    - Establish a network approach
    - Build region-wide systems network leadership at executive and middle management level
    - Create strategic communications plan
    - Provide clear guiding principles for pathways collaboration
    - Build cohesive pathways systems
    - Set clear central objectives
  - Implementing and measuring change using the following key components: awareness, knowledge and behavior.
  - Levers for system change detailed as: Power, money, habits, skills/technologies, and ideas/values.
- Next committee meeting is 12.4.17 at Mesa College.

b) *Data/Research*

- Second committee meeting held on 1.8.17 and included the following proposed research agenda:
  - Phase 1: sector analysis across existing, transitioning, and emerging occupations
  - Phase 2: region response as a result of phase 1 data, including college program evaluation
- Next committee meeting will be on 12.6.17 at Miramar College

**ACTION ITEM:** Approve data agenda. Motion to approve by M.Fritch, second by D.Brown, abstention by M.Bealo. **Unanimously approved**

- Research publication – committee gave approval to allow data/research committee to begin work on recommended proposal framework and timeline and bring back to ROC at the January meeting. The report shared can be found here: <https://laedc.org/2017/10/03/ccw-report/>.

c) *Employment Readiness/Job Placement (WestEd)*

- Third committee meeting was held on 11.13.17 and included the following framework recommendations:
  - Overarching recommendations include recognizing career preparation as a central propose of the college experience; and employing economies of scale on adoption and development, spread of best practices and professional development.
  - Recommendation for strengthening and aligning process to support students by providing them with early engagement, dedicated resources, career preparation, access to advising and staff, rigorous WBL opportunities, transitions to employment, and adequate support services.
  - Recommendation for adoptions and development of tools that support linkages of existing tools to create seamless support structure, leverage technology to support staff, ensure portability for students, and fill in gaps in employment preparation.
- Next committee meeting will be on 12.11.17 at Miramar College

d) *Regional Marketing (Civilian)*

- Second committee meeting was held on 10.30.17 and focused on findings from the competitive situational analysis. Top-level findings include:
  - The development of soft skills and middle skills that are most in demand in SD/Imp counties should be focus of career education marketing communications;
  - Marketing communication should focus on superior support services;
  - Communication of middle skills jobs should be tailored to key sectors;
  - High cost and diminished valued of education can be used to increase interest in career education;
  - Community colleges need to address increased capacity, matriculation concerns and time to complete.
- Virtual meeting was held 11.16.17 to examine additional findings from the competitive analysis report.
- Next full committee meeting will be held on 12.7.17 at Palomar College. The consumer analysis will be presented at that time.
- Statewide marketing campaign update include the following:
  - Overall campaign performance is strong
  - Second flight of radio ads that ran in San Diego (and other areas) exceeded outcome

- expectations with 6.4 million impressions presented
- Digital ads began running statewide in July and will continue through late November.
- 66,000 CaliforniaCareerEducation.com activities tracked
- Online toolkit is being finalized. Launch is planned for beginning of December and will include a robust amount of collateral materials and will be customizable for local use. A link to the California Career Education informational video can be found here <https://vimeo.com/225629508>
- Updates can be found at <http://ccccteupdates.org/>

e) *Collaborative Projects*

- All project contracts are complete and have started. Outcomes and best practices can be expected by spring 2018.

f) *All Projects*

- January meetings open to all interested stakeholders. Attendance at these meetings is critical and stakeholder participation will be key.
- A comprehensive calendar for all project meeting dates can be found at <http://myworkforceconnection.org/sdic-strong-workforceregionalprojectcommittees/>
- **RECOMMENDATION:** ALL ROC members sign up for the January presentations.

**ACTION ITEM:** ROC members are responsible for inviting stakeholders to attend January meetings. M. Ash will forward project summaries and timeline to ROC so that they can market locally.

- All project consultants will present final recommendations to WDC, ROC, and SDICCCA members present at the regional retreat scheduled for February 23, 2017.

4. **SWP Planning Timeline**

- a) 17-18 Regional plans due January 31, 2018
- b) **17-18 Modifications through March 31, 2017**
- c) **18-19 Regional plans due June 30, 2108**
- d) Regional retreat February 23, 2017

WDC	ROC	SDICCCA
1.12.18	1.17.18	1.8.18
2.2.18 or 2.9.18	<b>2.21.18</b>	No business mtg.
3.8.18	3.21.18	<b>3.12.18</b>
4.13.18	4.18.18	4.2.18
5.11.18	5.16.18	5.7.18
6.18.18	6.20.18	6.4.18

**RECOMMENDATION:** Extend ROC February 21, 2017 meeting to examine proposed project plans. New meeting time: 2:00-5:00 pm.

**ACTION ITEM:** A. Hom to revise Feb 21<sup>st</sup> invite and re-send to ROC members.

5. **Regional Priorities 2017-18 and 2018-19**

- WDC conducted its second planning session for Round 2 priorities (in rank order below). Future meetings will further define each priority. Priorities are: (1) employer engagement (2) early career exploration (3) adult education/noncredit (4) middle/HS engagement (5) regional sector projects in common (6) curriculum alignment (7) tutoring.
- Funding for Industry Sector Projects in Common: RC Chair met with DSNs on 11.27.17 to discuss priorities for our region.

6. **DSN Model**

- a) Summary of RC/SN proposal to CCCCCO includes that DSN work should be focused on data, should work closely with faculty and industry, and should provide more consistency.
- b) DSNs will start presenting on progress at WDC meetings.

7. **Other**

- a) ROC Membership – Marie Vicario. ROC approved Marie continuing in her faculty role on ROC while in her interim administrative position.

Meeting adjourned at 4:58 pm.

Next meeting: Wednesday, January 17, 2018 from 3-5pm at Mesa College, Health Building, Room S-305