



Regional Oversight Committee (ROC)

Wednesday, October 17, 2018 3:00-5:00 pm
Mesa College, Health Building, Room S-305

Members Present: Glyn Bongolan, Leroy Brady, Danene Brown, Michelle Fischthal, Margie Fritch, Deedee Garcia, Renee Kilmer, Jesse Lopez, Cindy Miles, Tino Ngo-Bartel, Jessica Robinson, Marie Vicario

Regional Staff: Molly Ash, Sally Cox, Mollie Smith

Meeting Designees: Amertah Perman for Stephanie Bulger

Guests: Sean Connacher, Chelsea Daus, Katie Carrillo (Civilian Agency), Claudia Estrada, Mesa, Pathway Navigation Chair

Minutes

M. Smith called the meeting to order at 3:02

Welcome and Introductions

- Welcome to Deedee Garcia, Vice President, Administrative Services, Imperial Valley College

Approve Minutes from 9.19.18

- Addendums: Cassandra Story attended as a designee for Michelle Fischthal.
ACTION ITEM: M. Ash will edit and upload the corrected version to the website.
- Motion to approve by D. Brown, second by M. Fritch, unanimously approved with edit.

SWP Implementation

- Marketing: The SWP regional marketing consultant, Civilian, presented an evaluation summary for the campaign period of 6.118.18-8.31.18. The presentation included primary observations, updates and metrics including sector specific observations, social media and web traffic feedback and next steps. The full presentation can be found [here](#).
 - Feedback to the presentation included the following:
 - M. Fischthal asked why we are not targeting anyone over the age of 29 in the benchmark research. S. Connacher stated that the current community college market is 18-29 year olds, but part of the three-year plan will be to include 30 year olds and up.
 - J. Lopez asked if we could align a segment of our enrollment campaign with the release of denial letters from the 4-year universities in order to capitalize on the opportunity. S. Connacher agreed that that would be a great use of the social media outlets and they would incorporate it into the campaign.
 - C. Estrada asked about using Youtube as it is highly popular with our target age bracket. S. Connacher pointed out that we have all of our student success videos on the regional [Career Ed YouTube](#) site that is highlighted through our social media efforts.

- S. Connacher shared that in response to regional feedback, several updates to the regional website (www.careered.org) are currently underway. These updates include:
 - Reducing the size of the Chancellor’s office logo and moving it to the bottom right corner of the page
 - Adding an updated and enlarged type treatment to make San Diego-Imperial Community Colleges more of a focal point
 - Adding “Sample of Local Employers” and “Did you Know?” sections to each sector page to provide relevant workforce information for students
 - Chancellor’s logo pins will be removed from the college locator map and replaced with a general pin drop icon
 - Logos for each college will be added to the college-listing page
 - Student success videos will be added to sector pages
- Data/Research: T. Ngo Bartel presented a Cybersecurity Labor Market Analysis and Statewide Survey report that highlighted findings for nine cybersecurity jobs included in the study. The report can be found [here](#). She also presented a [data request report](#) that outlines the program data requests COE has received from the region as well as the [research plan summary that](#) outlines the progress of reports that the COE is currently working on. T. Ngo Bartel also presented on Strong Workforce Program Metrics that compared San Diego-Imperial to statewide results. The full presentation can be found [here](#). Findings included the following:
 - San Diego-Imperial had a 2% increase in course enrollments between 2015-16 and 2017-18 vs a 1% decrease statewide
 - 70% of students reported obtaining a job closely related to their field of study vs 60% statewide
 - San Diego-Imperial had a .02% increase in students who got a degree or certificate between 2015-16 and 2017-18 compared to 5.2% statewide

SWP Budgets

- S. Cox provided a 2016-2019 budget update, which included current and projected investment structure. She shared that the focus of the funding has evolved across the three years:
 - 2016-2017: research & planning
 - 2017-2018: program launch
 - 2018-2019: institutionalization
- The full presentation can be found [here](#).

SWP Implementation: M. Smith shared that the region facilitated a breakout session at the fall 2018 CCCAOE conference focused on the regional work being done around Strong Workforce. She shared that the key to our success has been planning and strong presidential leadership.

- Career pathways (CP): M. Smith shared that we have created CP goals in conjunction with the K-12 partners. There was a request that C. Miles and/or S. Cooke attend the regional superintendent’s meeting in order to share information about the release of the K-12 SWP funding. C. Miles suggested that each CC reach out to the LEA in their service area. She also suggested that we create a consistent message for distribution to each LEAs.
 - **ACTION ITEM:** M. Ash will find out the date and venue of the upcoming superintendents meeting.
 - **ACTION ITEM:** M. Smith will create a one-page informational document.
- i. Mapping – goals – metrics: M. Smith shared that the Career Pathway and the Middle School/High School (MS/HS) Engagement workgroups have established their regional goals. Community college representatives worked with K-12 representatives to develop the goals. The goals will be shared at a countywide convening of middle school, high school and community college staff on 11.30.18. The regional student success pathway model will be presented as well as a comprehensive overview by CCCCCO staff. She also

- presented the Career Development continuum and explained that its purpose is to provide strategic priorities for LEAs to respond to the application process for the K-12 component of the Strong Workforce Program funding.
- ii. \$164M K-12 Component of SWP: One-hundred-fifty million will be distributed to LEAs through a competitive process; \$14M will be used to hire regional TAPs; and \$2M to augment regional consortium fiscal activities associated with funding distribution. Activities proposed in the applications will need to be aligned with regional priorities and LEAs will be required to partner with a community college.
 - iii. San Diego and Imperial Selection Committees: A statewide CCCC and CDE committee will be created to select the local selection committees. Our region will have two separate selection committees; one for San Diego and one for Imperial County. Applications from San Diego County and Imperial County will be rated separately by the respective committees. The applications will be rank ordered to assign funding.
 - iv. K12 Representation on CP & MS/HS Engagement: As recommended at the 9.19.18 ROC meeting, ten members will be selected by the K-12 partners to participate in the Career Pathways Workgroup and a subset of five will participate in MS/HS Engagement Workgroup. We are still awaiting notification.
- Pathway Navigation. C Estrada shared that the Pathways Navigation project focuses on three areas: pre-enrollment engagement, differentiated orientation, and career planning before education planning. She emphasized that this is a significant change in how onboarding is conducted on campus and it is central to student success. It is critical to have participation from all campuses to have an impact on early connection with students (Completion by Design 2016). S. Cox acknowledged C. Estrada for leading this effort on behalf of the region.
 - WBL and Job Placement: M. Smith reviewed the current RFAs associated with this workgroup. 1) WBL Assessment: to facilitate the assessment of the status of work-based learning, job placement, and employability skills at each college. This is one-time funding of \$20K per college. 2) Job Placement/Case manager: to establish full time job placement functions at each of the colleges. This is annual on-going funding of \$150K per college. 3) WBL Coordinator: to establish work-based learning functions at each college that will provide students with a continuum of critical experiences to support classroom learning and facilitate employment. This is one-time, 2 year funding of \$200K per college.
 - Tutoring: D. Brown shared that the researchers have been interviewing select tutoring stakeholders in an effort to gain information that will guide the development of the baseline survey instrument. C. Miles requested that ROC review the survey questions before they are released **ACTION ITEM:** D. Brown agreed to bring them to the next meeting.
 - Employer Engagement: M. Fritch shared that key partners, SDWP and SDREDC, have attended preliminary meetings with the Employer Engagement workgroup to identify key issues and partnership agreements around employer engagement. A hiring committee for the Director of Strategic Partnerships has been formed and interviews will be conducted on 10.29.18 .
 - DSNs: M. Smith shared that the work plan is being reviewed and updated by the CE Deans and T. Ngo Bartel. She also shared that the DSN hiring process is still in progress and should be completed by mid- November. In our region, ICT/Digital Media and Advanced Manufacturing will be re-released in the absence of successful candidates.

SWP Allocations

M. Smith opened the SWP discussion of the 2018-19 allocations. About 50% of the colleges' allocations went up and 50% went down. The formula for how the allocations are calculated is not transparent but the CCCC is planning to provide more detail to the regions. Because enrollments are not part of the allocation formula going forward, it will be important to examine students' progression from enrollment to completion. M. Smith shared that the next project for funding is professional development to support

faculty in examining students' progress through their programs. This may also require software such as Tableau, which some colleges already have.

Other

- SWP Implementation membership: M. Smith shared the current membership which designates representation by each workgroup.
- 2018-19 ROC membership: C. Miles reminded the group of the roles and responsibilities associated with being a ROC member. She reiterated that the focus of the Strong Workforce Program is how to use the funding collaboratively to serve regional workforce needs; not local. This is our opportunity to stimulate real change together. There is an expectation that all members take information back to their campuses so that all stakeholders are informed. ROC members are there to:
 - Represent their institution
 - Represent their discipline
 - Represent the region
- There has been a request by City College to fill the current CBO vacancy with their interim appointee. There was agreement that ROC membership be filled with permanent positions only so the request will not be fulfilled at this time. In addition, SDCCD currently holds 32% of the membership representation so there is discussion about wanting a more even distribution. R. Kilmer, Vice President, Academic Affairs at Southwestern College, reminded the group that she will be retiring in December resulting in a vacancy on ROC.

Next Meeting: **Wednesday, 11.28.18** from 3-5pm at Mesa College, Health Building, Room S-305

Archived meeting minutes and handouts can be found at <http://myworkforceconnection.org/regional-oversight-committee-roc/>