

SAN DIEGO & IMPERIAL COUNTIES COMMUNITY COLLEGES

SDIC COMMUNITY COLLEGE WORKFORCE DEVELOPMENT COUNCIL MEETING

November 9, 2018

10:30am-12:00pm

San Diego Mesa College, Learning Resource Center, LRC-435

MINUTES

VOTING MEMBERS:

Javier Ayala, Dean, CTE/Workforce Development, Grossmont College
Danene Brown, Dean, School of Business & Technology, Mesa College
Ann Durham, DSN, Health
Margie Fritch, Dean, Career Technical and Extended Education, Palomar College
Jon Kropp, DSN, Advanced Transportation & Logistics
Rose LaMuraglia, Dean, School of Business, Information Technology, and Cosmetology, SD City College
Jennifer Lewis, Dean Workforce Development, AEBG, Continuing Education, Southwestern College
Jesse Lopez, CE Dean, SD Miramar College
Larry McLemore, Dean, CTE, Cuyamaca College
Jennifer Patel, DSN, Small Business and Entrepreneurship
Tina Recalde, Dean, Health Sciences and Public Service, SD Mesa College
Efrain Silva, Dean, Economic and Workforce Development, Imperial Valley
Cassandra Storey, Dean, Skilled Trades, SD Continuing Education
Al Taccone, Dean, Career & Technical Education, MiraCosta College
Kimberly Teston, DSN, Life Sciences/Biotechnology

NON-VOTING MEMBERS:

Rosie Antonecchia, Career Center, Palomar College
Molly Ash, Coordinator, Regional Consortium
Alex Berry, Program Manager, SD Continuing Education
Melanie Davidson, Counselor, SDCCD
Svetlana Darche, Sr. Project Director, WestEd
Margie de Ruyter, Manager, SDCOE
George Dowden, Coordinator, Career Education, Cuyamaca College
John Edwards, Analyst, Center of Excellence
Claudia Estrada, Supervisor, Career Center, SD Mesa College
Benjamin Gamboa, Associate Dean, Strong Workforce, SD Miramar College
Sylvie Hale, Sr. Research Associate, WestEd
Betsy Lane, Associate Dean, Special Projects, Economic & workforce Development, Imperial Valley College
Zhenya Lindstrom, Associate Dean, MiraCosta College
Sonny Nguyen, Associate Dean of Outreach/ School Relations, SD Miramar College.
Amertah Perman, Interim Dean, Instructional Services, SDCCD
Fay Rencher, Director of College & Career Readiness, United Way of San Diego
Monica Romero, Associate Dean, CTE, SD Mesa College
Nicol Roe, Associate Dean, Workforce Development & Extended Studies, Palomar College

Tonette Salter, Program Coordinator, JSPAC, GCCCD Foundation
Cassandra Schaeg, Job Developer, SDCE
Mollie Smith, Regional Chair
Terri Quenzer, SN, Life Sciences/Biotechnology
Clark Wilson, Job Developer, SDCE
Leslie Wisdom, Program Coordinator, Regional Consortium

D. Brown called the meeting to order at 10:37am

1. Welcome/Introductions
2. Approval of October 11, 2018 Minutes
 - Motion to approve by M. Fritch, second by R. LaMuraglia, unanimously approved.
3. Programs recommended by Dean's Council
 - **Grossmont College**
 - Data Science - Certificate of Achievement
 - Information Technology Support Specialist - A.S. Degree
 - Cybersecurity And Networking - A.S. Degree
 - Information Technology Support Specialist - Certificate of Achievement
 - Cybersecurity And Networking - Certificate of Achievement
 - **SD Miramar College**
 - Public Safety Management - Certificate of Achievement
4. SWP Implementation Update
 - Implementation Workgroup Updates: M. Smith reminded the group of the importance of WDC member's responsibility to be an advocate for the SWP work in the region. She acknowledged that there is an expectation that WDC members will take information from the meeting back to their campuses so that all stakeholders are informed.
 - **Data/Research:** Z. Lindstrom shared that the Data/Research committee met on 11.7.18 and reviewed the COE research plan and summary. As a follow-up to the sector analysis report and meetings, the COE is working on two major projects. The first project is a "Program Deep Dive," which uses Tableau, a data visualization tool/software, to 1) analyze the labor market demand and supply of top middle-skill jobs by sector and 2) analyze the student success metrics by TOP code, comparing across colleges, the region, and the state. T. Ngo Bartel demonstrated a pilot at the workgroup meeting that highlights student progression from enrollment to completion. The second project is a "Knowledge, Skills and Abilities (KSA) Analysis," which compares KSAs in the labor market (e.g., job descriptions, professional profiles) with course outlines and SLOs in an effort to identify whether CC programs train for KSAs in demand. The first project is likely to be completed by the end of this fiscal year. There is no estimated completion date for the second project as of yet due to the amount of secondary research and online scraping that has to be done for each college and for each program.
 - **Marketing:** D. Brown announced that the following updates were made to the careered.org website:
 - Moved Chancellor's Office logo from the top to the bottom
 - Added a "San Diego- Imperial Counties Community Colleges" type treatment
 - Added "community" across the website where we currently only feature "college,"
 - Added new "Sample of Local Employers" and "Did You Know" sections to the sector

- pages
 - Added to college logos to the college listing page
 - Added generic, non-school videos to each sector page.
- She announced that the next enrollment launch will feature military advertising. D. Brown also shared that the website redesign project is moving forward and the first phase will consist of full rebuilds for MiraCosta, Grossmont, Cuyamaca, and Imperial Valley. The other colleges that expressed interest for a partial rebuild will be integrated into the project beginning the first of the year. At the 11.8.18 Marketing Committee meeting there was a recommendation for a noncredit task force that will focus on how to represent and market noncredit. The recommendation will be presented to ROC on 11.28.18 for approval. D. Brown also shared that Civilian will provide an updated metrics report at the 11.28.18 WDC meeting.
- **Career Pathways:** J. Patel shared that there is a workgroup meeting on 11.16.18 that will include the ten newly appointed representatives from K-12 and representative from SDCOE. She also shared that there will be a larger convening held on 11.30.18 with the Chancellor's Office, CE Deans and K-12 stakeholders. The invitation was sent to all eligible LEAs. For more information contact L. Wisdom. M. Smith reminded the group that because the K-12 funding is coming through the community colleges, we have formally integrated them into our governance structure. Ten K-12 members will serve on the Career Pathways workgroup and five of those members will serve on the MS/HS Engagement workgroup. Career Pathways goals will be presented for approval at the 11.16.18 meeting.
- **MS/HS Engagement:** L. Wisdom shared the MS/HS Engagement goals and noted that K-12 representatives have been substantially involved in their creation. The next workgroup meeting will be held on 12.13.18. MS/HS Engagement goals will be presented at the 11.16.18 Career Pathways workgroup meeting for approval.
- **Pathway Navigation:** C. Estrada reminded the group that the RFA deadline is 11.30.18. WestEd has met with most colleges to review the application and process and will be creating factsheets that will be shared with each respective campus. The workgroup has also created a best practices repository and encourages campuses to share their contributions. The next workgroup meeting will be held on 12.6.18.
- **WBL/JP:** B. Gamboa shared that work-based learning assessments were being conducted at each campus and responses to the various survey components are as follows (as of 11.9.18):
 - WBL Faculty survey= 369 responses
 - Inventory= 122 responses
 - WBL College perspective= 39 responses
 - 21st Century & Core Competency= 233 responses
- Overall, there has been a healthy response rate. Some colleges have requested an extension for the inventory of local WBL activities; the new due date is 11.15.18. The outcome information will be analyzed by WestEd who will then create a report for each college as well as the region. This information will inform the work of the WBL coordinators. B. Gamboa also provided an update on the RFA for Job Placement Case Manager; all but two colleges have been approved and some colleges are actively recruiting.
- **Tutoring:** D. Brown shared that focus groups for students and CTE faculty are being conducted. Z. Lindstrom shared concerns over the timeline of the focus groups; the schedule is too tight and provides no lead-time. She also recommended that focus groups be scheduled on every campus or sub-region in order to engage all participants. ACTION ITEM: D. Brown will share the feedback with the project lead, M. Romero.
- **Employer Engagement:** C. Storey shared that the workgroup is continuing to have general conversations around the employer engagement strategy. They are focused on updating the graphic to highlight industry partners and their goals. Interviews for the Director of Strategic Partnerships were held on 10.29.18. A final candidate has been selected and an offer will be

made. The next workgroup meeting will be held next on 11.16.18 and will focus on exploring the metrics and creating a tactical work plan.

- **DSN Work plan:** M. Smith shared the updated DSN work plan, which has been reviewed by the CE Deans. She encouraged everyone to review it as the DSNs will be working closely with the entire region. There will be a DSN onboarding on 12.6.18.

5. K-12 Component of SWP

- \$14.7M allocation: M. Smith shared that there was \$300M provided in the 18-19 funding cycle for K-12. One-hundred fifty million was allocated to the community college regions and will be allocated through a competitive process. The LEAs will need to apply and they must collaborate with a community college.
- Regional priorities: M. Smith noted that the LEA applications must align with the regional priorities.
- Selection committees (2): The LEAs will submit an application and the applications will be rated by a selection committee. There will be one selection committee for SD and one for IVC. After the submission process, all applications will go into one pool to be scored and funded.
- November 30th and December 7th (IVC) convenings: Our region will host two large county convenings for all LEAs. San Diego will host on 11.30.18 and IVC will host on 12.17.18. We will present the regional model and goals and the Chancellor's Office will do a presentation with questions and answers. M. Smith asked the colleges to think about how they want to represent themselves at these convening so that the LEAs have the necessary information to select the appropriate college partner.

Meeting adjourned at 11:57am

Next meeting, **Friday, December 14, 2018**, Mesa College - 7250 Mesa College Dr, San Diego, CA 92111 - Learning Resource Center, 4th floor (LRC-435)