

Strong Workforce Program Implementation Project
Workgroup Action Plan

Last Updated: November 5, 2018

Middle & High School Engagement (WG#2) June 2018 - June 2019	
Workgroup Leads: Jennifer Lewis Jesse Lopez Leslie Wisdom	Staff Support: Leslie Wisdom

Membership*			
Name	Affiliation	Role/Title	Phone and Email
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*this is only the core working group; the larger representative stakeholder group is below

Purpose
What is the charge/purpose of the workgroup?
The purpose of this workgroup is to better prepare K-12 students for community college through robust career exploration, engagement, and exposure. This workgroup will also ensure that parents and educators are part of the student preparation process, and are made aware of the countless high-wage, high-demand jobs available for students.

Outcomes
What will the workgroup accomplish?
The workgroup will increase middle and high school students’ knowledge of career opportunities, improve 21 st -Century Skills, and better engage young students in career education to strengthen the pipeline of students prepared to bridge the middle skills job gap. In addition, educators will gain further understanding of the importance of career development over the grade and age spans and thereby will be able to support a growing number of students. Parents will also gain insights that will enable them to better support their children, and may also benefit themselves.

Related Recommendations	Related GP Element/ Pillar
<i>See full text of recommendations in “Resources” section below</i>	
<p>1. Pre-Enrollment Engagement:</p> <p>1.1 Connections with high school and adult schools</p> <p>1.2 Early career exploration</p> <ul style="list-style-type: none"> ▪ Increase awareness of career options in middle school and awareness and engagement in high schools. ▪ Develop strategies to ensure incumbent workers have clear goals when they enter a program of study. 	Enter the Path (Pillar 2)

Action Plan Details

Identify, including timeline, due dates, person responsible, and resources needed (time, support, funding)

Action Plan				
Referencing the recommendations, what are the specific actions to be completed by the workgroup?				
Action	Timeline or Due Date	Person Responsible	Resources Needed (e.g., time, materials, funding such as faculty summer stipends)	Support Needed (e.g., policy, stakeholder engagement)
(1) Create REGIONAL career awareness, exploration and WBL opportunity infrastructure that increase middle and high school students’ knowledge of career options, improve 21st-Century Skills, and prepare students for college entry.				
1. Prepare guidelines for middle school and high school career development, including experiences that prepare students for postsecondary transition, to support middle and high school practice in the region <ul style="list-style-type: none"> a. Compile and organize best practices in middle school and high school career development and postsecondary exposure (consider using a continuum framework) b. Prepare rubric to support schools in identifying levels of practice c. Vet guidelines with K-12 district representatives d. Edit, finalize, and disseminate guidelines 	August – November, 2018	Lynn McConville, Margie de Ruyter, Svetlana Darche, Leslie Wisdom	<ul style="list-style-type: none"> • Career development resources • Time 	<ul style="list-style-type: none"> • Knowledge of SWP K-12 funding priorities
(2) Deepen learning and career development of K-12 students by creating and expanding regional WBL opportunities that add value to district efforts and expose students to regional industry sectors.				
1. Working with partners to produce regional WBL opportunities for K-12 students that will enhance the offerings available through the K-12 districts and schools and	Fall, Spring & Summer semesters/various	<ul style="list-style-type: none"> • Monica Rosas • Heather Cavazos 	<ul style="list-style-type: none"> • Ongoing planning primarily done via phone/email 	<ul style="list-style-type: none"> • K-14 leadership, industry and community partners • DSNs

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leverage sector strategies. Include mock interviews, guest speakers, career readiness training, job shadows, internships, mentorships, etc. with the goal of engaging K-12 students in 7 sectors. <ol style="list-style-type: none"> a. Internships-Scripps High School Exploration Program b. Job Shadows-Pfizer, Deering Banjo, Sharp Physical Rehab Center c. Mentorship Programs – SDSU, Cal State San Marcos, MiraCosta College d. Guest Speakers – Sharp ThinkFirst Program, HHSA, TPX, Vivacity 	hours depending on activity		<ul style="list-style-type: none"> • Supplies/materials for activities • Venue (K-12 campuses and industry/college settings) 	<ul style="list-style-type: none"> • Educators & students
2. Maintain a regional calendar of activities and registration mechanism	Fall 2018-spring 2019	<ul style="list-style-type: none"> • Monica Rosas • Heather Cavazos 	<ul style="list-style-type: none"> • Access to online tools for posting calendar 	<ul style="list-style-type: none"> • Coordination with K-12 to sync up calendars
3. Develop a communication strategy to inform the districts about these opportunities, evaluate impact, and plan for future events	Winter 2019	<ul style="list-style-type: none"> • WG 2 with K-12 reps 	<ul style="list-style-type: none"> • Time for K-12 reps to talk to their district staff 	<ul style="list-style-type: none"> • K-12 reconnaissance about communication needs

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(3) Support college entry and informed pathway selection by creating effective opportunities for students to engage directly with college campuses, faculty and staff.				
1. Produce campus-based events, with the goal of engaging 800 students in 8 events in 7 sectors. Events will include: <ol style="list-style-type: none"> a. Competitions: Automotive Skills Day, Codechella b. Priority Sector Career Student Education Days which include; on-campus hands-on sessions, industry panels/keynote speakers, expo tables and campus tours with program demonstrations <ol style="list-style-type: none"> 1. Health Career Expo 2. Codechella 3. Biotech Day 4. Imperial Valley Career Education Day 	Fall & Spring semesters/4-6 hours for each event	<ul style="list-style-type: none"> • Sonia Lira • Monica Rosas • Heather Cavazos 	<ul style="list-style-type: none"> • Monthly 2-hour planning meetings • Supplies/materials for registration, breakout sessions, etc. • Venue (primarily community college campuses) • Food for all attendees 	<ul style="list-style-type: none"> • Planning committee for each event including K-14, industry and community partners • Keynote speakers • Educators & students • Volunteers
2. Creation of simple survey to be completed by students at the end of their college tours, describing what they learned, what additional information they need, their feedback on the tour, and their level of interest in the college	November, 2018	<ul style="list-style-type: none"> • WG 2 with WestEd support as needed 	<ul style="list-style-type: none"> • Time to discuss 	<ul style="list-style-type: none"> • Staff capacity – at both K12 and CC levels – to administer surveys at the end of events

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(4) Increase parents' knowledge of career education that will enable them to better support their children, while enhancing their own career prospects.				
1. Collect best practices in parent outreach and strategies for enhancing parents' understanding of career development practices and delivery approaches (e.g. web materials, workshops at parent association meetings, etc.)	January-February 2019	<ul style="list-style-type: none"> WG 2 with K-12 representatives and WestEd support as needed 	<ul style="list-style-type: none"> K-12 reconnaissance 	<ul style="list-style-type: none"> K-12 district input Integration with goals of SWP K-12 Component
2. Develop marketing message tools/resources to include LMI, that communicates this message including web presence, print collateral and social media presence	January – June 2019	<ul style="list-style-type: none"> TBD 	<ul style="list-style-type: none"> Access to resources Time School interested in piloting 	<ul style="list-style-type: none"> Input from K-12 districts Integration with goals of SWP K-12 Component
(5) Increase the knowledge and skill of educators/counselors in the area of career development over the grade and age spans, so they can deepen their practice and support a growing number of students.				
1. Provide tools and professional development to K-14 educators to increase knowledge and skills through events in 7 sectors. Events will include: <ul style="list-style-type: none"> a. HASPI Educator Conference (Health) b. Regional Curriculum Assessment Teaching Exchange (Business & Entrepreneurship) c. Behind the Scenes in Cyber Security (ICT) 	Fall 2018 and spring 2019	<ul style="list-style-type: none"> Monica Rosas Heather Cavazos 	<ul style="list-style-type: none"> Monthly 2-hour planning meetings Supplies/materials for registration, breakout sessions, etc. Venue 	<ul style="list-style-type: none"> Planning committee for each event including K-14, industry and community partners Keynote and breakout session speakers K-16 and community based teachers/faculty & counselors Volunteers

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Action	Timeline or Due Date	Person Responsible	Resources Needed (e.g., time, materials, funding such as faculty summer stipends)	Support Needed (e.g., policy, stakeholder engagement)
d. Careers in Global Trade and Engineering (Global Trade, Adv. Manufacturing)				
2. Provide industry visits/site tours/job shadows/one-on-one industry professional discussions for educators (externships) in 7 sectors a. Behind the Scenes in Cyber Security (ICT) San Diego Central Library & Sempra Energy b. Careers in Global Trade and Engineering (Global Trade, Adv. Manufacturing) Steris c. Careers in Global Trade and Engineering (Global Trade, Adv. Manufacturing) Johnson Matthey	Fall 2018 and spring 2019	<ul style="list-style-type: none"> • Monica Rosas • Heather Cavazos 	TBD	<ul style="list-style-type: none"> • Integration with goals of SWP K-12 Component
3. Provide counselor professional development that focuses on career counseling, ensuring that counselors have the resources/tools to provide career counseling; this could be offered jointly with the community colleges, e.g., counselor conference	December, 2018	Counselor Conference Planning Committee	<ul style="list-style-type: none"> • Planning time 	<ul style="list-style-type: none"> • Engagement of counselor organizations • Integration with goals of SWP K-12 Component
(6) Expand opportunities for students to transition effectively from K-12 to community college by participating in “bridge programs” and related proven strategies, built on middle school and high school college and career exploration activities.				

Calendar of Activities		
Summary of key activities (e.g., meetings), milestones, and deliverables		
Date	What	Who
<i>Review calendar of opportunities</i>		

Communication Plan
How will the workgroup communicate with one another, other workgroups, and stakeholders?
<ul style="list-style-type: none"> -Ongoing communication via email and telephone -Monthly/bi-monthly 1.5-hour planning meetings -Leads will serve on monthly Workforce Development Council, Implementation Committee and other Strong Workforce meetings

Resources to Support Workgroup

Resources

(list of resources helpful for this workgroup such as committee recommendations, existing toolkits, etc.)

- K-12 career development materials
-
-
-
-

Related workgroups

(overlap/connection with other workgroups)

- Career Pathways (Lead: Jen Patel)
- Employer Engagement and Job Development (Lead: Margie Fritch)
- Deputy Sector Navigators (Lead: Mollie Smith)
- Professional Development (Lead: Mollie Smith)

Key Stakeholders			
Name	Affiliation	Role/Title	Phone and Email

Related Recommendations (Full Text)

ENTERING THE PATH (Pillar 2)

1 Pre-Enrollment Engagement:

1.1 Connections with high schools and adult schools. Begin the pre-enrollment process with linkages to high schools and adult schools. Expand opportunities for dual and concurrent enrollment classes, work with high schools and adult schools to locate college counselors or advisors in their schools to begin the exposure and orientation process before students arrive at the colleges. Also collaborate with WIOA staff in America’s Job Centers to ensure that students referred to the colleges have clear goals before they arrive on campus.

1.3 Early career exploration. Offer students career exploration opportunities, such as career assessments and time to speak with career guidance staff. Leverage other funding sources to collaborate with middle schools, high schools, adult schools, and WIOA staff in offering informational interviewing, job shadowing, and other employer-engaged career exploration opportunities before the students arrive at the colleges.

Additional relevant recommendations

- Increase awareness of career options in middle school and awareness and engagement in high schools.
- Develop strategies to ensure incumbent workers have clear goals when they enter a program of study.