

SAN DIEGO & IMPERIAL COUNTIES COMMUNITY COLLEGES

Regional Oversight Committee

Wednesday, November 28, 2018 3:00-5:00
Mesa College, Health Building, Room S-305

Minutes

S. Cooke called the meeting to order at 3:00pm

Welcome and Introductions

M. Fischthal announced Richard Gholson, ICT as the faculty representative from SDCE (replacing John Louie).

Approve Minutes from 10.17.18

Motion to by M. Fritch, second S. Cooke, abstention by R. Gholson, **unanimously approved.**

SWP Implementation: M. Smith shared the content for the first SWP newsletter that provides a snapshot for each project. A final version will be distributed at the end of the week and then monthly thereafter.

- Marketing: D. Brown introduced S. Connacher and C. Daus from Civilian who [presented](#) a deeper analysis of the data that was provided at the 10.17.18 meeting as well as an overview of the outcomes from the benchmark perception research study. The presentation included a campaign summary with goals, media objectives, and budget. From the campaign period of 6/18-8/31 highlights included 75 million impressions, .43% click through rate, and 31,000 visits to our regional CE site (www.careered.org). Key takeaways include gaining traction from cross channel retargeting, creating a balanced dynamic of brand vs enrollment messaging, and using video to enhance campaign engagement. Civilian also shared the following findings from the benchmark perception survey.
 - Awareness findings: 70% of respondents were aware of career-based education programs with social media being the highest driver, however awareness of career education as a term was lacking.
 - Perception findings: the highest rated perception is that community colleges are a stepping-stone for a 4-year degree.
 - Attribute findings: the attributes that rated most important for higher education decisions were that it will make a good career attainable, it is affordable, and it empowers student success.
 - Key implications: career education is not currently memorable, future messaging should focus on career attainability and affordability, and awareness and perception is a paradigm shift over time.
- Committee feedback included the following:
 - S. Bulger asked for clarification about what we are doing to avoid duplication of efforts with our colleges and the statewide campaign. S. Connacher stated that they have been working collaboratively to gain an understanding of what the colleges and the statewide efforts are so we work in harmony, not competition.
 - R. Gholson asked how our click through rate compares to other campaigns? C. Daus stated that .05 is the industry average so we are performing well above.
 - M. Vicario asked what component the landing page visit rate is indicative of? S. Connacher said it is inclusive of all digital media efforts.
 - M. Fischthal asked for a list of the search engine marketing (SEM) terms that performed the highest so that colleges can continue to use them in their local campaign efforts.
ACTION ITEM: Civilian will make these key terms available.

- S. Cooke reminded Civilian how important it will be to continue to engage the PIOs in this work as we move forward.
- M. Fritch asked if there are measures in place that can help the college campuses capitalize on the increased traffic generated by the regional CE site. M. Smith informed the group that those conversations have already started with the Marketing Committee and we will continue meeting in early 2019 to continue the discussion and provide recommended measures.
- M. Fischthal pointed out that the flexible and free noncredit programs offered in our region are a great way for our colleges to compete with the for-profit universities. M. Smith reminded the group that a Noncredit Workforce Task Force has been created to address marketing efforts specifically for these programs. M. Ash said that she is working on scheduling the group in January.
- S. Cooke asked when we will receive the next update? S. Connacher stated that it will be at the February ROC meeting.
- Data/Research: Tina shared the following updates:
 - The sector Analysis reports have provided a lot of opportunity to increase program offerings. In response, colleges are requesting more in-depth LMI reports. To date there have been 25 reports requested each month. COE will be hiring more personnel to help fulfill the requests.
 - Sector posters: Nine posters have been created that highlight living wage occupations that can be filled with a community college education. These posters will be used as a marketing tool to engage K-12 students.
 - Knowledge, Skills and Abilities (KSA) Analysis project: 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. There is no estimated completion date 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.
- Career pathways: S. Cox shared that Jobs for the Future released a report on round one of the California Career Pathways Trust grant. The report focused on sustaining cross-sector partnerships and the challenges of career pathway work and regional collaboration. S. Cox shared that the key takeaways were an increased need for leadership development and systems change, as well as a need to expand data tracking systems. S. Bulger shared that she recommends the group read the report as the work that we are currently doing in our region is similar. ACTION ITEM: M. Ash will send the report to ROC electronically.
- CP Goals: M. Smith shared the final career pathways goals that were created in conjunction with the K-12 partners. G. Bongolan mentioned the importance of the K-12 representatives on the Career Pathways and MS/HS workgroups sharing information with the districts that are not represented. M. Smith shared that there is a regional list serve that people can request access to in order to receive the information. Those who would like to be added can contact L. Wisdom. S. Bulger asked how the goals were created. S. Cooke stated that they came from our own regional planning process which included the K-12 partners. The goals are tied to the Chancellor's Vision for Success as well as directly linked to the regional recommendations which resulted from the regional planning process. S. Bulger asked how this work is being communicated to the superintendents. S. Cooke said that the monthly superintendent meeting will be used as a platform.
- \$164M K-12 Component: M. Smith shared that there is no new information at this time but that our region will host two large county convenings for all LEAs who are eligible to apply for the funding. San Diego will host on 11.30.18 and IVC will host on

12.7.18. We will present the regional model and goals and Matt Roberts from the Chancellor's Office will do a presentation with adequate time for answering questions.

- Selection committees: M. Smith shared that the San Diego Imperial Counties received an increase of funds based on the unemployment rate in Imperial Valley. Imperial Valley has requested adequate representation on the selection committee to meet the needs of their community. More detail on those committees will be available in January 2019.
- Pathway Navigation: M. Smith shared that this project has really encouraged collaboration on campuses in relationship to guided pathways. She also stated that the Pathways Navigation RFA (\$225k over three years) is due 11.30.18.
- WBL and Job Placement: M. Smith shared that the WBL Coordinator RFA (\$200k over two years) is due 11.30.18. S. Cooke reminded the group that this is one-time funding.
- Tutoring: D. Brown shared that focus groups were conducted and the feedback will be used to create the faculty survey. As requested in the last ROC meeting, ROC will get to review the questions before they go out to the faculty.
- Employer Engagement: M. Fritch shared the last meeting was held on 11.16.18 and mentioned that while the upfront work has been slower to start, the meetings have been very productive. She also shared that by January 2019 the committee will be fully populated. M. Smith shared that Kevin McMackin has been hired as the Director of Strategic Partnerships. His work will involve working with large employers, external employers organizations and working with the colleges to coordinate the flow of employment and work-based learning opportunities. His first day will be on 12.3.18.
- DSNs: M. Smith shared that four DSNs have been hired, and one hiring is in process. ICT/ Digital Media and Advanced Manufacturing DSN job announcements have been re-released. The application period closes on 11.30.18. She also mentioned that host colleges for ICT/ Digital Media and Advanced Manufacturing host colleges are open as well.

SWP 18-19 Plan Update: S. Cox shared that the 2018-19 regional allocation proposal is ready to submit. WDC has reviewed it, with feedback contact S. Cox. The plan will be finalized by the end of next week. She stated that the changes from 2017-18 plan were minor as it was written as a multi-year plan based on developing the regional infrastructure. The major changes were:

- changing the title of Middle and High School Career Education Engagement to Pre-College Outreach and Career Pathways
- incorporating Adult Education into that project
- including our updated work plan for Guided Career Pathways
- adding noncredit marketing research to the marketing activities

New SWP Projects: M. Smith shared the following new SWP projects.

- 7-12 to CC Engagement (WG#1): A small regional group will be convened to start building infrastructure that focuses on building programs and partnerships with the high schools that address engagement, pathway development, and professional development.
- Retention, Success and Support (WG#5): Creation of a professional development program that provides community college faculty with the tools and support to educate and encourage their own research on enrollment, retention, and success within their programs. M. Fischthal encouraged the project but reminded the group that not everyone has large research office so we need to be cognizant of how the smaller offices will be able to participate.

Other

- M. Ash shared that the 2018 Counselor Conference is being held on 12.5.18 at the Sheraton Harbor Island. There are 445 people registered and multiple breakout sessions scheduled that will provide Strong Workforce updates and CE resources for K-14 counselors. M. Fischthal asked if there was a calendar of upcoming events available so that leadership can

ensure their staff are informed and attending.

ACTION ITEM: Add events calendar to the ROC agenda.

- S. Cooke shared the current 2018-19 ROC membership that reflects a CSSO, CBO, and faculty vacancy.

Next Meeting: **Wednesday, 1.16.18** from 3-5pm at Mesa College, Health Building, Room S-305