

# STRONG WORKFORCE PROGRAM NEWSLETTER

JANUARY 7, 2019 – EDITION 2

## DATA & RESEARCH COMMITTEE

*Chair: Zhenya Lindstrom, Associate Dean, Career & Technical Education & Workforce Development  
MiraCosta College*

The Data & Research Committee is examining how to use available data dashboards to identify possible solutions to improve Strong Workforce Program (SWP) outcomes. The Center of Excellence is developing “Program Deep Dive”, a project to create interactive visualizations of the labor market demand and supply of top middle-skill jobs by sector, as well as the student success metrics by career education (CE) program across colleges, region, and state. The project is slated to be completed by June 2019. The sector analyses final reports will incorporate not-for-credit programs and will be published by early January.

## MARKETING COMMITTEE

*Chair: Danene Brown, Dean, Business & Technology, Mesa College*

The regional career education marketing project has made significant progress toward the goal to increase CE enrollment one percent annually. New initiatives include the launch of a new regional website, [www.careered.org](http://www.careered.org), increased awareness of CE programs and community colleges, and the creation of cohesive brand and enrollment advertising. The college website redesign project officially kicked-off with MiraCosta as the pilot college. During the first phase, Grossmont, Cuyamaca, and Imperial Valley will also participate in full rebuilds with a targeted completion date of fall 2019.

## K-14 CAREER PATHWAYS WORKGROUP

*Chairs: Jennifer Patel, DSN Business and Entrepreneurship, MiraCosta College; and, Kathleen Porter, Executive Director, Career Technical, Adult and Alternative Education, Poway Unified School District*

The Career Pathways workgroup developed eight goals to provide regional guidance for developing 7-12 middle and high school engagement activities and career pathways. Goal six provides the foundation for regional priority of career preparation and development in middle school and high school and pathway development in high school. The goal is *to build goals and strategies for career preparation at each grade level beginning in middle school and continuing through high school and bridging to the community colleges*. Applications for the funding will need to address the regional priorities for middle and high school career preparation and development and pathways development in high school.

The process for disseminating the \$150M K-12 component of the SWP contains four primary components: Letter of Intent to apply (released 11.5.18); application to serve on the K-12 Selection Committee (12.17.18); the online application for LEAs to apply for the funding (1.7.19); and dissemination of the funding to LEAs (July 1, 2019). It is the responsibility of each region to make recommendations on the composition of the K-12 Selection Committee members and forward those recommendations to the CCCCO for final approval. The SDI Regional Consortium will create webinars for the LEAs that will clarify regional priorities and provide support for development of successful applications.

## PATHWAY NAVIGATION WORKGROUP

*Chairs: Claudia Estrada-Howell, Supervisor, Transfer Center and Career Guidance Center, Mesa College; and, Javier Ayala, Dean, Career & Technical Education & Workforce Development, Grossmont College*

The Pathway Navigation group received RFA submissions from most of colleges before leaving for the holidays. Award letters for this project will be disseminated during the first two weeks of January. Key components of this project include intake, differentiated orientation, and career planning before education planning. Campuses were able to create an alignment for this work within their Guided Pathways, SSSP and Equity efforts. The \$225,000 three-year project is set to begin in early January 2019.

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## WORK-BASED LEARNING/JOB PLACEMENT WORKGROUP

*Chairs: Ben Gamboa, Associate Dean, Strong Workforce Program, Miramar College; and, Larry McLemore, Dean, Career & Technical Education, Cuyamaca College*

Results from the Regional and College Work-Based Learning (WBL) assessments have been compiled, and the findings are being presented in a variety of venues. Regional findings are being presented to the Career Education Deans and Associate Deans, WBL Coordinators, and Workforce Development Council. Additionally, college findings are being provided to the WBL Coordinators and the assigned college contacts. The assessments will be used to inform and support the work of the WBL Coordinators both regionally and locally. High-level takeaways include pockets of WBL successes at each college, a need to more intentionally promote WBL activities and strategies across disciplines, and a need for aligned employer engagement processes to identify and disseminate WBL opportunities. RFA submissions from all of the colleges were received by the November 30 deadline and most award letters were sent out before December 21, 2018.

## TUTORING WORKGROUP

*Chair: Monica Romero, Associate Dean, Career & Technical Education, Mesa College*

The Tutoring workgroup is making on-time progress towards the goal of assessment and recommendations for CE tutoring in the region. The Nonprofit Institute at USD was hired to conduct the research for the project. Emergent themes include: (1) Lack of overall faculty and student knowledge of tutoring programs and impact; (2) differing definitions of tutoring; non-standard lexicon and terms around tutoring and tutoring methods; (3) differing training standards/delivery methods; real concerns over funding streams (grant/soft based vs. line item budget); (4) better linking of student outcomes/success to tutoring; (6) varying models of tutoring in CE (none, embed, aide/tutor, etc).

## EMPLOYER ENGAGEMENT WORKGROUP

*Chairs: Cassandra Storey, Dean, Career Education & Skilled Trades, San Diego Continuing Education; and, Margie Fritch, Dean, Career Technical & Extended Education, Palomar College*

The Employer Engagement workgroup is focused on mapping a regional engagement process that works for students, industry and our regions colleges. The group is working with external partners, the San Diego Workforce Partnership and the San Diego Regional Economic Develop Corporation, to develop a working model for engaging with employers in a systematic way. Other external regional partners will be added moving forward. The workgroup is creating a shared vision and grappling with how to leverage resources to accomplish the common goal of providing employers with a talented workforce. Kevin McMackin was hired to serve as the Director of Strategic Partnerships to work directly with external workforce agencies, DSNs, coordinate the process of engaging with employers, acquiring important LMI information from employers, importing the data into an electronic repository, and coordinating with campus WBL coordinators and Job Placement staff.