

CEO SWP Workshop

February 4, 2019



**SAN DIEGO & IMPERIAL COUNTIES
COMMUNITY COLLEGES**





Strong Workforce Program Implementation

*1: J. Patel, Region
K. Porter, Poway USD

*2: L. Wisdom, Region
J. Lewis, Southwestern
J. Lopez, Miramar

3: C. Estrada, Mesa
J. Ayala, Grossmont

4: B. Gamboa, Miramar
L. McLemore, Cuyamaca

5: M. Romero, Mesa
D. Brown, Mesa

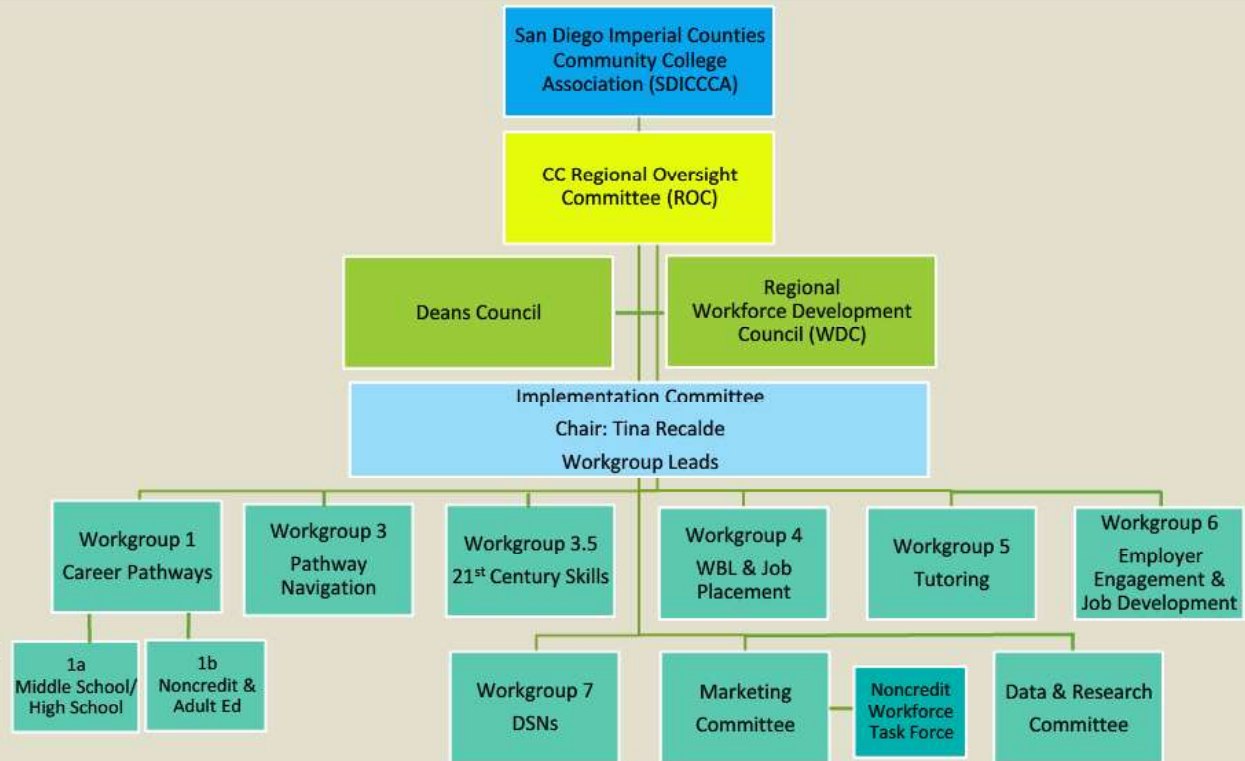
6: M. Fritch, Palomar
C. Storey, SD Continuing Ed

7: M. Smith, Region

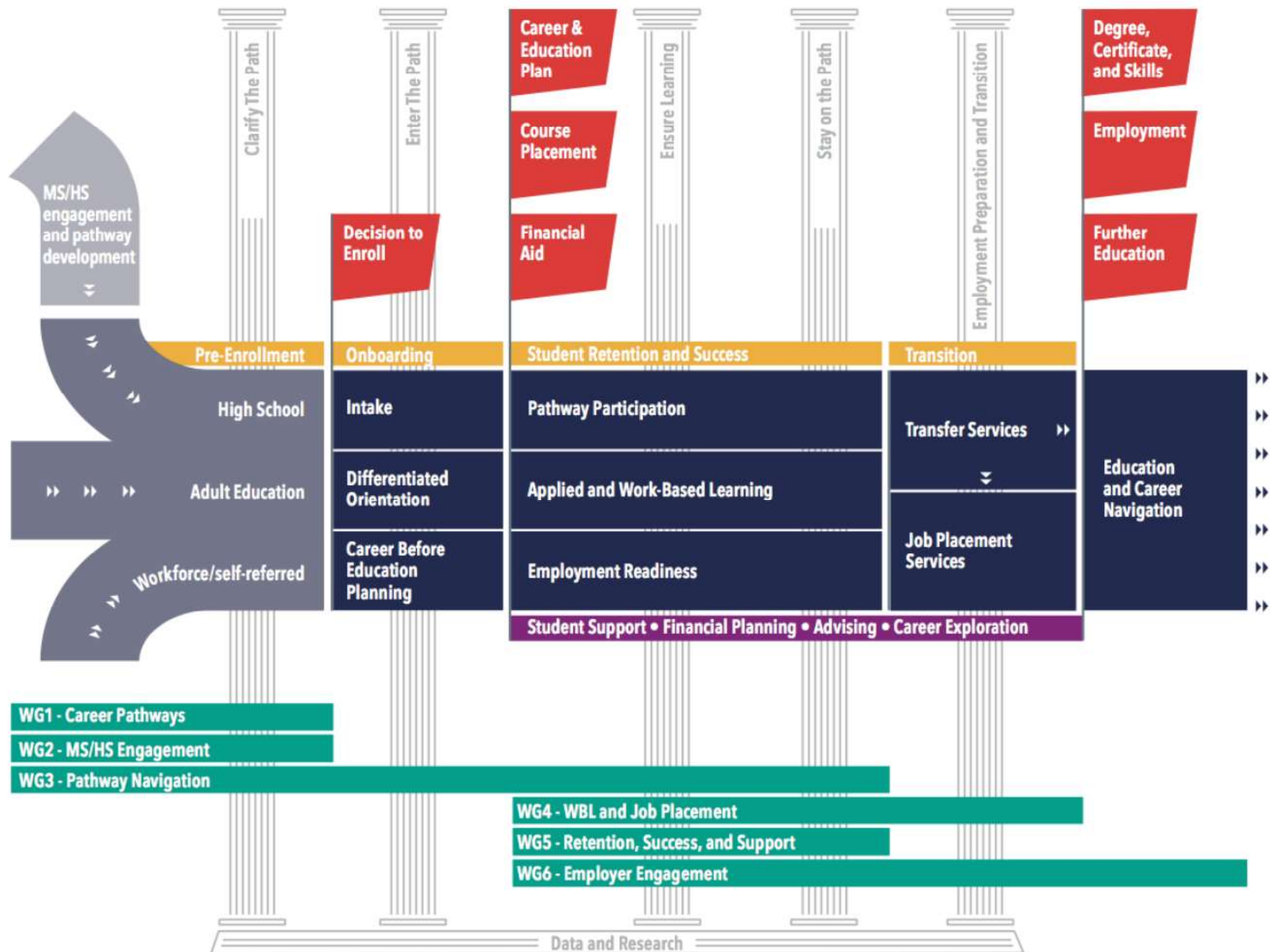
Marketing: D. Brown, Mesa

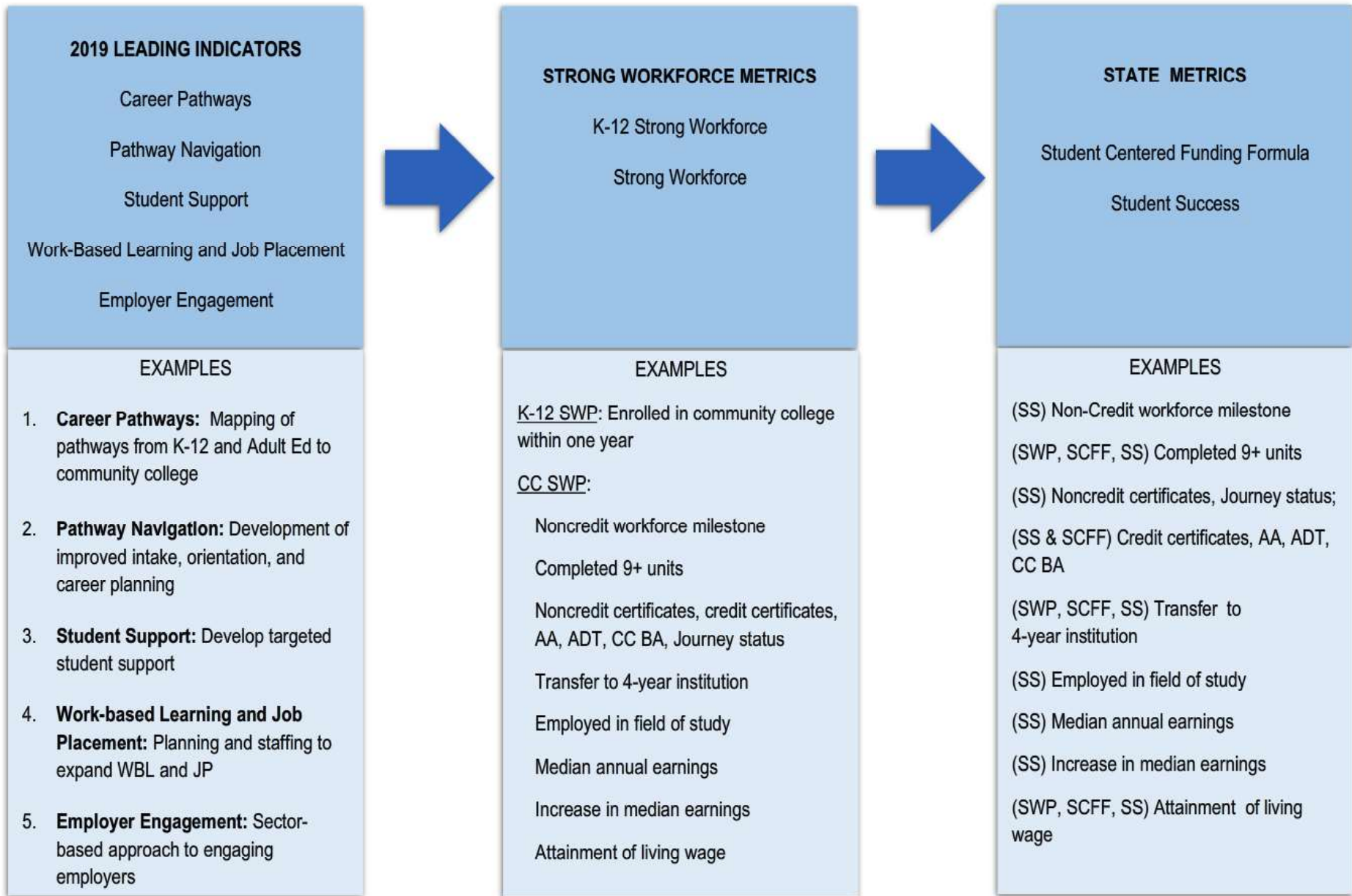
Data/Research: Z. Lindstrom, MiraCosta
T. Ngo-Bartel, Region

*K12 Participation



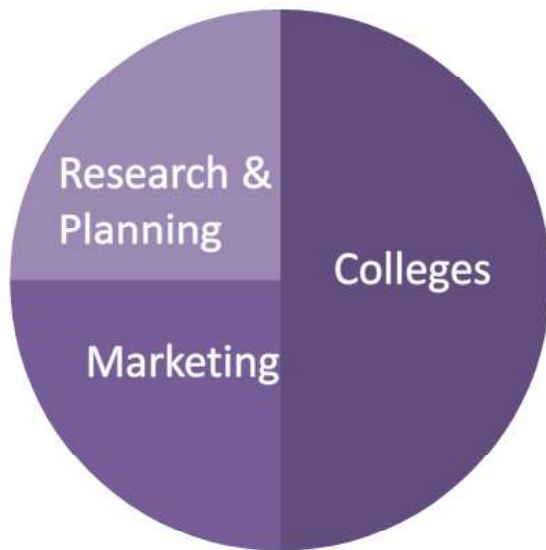
A Community College Student's Road to Success





2016-19 Budget Projections

2016-17



2017-18



2018-19



2016-17 Budget Year

- Investment Period 7/16-12/18
- Regional Project Budget: \$6,273,963
- Focus on Research & Planning

Marketing of CE Programs	Career Pathways	Employment Readiness & Job Placement	Collaborative Projects	Labor Market Research
\$1.9 M	\$650 K	\$3 M	\$400 K	\$200 K

2017-18 Budget Year

- Investment Period 7/17-12/19
- Regional Project Budget: \$8,106,894
- Focus on Program Launch

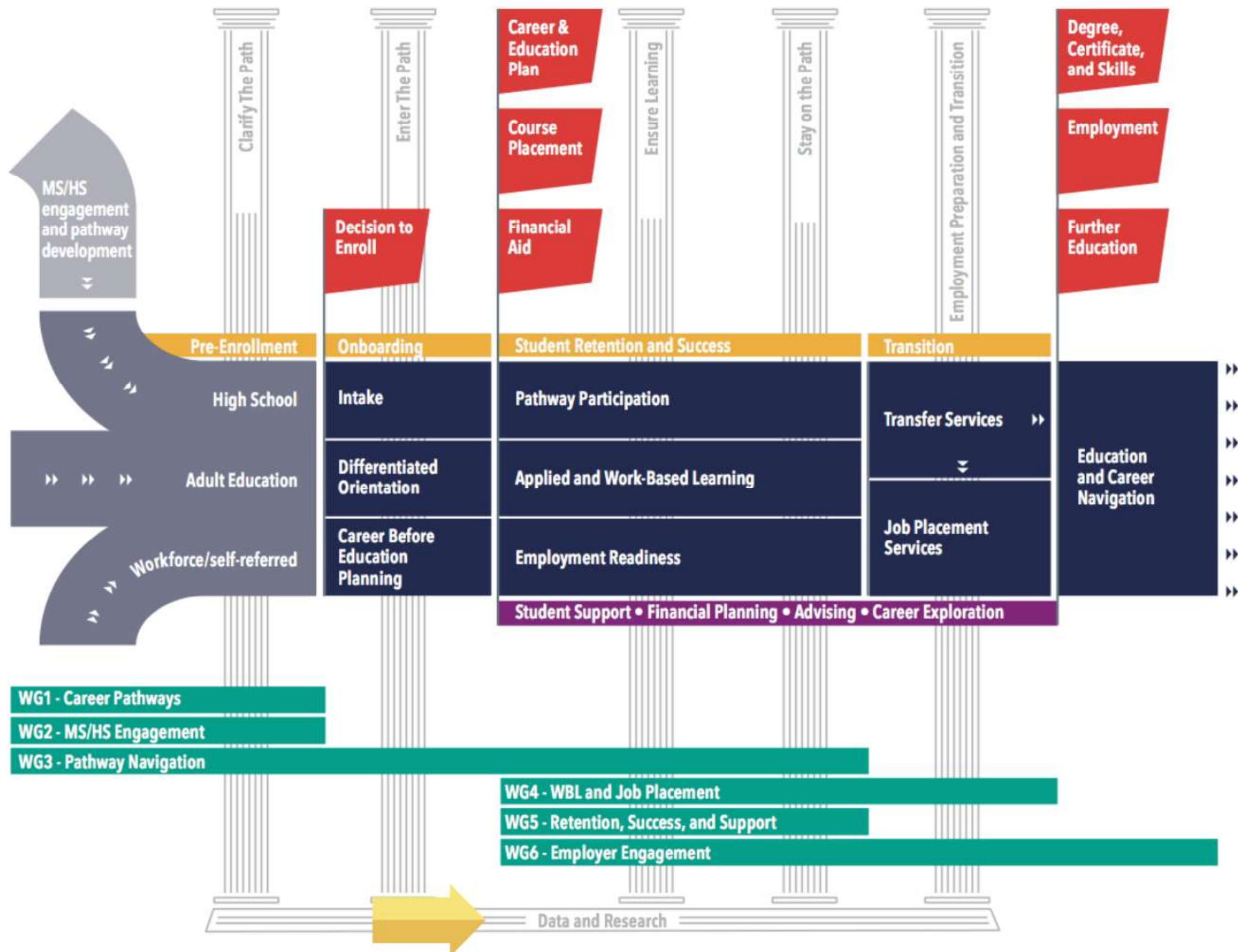
Marketing of CE Programs	Career Pathways	Guided Career Pathways	Improving Student Enrollment Process	Labor Market Research
\$1.5 M	\$830 K	\$4.5 M	\$875 K	\$350 K

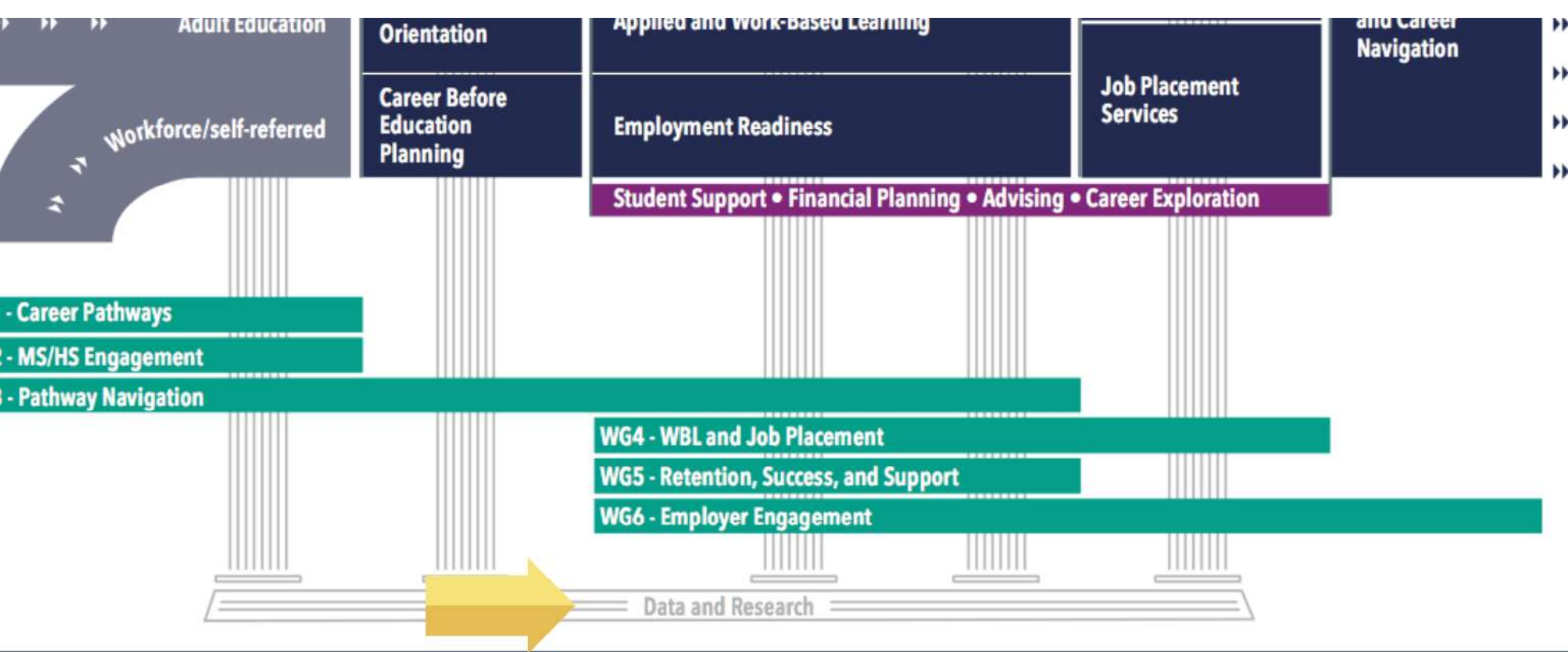
2018-19 Budget Year

- Investment Period 7/18-12/20
- Regional Project Budget: \$8,086,894
- Focus on Institutionalization

Marketing of CE Programs	Career Pathways	Guided Career Pathways	Improving Student Enrollment Process	Labor Market Research
\$1.3 M	\$920 K	\$5.0 M	\$500 K	\$350 K

A Community College Student's Road to Success





Data and Research: Goals

- 🎯 Advocate for a data-driven culture in program development and student success
- 🎯 Act as advisory group for regional research projects

Data and Research: Leading Indicators

CALIFORNIA

Doing What MATTERS™

INDUSTRY

TOUCH

H US

ame

ut:

Health

International Trade / Logistics

Labor Market Briefs

San Diego County

- Aircraft Structure, Surfaces, Rigging, and Systems Assemblers
- Audio and Video Equipment Technicians
- Automotive Body and Related Repairers
- Automotive Glass Installers and Repairers
- Automotive Service Technicians and Mechanics
- Bus and Truck Mechanics and Diesel Engine Specialists
- Carpenters
- Camera Operators, Television, Video and Motion Picture
- Chemical Technicians
- Coating, Painting, and Spraying Machine Setters, Operators, and Tenders
- Composites
- Computer Occupations, All Other
- Construction Laborers
- Dental Assistants
- Dental Laboratory Technicians
- Diagnostic Medical Sonographers
- Electrical and Electronics Installers and Repairers, Transportation Equipment
- Electrical and Electronics Repairers, Commercial and Industrial Equipment
- Electricians
- Electromechanical Equipment Assemblers
- Electromechanical Technicians
- Electronic Equipment Installers and Repairers, Motor Vehicles
- Film and Video Editors
- First-Line Supervisors of Construction Trades and Extraction Workers

LABOR MARKET

LABOR

The Centers of Excellence are the number one source of information for California Community Colleges. It consists of:

Tina Ngo Bartlett
John Edwards

Program Recommendations

The COE provides Program Recommendations. For more information on the COE, click here.

Labor Market Briefs (Deans Only)

Data and Research: Accomplishments

CAREER EDUCATION GUIDE

SAN DIEGO & IMPERIAL COUNTIES COMMUNITY COLLEGES

LEARN MORE. EARN MORE.

ADVANCED MANUFACTURING

SAN DIEGO COUNTY

FAST FACTS*

111,197
people employed

8%
of the sector's
employment in California

4% (4,792)
5-year projected job growth

\$99,907
average earnings per job

3,168
businesses

8%
of the sector's
businesses in California

DID YOU KNOW?

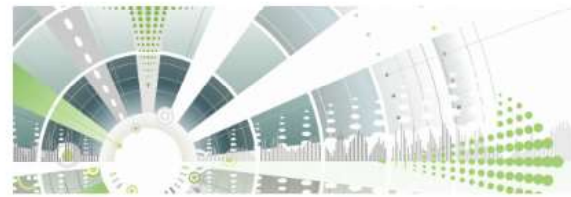
- San Diego County's Advanced Manufacturing sector includes aerospace, maritime, clean technology, biomedical devices and products, pharmaceuticals, sporting goods, beverage and precision manufacturing.
- 63% of students who graduated from the San Diego-Imperial community colleges' Advanced Manufacturing programs in 2016 were employed after a year of exiting post-secondary education.
- Most employers have difficulty finding qualified candidates for computer numerically controlled machine tool programmers, mechanical engineers and machinists.
- Because Advanced Manufacturers are small, specialized firms, employers invest significant resources in training their workforce and providing personal opportunities for job growth.

TOP JOBS THAT ARE ATTAINABLE WITH A COMMUNITY COLLEGE EDUCATION*

What jobs require a high school diploma + postsecondary training (e.g., certificate)?	How much will I earn per hour?		
	Entry level	Midlevel	Experienced
Maintenance and Repair Workers, General	\$13	\$18	\$24
Computer-Controlled Machine Tool Operator, Metal and Plastic	\$14	\$22	\$27
Machinists	\$14	\$22	\$28
Industrial Machinery Mechanics	\$22	\$27	\$31
Structural Iron and Steel Workers	\$22	\$27	\$41
What jobs require an associate degree or higher?			
Civil Engineering Technicians	\$18	\$25	\$30
Mechanical Drafters	\$21	\$28	\$34
Computer Network Support Specialists	\$24	\$33	\$39
Electrical and Electronics Engineering Technicians	\$25	\$32	\$40

June 2018

SUMMARY



OPPORTUNITIES TO CLOSE THE MIDDLE-SKILL JOBS GAP

June 2018

SUMMARY



OPPORTUNITIES FOR CAREER EDUCATION TO CLOSE THE MIDDLE-SKILL JOBS GAP

IMPERIAL COUNTY



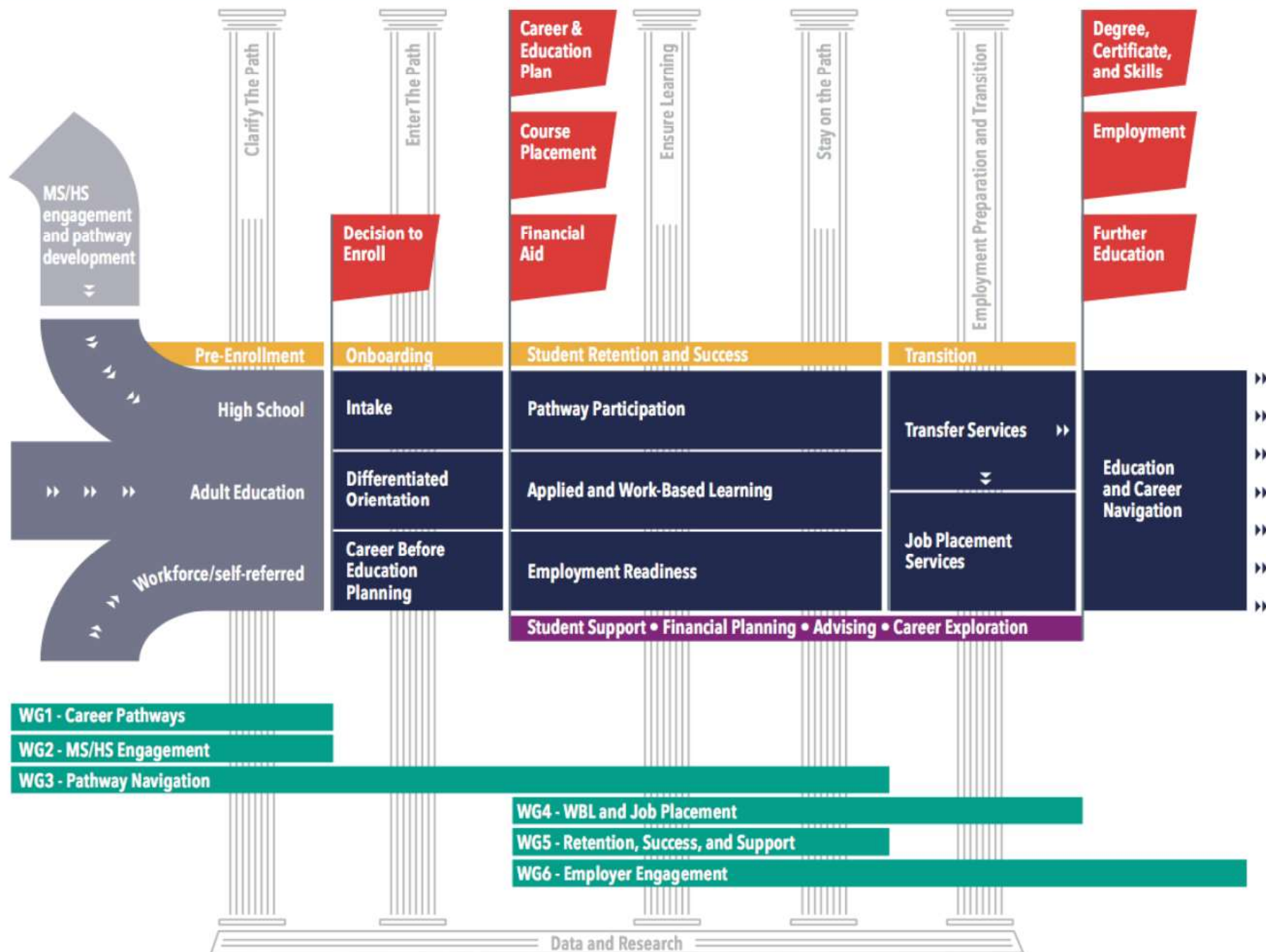
Data and Research: Next Steps

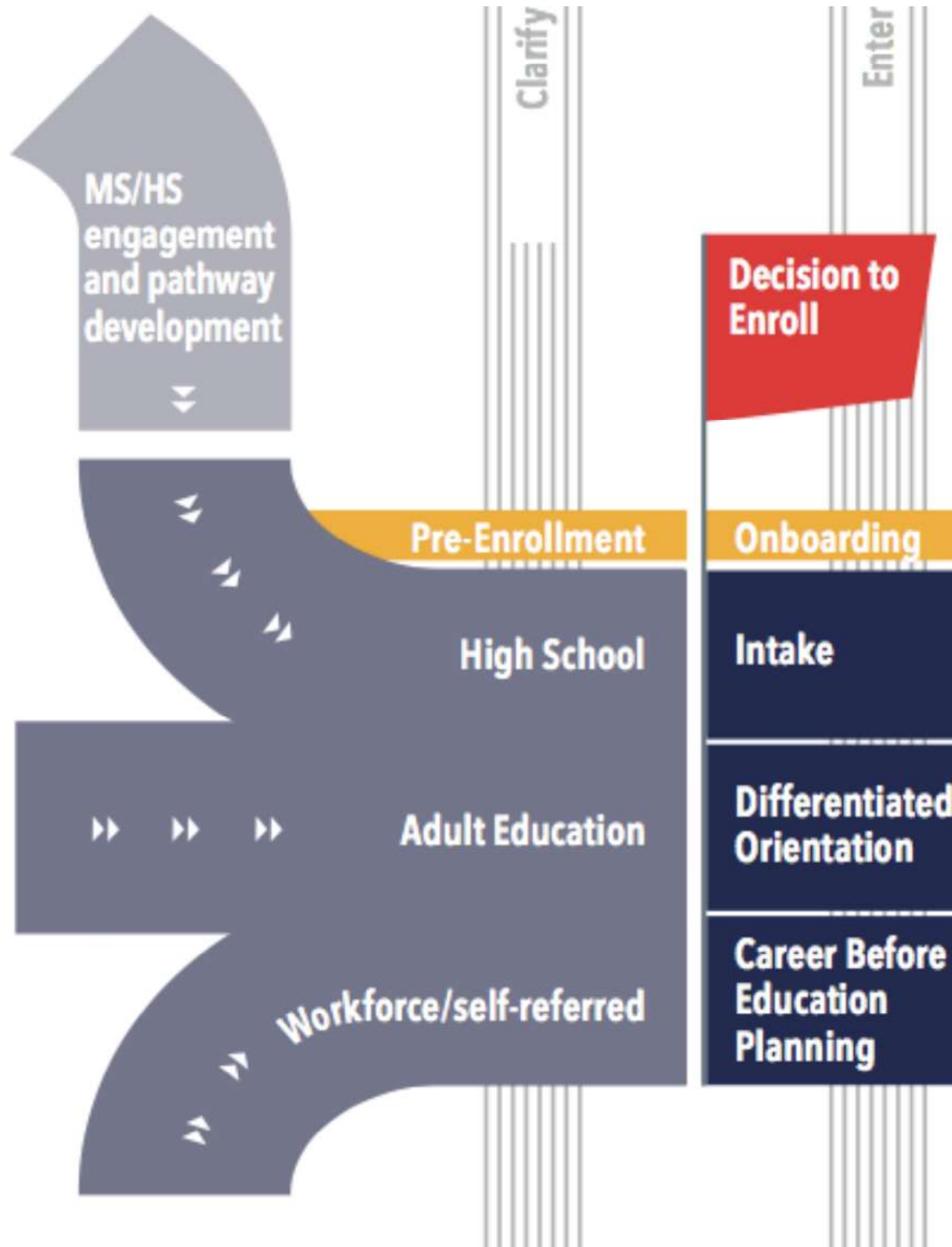
- 🔍 Support validation of knowledge, skills, and abilities
- 🔍 Help develop sector profiles
- 🔍 Assist with efforts in career exploration and exposure

Data and Research: SWP Outcomes

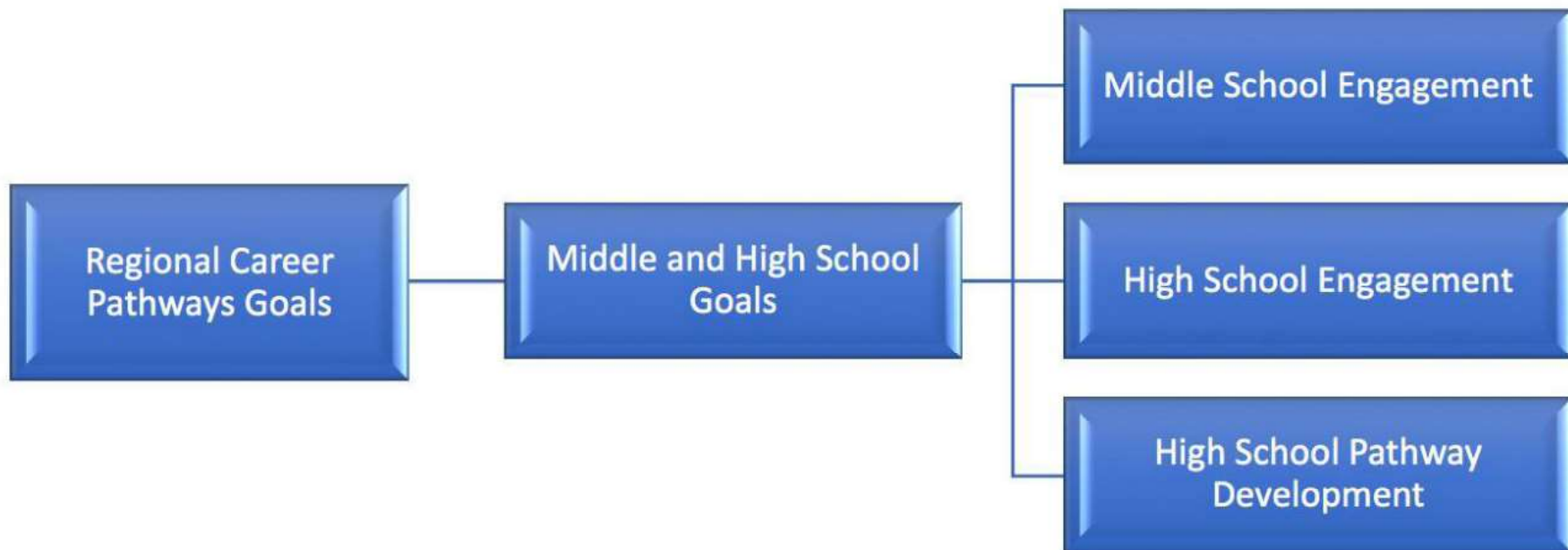
SWP Metric	14-15	15-16	16-17	17-18
Unduplicated Number of Students Who Enrolled in One or More Courses	100,666	-1%	+1%	N/A
Number of Full-Time Equivalent Students (FTES)	26,711	-5%	+6%	N/A
Course Retention Rate	87%	No change	+1%	N/A
Course Success Rate	75%	+1%	No change	N/A
Number of Students Who Earned a Certificate or Degree	8,771	+6%	+2%	N/A
Median Change in Earnings	36%	+5%	N/A	N/A

A Community College Student's Road to Success





Career Pathways: Goals



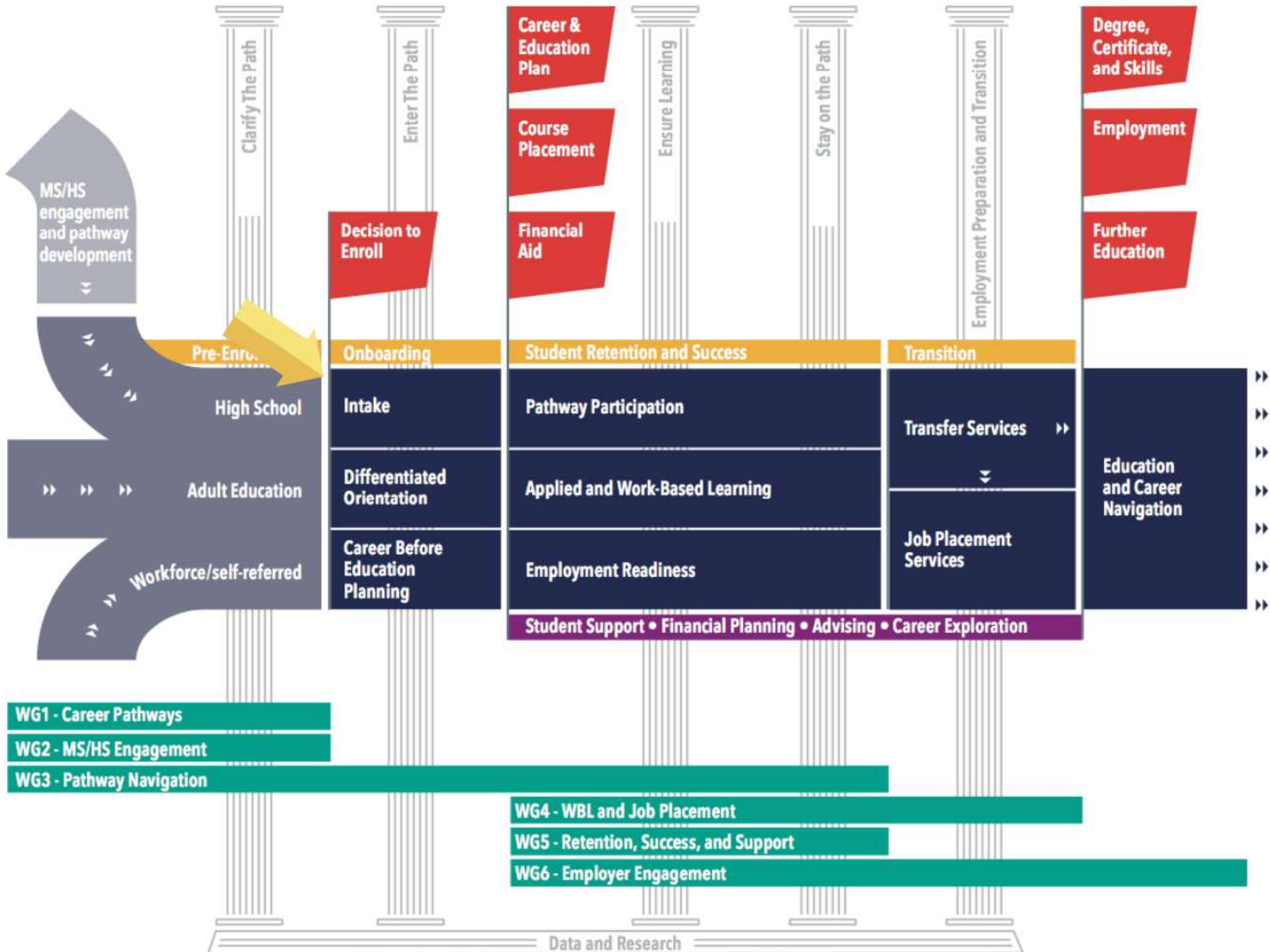
Career Pathways: Accomplishments

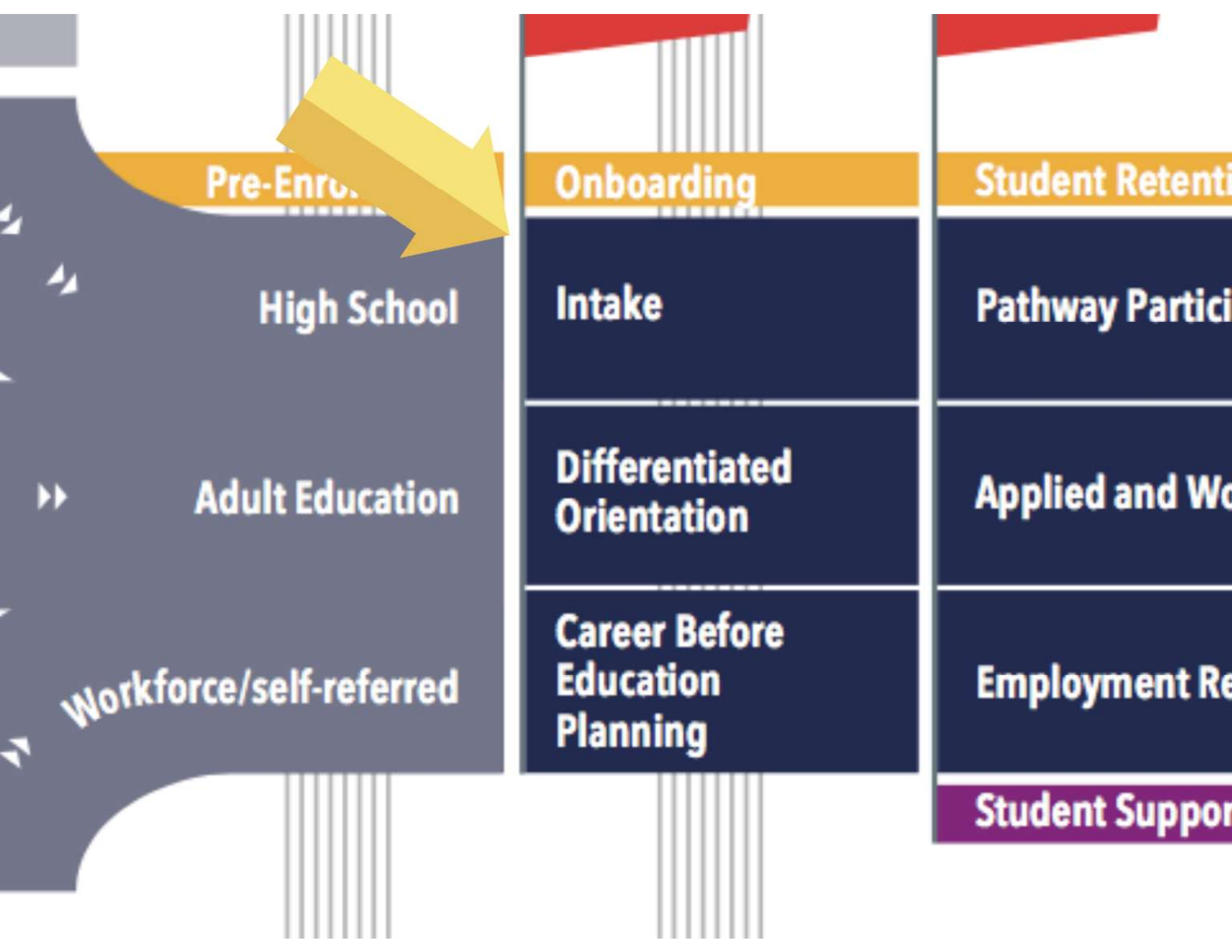
- ✔ Integrated K-12 partners into our governance
- ✔ Regional goals, strategies and activities
- ✔ HS to CC pathways mapping
- ✔ Best practices and activities for K-12 SWP

Career Pathways: Next Steps

- 👣 Implement K-12 component
- 👣 Disseminate HS to CC mapping results
- 👣 Develop programs of study to fill gaps
- 👣 Develop a CoP
- 👣 Conduct mapping activity with AE
- 👣 Develop goals and timeline for Year 2

A Community College Student's Road to Success





Pre-Enrollment

High School

Adult Education

Workforce/self-referred

Onboarding

Intake

Differentiated Orientation

Career Before Education Planning

Student Retention

Pathway Participation

Applied and Workforce

Employment Retention

Student Support

Pathway Navigation: Goals

- ① Comprehensive Intake
- ① Differentiated Orientation
- ① Career Planning before Education Planning
- ① Professional Development Framework
- ① Technology Adoption

Pathway Navigation: Leading Indicators



Intake



**Career planning
before education planning**



**Differentiated
orientation**

Pathways Navigation: Accomplishments



September 26, 2018

TO: CE Deans
CDO's
CSSO's
FROM: Chito Gutierrez, Director of Operations

Regional Strong Workforce Program Scope of Work

Please complete the form attached with the details on your SWP Project Plan. This will be used as a scope of work for the contract with your college. This is also the information needed to submit a Strong Workforce Plan in the statewide system NOVA.

If you have questions about this request, feel free to contact Claudia Estrada at cestrada@sdccd.edu or Mallie Smith at mallie.smith@sdccd.edu or 619-644-7815.

GUIDED PATHWAYS PLUS ESSENTIAL "PATHWAY NAVIGATION" PRACTICES: SCALE OF ADOPTION SELF-ASSESSMENT Based on June, 2017 Guided Pathways Assessment and Other Research¹

Institution Name: _____

Date: _____

This tool is designed to help your college assess how far along you are toward adopting research-based intake, orientation, and career guidance practices.

For each of practices listed in the first column, guided by your core team, convene faculty, student services staff, and administrators from across divisions and initiatives (e.g., Guided Pathways, SSSP, Student Equity, Strong Workforce Program) at your college to discuss the extent to which the practice is currently implemented for students at your college. In the second column, indicate the extent to which the practice has been adopted at your college using the following scale:

Scale of Adoption	Definition
Not Adopting	College is currently not following or planning to follow this practice
Not yet adopted	Practice is incomplete, inconsistent, informal, and/or optional
Planning to adopt	College is planning to implement the practice at scale
Scaling in progress	Implementation of the practice is in progress for all students
At scale	Practice is implemented at scale—that is, for all degree-seeking students

In column three, describe current practice and in column four, list the steps your college needs to take to implement the given practice at scale. This will help you develop a plan and prioritize next steps.

¹ Expanded by WestEd based on research conducted for the San Diego/Imperial Counties Strong Workforce Consortium.

Pathways Navigation: Next Steps



Community of Practice

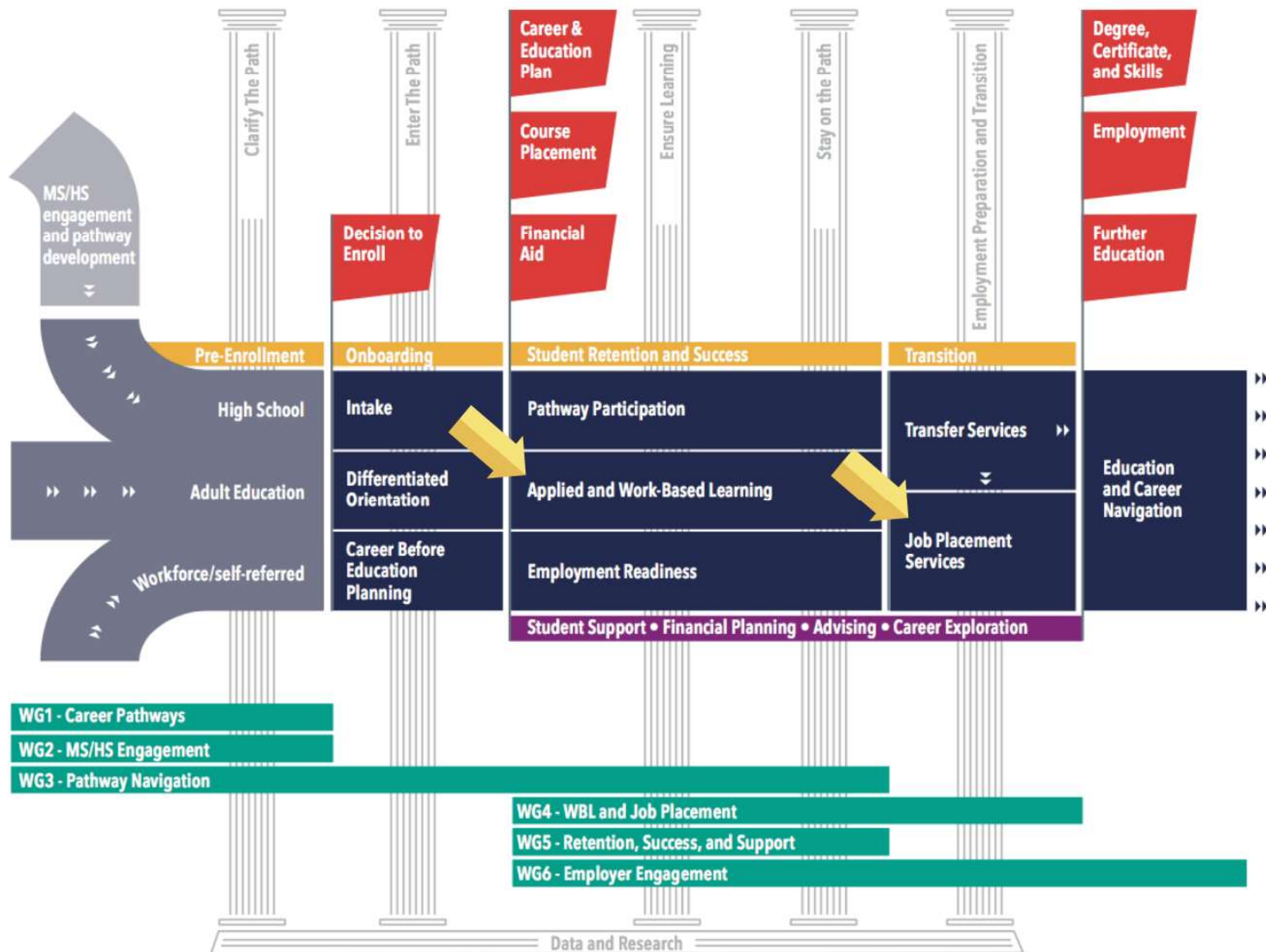


Technology options



Best practices repository

A Community College Student's Road to Success



Student Retention and Success

Transition

Pathway Participation

Transfer Services ▶▶

Applied and Work-Based Learning



Job Placement Services

Employment Readiness

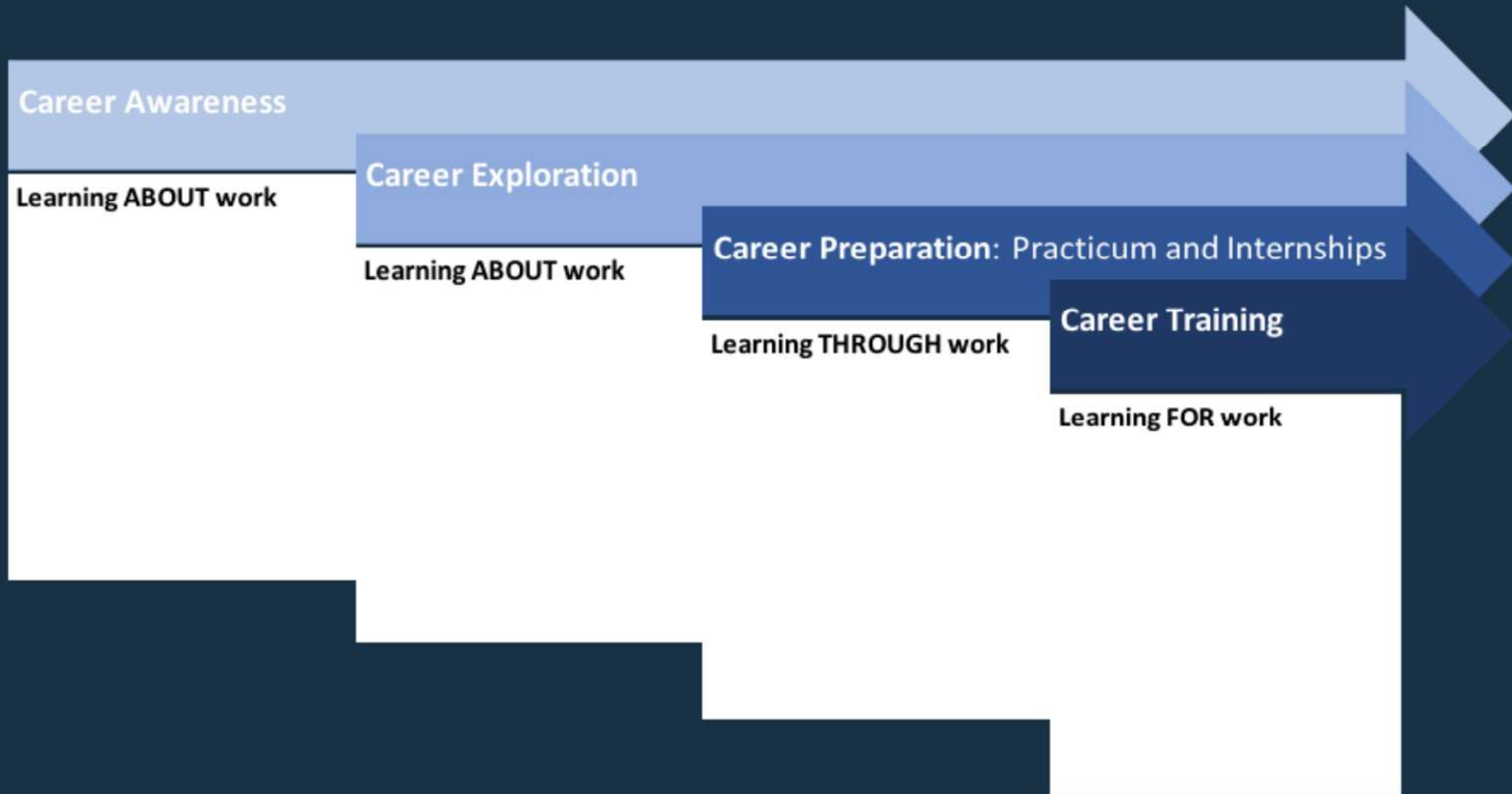
Student Support • Financial Planning • Advising • Career Exploration



Work-Based Learning and Job Placement: Goals

- ① Assess WBL and 21st century employability skills opportunities
- ① Build college and regional infrastructure
- ① Support development and expansion of WBL and job placement practices

Work-Based Learning and Job Placement: Goals



Work-Based Learning and Job Placement: Leading Indicators



Work-Based Learning



Job placements



Increased wages

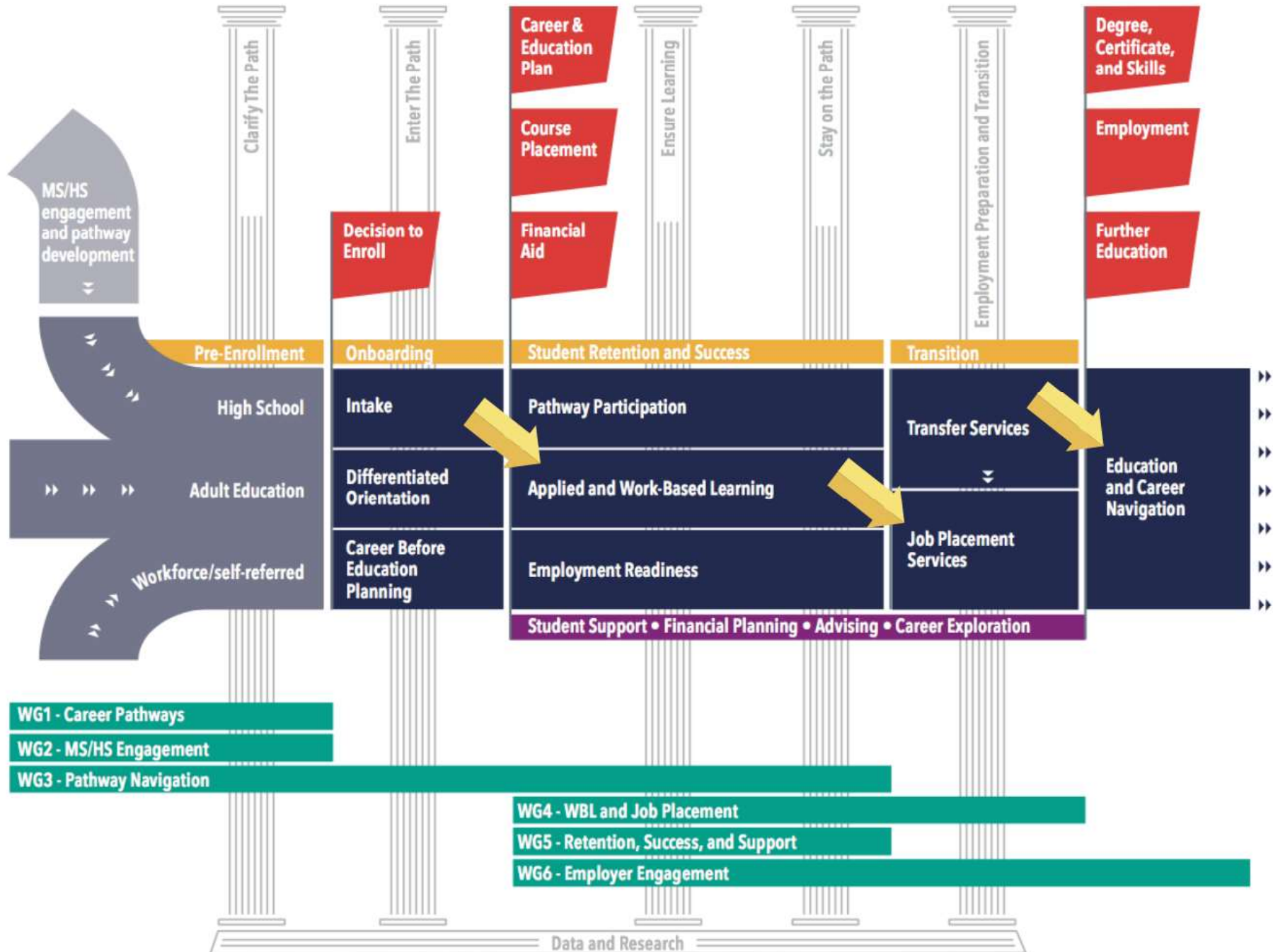
Work-Based Learning and Job Placement: Accomplishments

- ✓ Assessment completed
- ✓ Results analyzed and shared
- ✓ Hiring of WBL Coordinators
- ✓ Hiring of Job Placement Case Managers
- ✓ Community of Practice
- ✓ Jobspeaker pilot

Work-Based Learning and Job Placement: Next Steps

- 🔍 Complete hiring of WBL Coordinators and Job Placement Case Managers
- 🔍 Convene Community of Practice
- 🔍 Mapping the infrastructure
- 🔍 Complete and study Jobspeaker pilot

A Community College Student's Road to Success



Placement

Financial Aid

Employment Preparation

Further Education

Student Retention and Success

Transition

Pathway Participation

Transfer Services

Applied and Work-Based Learning

Job Placement Services

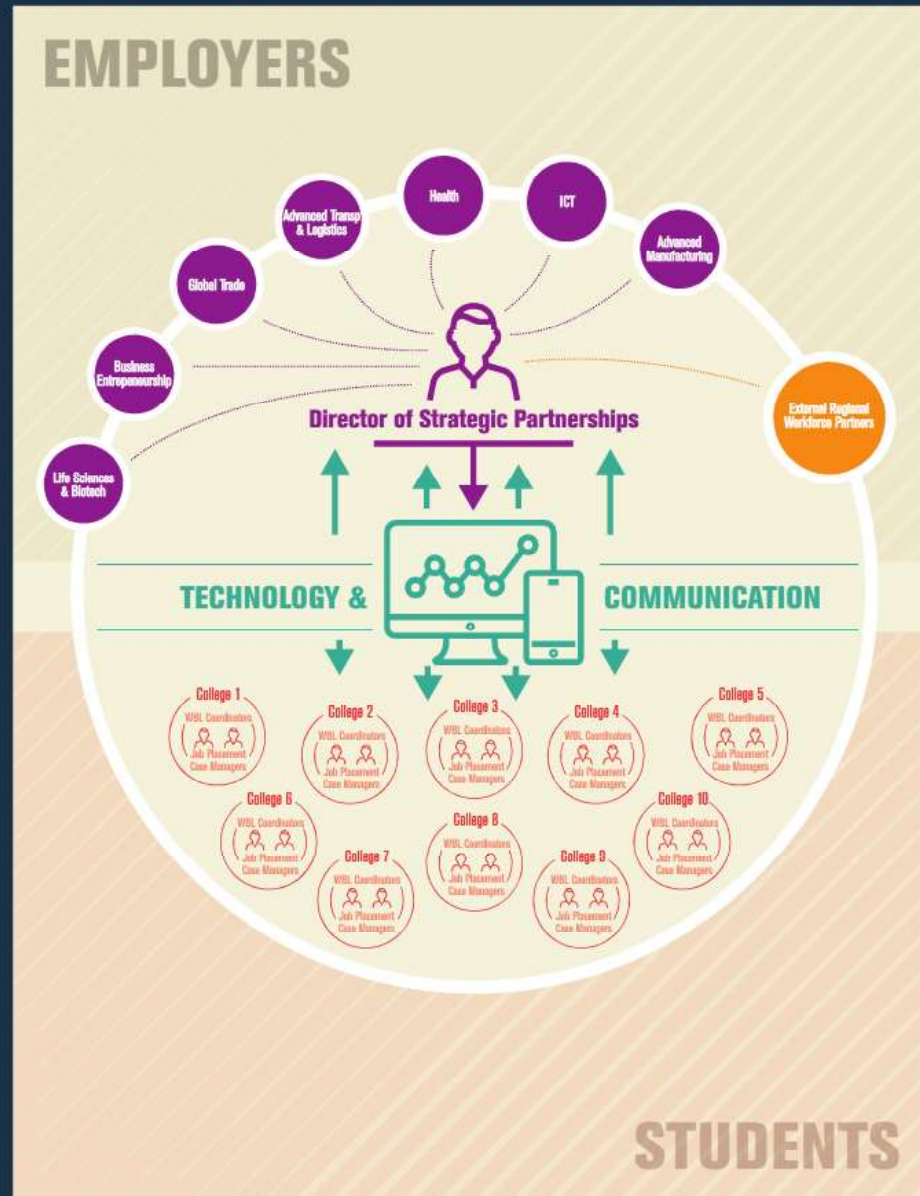
Employment Readiness

Education and Career Navigation

Student Support • Financial Planning • Advising • Career Exploration



Employer Engagement: Goals



Employer Engagement: Accomplishments

- ✓ Regional employer engagement model
- ✓ Listening session with industry
- ✓ Director of Strategic Partnerships
- ✓ Tangible partnerships with SDWP and EDCs
- ✓ DSN hiring and onboarding

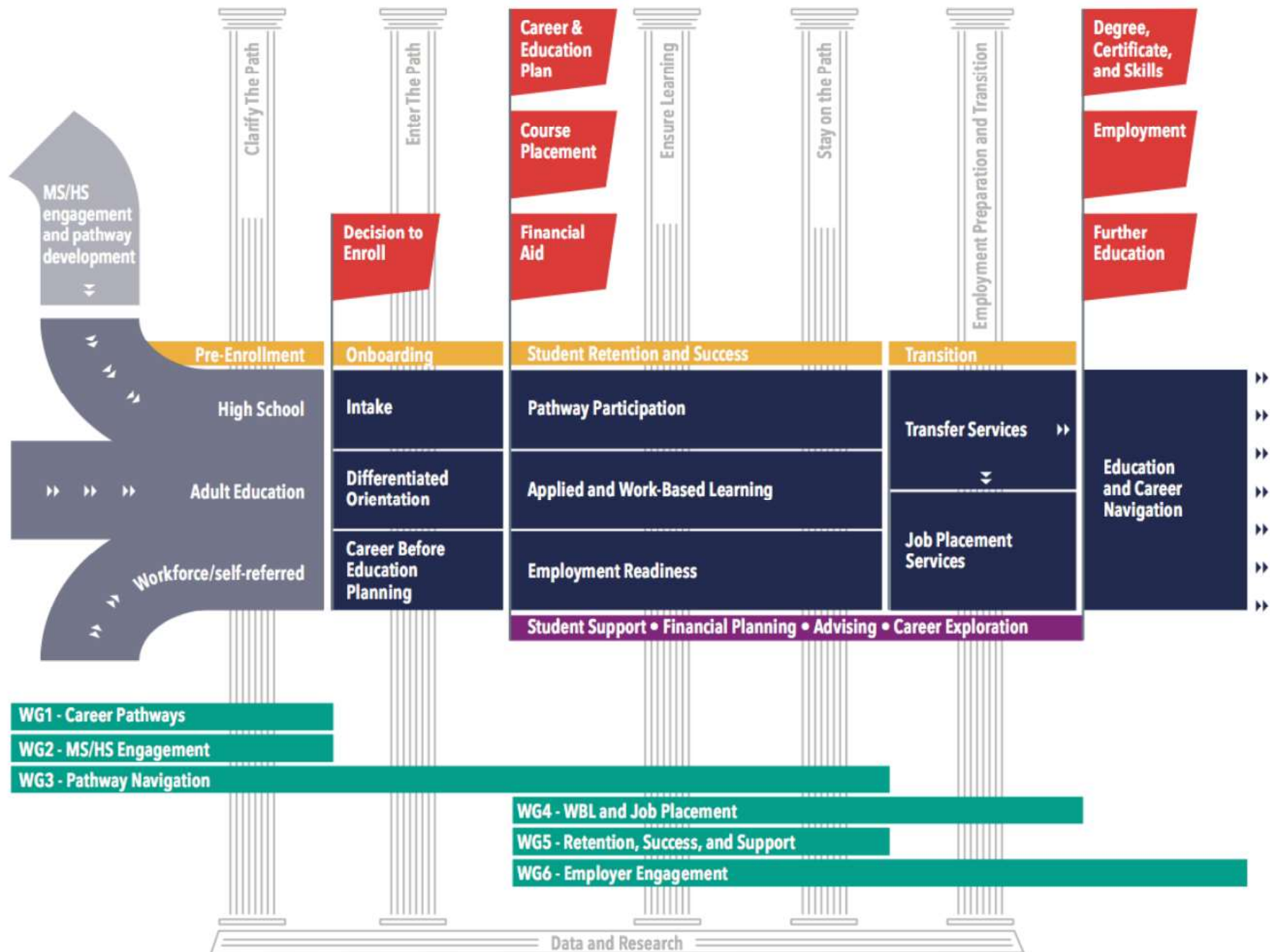
Employer Engagement: Accomplishments

Sector	DSN	Host College
Advanced Manufacturing	Ruishan Chow	Palomar
Advanced Transportation & Logistics	Jon Kropp	SD Miramar
Business & Entrepreneurship	Jennifer Patel	MiraCosta
Global Trade	Josh Halpern	Southwestern
Health	TBD	Grossmont
ICT & Digital Media	Duane Rinehart	Palomar
Life Sciences & Biotechnology	Keau Wong	MiraCosta

Employer Engagement: Next Steps

- 👤 Coordination with colleges and external facing positions
- 👤 Strategic coordination
- 👤 Implementation of technology
- 👤 DSNs build sector profiles

A Community College Student's Road to Success



Marketing: Goals

NEW REGIONAL FOCUS ON CAREER EDUCATION

SDICCC launched a marketing campaign to increase awareness and enrollment in Career Education programs

Features a new, unified brand for Career Education at all community colleges and continuing education centers - as well as a regional website, CareerEd.org



**SAN DIEGO & IMPERIAL COUNTIES
COMMUNITY COLLEGES**

CREATIVE SHOWCASE

SAN DIEGO & IMPERIAL COUNTIES
COMMUNITY COLLEGES

HOME | CAREERS | COLLEGES | FEES | APPLY | ESPAÑOL



LEARN MORE. EARN MORE.
GET TRAINING FOR IN-DEMAND CAREERS

SAN DIEGO & IMPERIAL COUNTIES



CAREER EDUCATION FOR THOSE WHO HAVE SERVED
TRANSFER YOUR SERVICE TO A NEW CAREER

[FIND YOUR PROGRAM](#)



SOUTHWESTERN COLLEGE



KRUPA KARIA Business and Entrepreneurship

Marketing: Leading Indicators

- Over 43 million impressions
- 0.43% click-through rate
- 86,000 website visitors
- 4,100 leads to individual college websites

Marketing: Accomplishments

- ✓ New regional branding
- ✓ New regional website
- ✓ 10 Student Success Story videos
- ✓ Social media communities
- ✓ Public relations materials

Marketing: Next Steps

- 📷 School photography and video
- 📷 Photo and video bank
- 📷 Additional Spanish translations on website
- 📷 Media Plan with noncredit messaging
- 📷 Website noncredit messaging



2015-16

**Jun-Dec
2016**

March 2017

April 2018

**April 2018 -
Jan 2019**

**New
Investments**

New Investments

- **Knowledge Dissemination**
- **Noncredit/Adult Education Pathways**
- **Sector Strategy**
 - Understand the labor market
 - Examine retention and success
 - Develop student support

A Community College Student's Road to Success

