

SDIC Community College WDC Meeting

May 10, 2019; 10:30 to 12:00

San Diego Mesa College, Center for Business & Technology, BT-101

MINUTES

VOTING MEMBERS:

Danene Brown, Dean, School of Business & Technology, Mesa College
Ruishan Chow, DSN, Advanced Manufacturing
Jesse Lopez, CE Dean, SD Miramar College
Connie Lafuente, DSN, Health
Jennifer Lewis, Dean Workforce Development, AEBG, Continuing Education, Southwestern College
Larry McLemore, Dean, CE, Cuyamaca College
Duane Rinehart, DSN, ICT and Digital Media
Al Taccone, Dean, Career and Technical Education, MiraCosta College
Keau Wong, DSN, Life Sciences & Biotechnology

NON-VOTING MEMBERS:

Kate Alder, Interim Dean, MiraCosta College
Molly Ash, Manager, Regional Consortium
Alex Berry, Program Manager, SDCE
Melanie Baeza-McCray, Faculty, SD Mesa College
Pavel Consuegra, Adjunct, Internship Coordinator Work Experience, SD Mesa College
Sally Cox, CEO, GCCCD Foundation
George Dowden, Coordinator, Career Education, Cuyamaca College
John Edward, Research Analyst, Center of Excellence
Benjamin Gamboa, Associate Dean, Strong Workforce, SD Miramar College
Jennifer Kennedy, Job Development and Placement Specialist, SDCE
Betsy Lane, Associate Dean, Specialist Projects, Economic & Workforce Development, Imperial Valley College
Zhenya Lindstrom, Associate Dean, Career Education, MiraCosta College
Ute Maschke, CAEP Manager
Kevin McMackin, Director of Strategic Partnerships, Regional Consortium
Veronica Middlebrook, WBL Specialist, Grossmont College
Tina Ngo Bartel, Regional COE Director
Amertah Perman, Dean, Career Education and Workforce Development, SD Continuing Education
Amy Pimentel, Career Education Pathways Coordinator, MiraCosta College
Tina Recalde, Dean, Health Services, SD Mesa College
Nichol Roe, Associate Dean, Workforce Development and Extended Studies, Palomar College
Monica Romero, Associate Dean, CE, SD Mesa College
Suzanne Sebring, Director, Occupational and NC Programs, Palomar College
Mollie Smith, Regional Chair
Leslie Wisdom, Manager, Regional Consortium

D. Brown called the meeting to order at 10:41pm

1. Welcome

2. Approval of April 4, 2019 Minutes

- Motion to approve by D. Brown, second by Al. Taccone, unanimously approved.

3. Programs Approved by Dean's Council

- **City College**
 - Interaction Design - A.S. Degree
 - Interaction Design - Certificate of Achievement
 - Green Building Energy Professional - A.S. Degree
 - Green Building Energy Professional - Certificate of Achievement
- **MiraCosta College**
 - Medical Office Clinical and Administrative Professional
- **Imperial Valley College**
 - Microsoft Office - Certificate of Achievement

4. Strong Workforce Program (SWP) Implementation

- **Implementation Workgroup Updates**
 - **Marketing:** Chelsea Daus and Amon Rappaport from Civilian presented on the regional Career Education marketing efforts including a Year 1 recap, Year 2 media plan, creative updates, campaign updates, and a review of the Year 2 strategy and plan. Campaign highlights for 6.18.19-2.19.19 include 112,584,793 impressions, 130,599 site visits, 4,485 visits directly to individual college websites. They also presented on campaign next steps, which includes elevating the perception of career education among the public as well as working directly with the campuses to acquire the necessary enrollment data to determine campaign ROI. The full presentation can be found [here](#)
 - **Data/research:** Z. Lindstrom shared that the workgroup is expanding its focus to explore how to make data more usable and how to integrate data into college decisions. Moving forward meetings will focus on a single topic and deans will be notified of upcoming topics as they might be relevant. T. Ngo-Bartel said that new labor market briefs have been listed on myworkforceconnection.org/lmi. Additionally, she shared the baseline 2014-15 and 2015-16 SWP metrics. SDI show positive outcomes for all of the metrics.
 - **Career pathways:** B. Lane said that the group is continuing with K-12 to community college mapping project and that the Adult Ed./Noncredit workgroup had their first strategic planning meeting on 4.9.19. D. Brown acknowledged the people who served on K-12 Selection Committee and said that she was really proud of community college members. M. Smith said that the committee showed tremendous leadership.
 - **MS/HS Engagement:** J. Lewis said that the K-12 partners have given the group good input and that they are working together to identify strategies and to create a clear work plan. She also acknowledged Monica Rosas and Heather Cavazos of the Regional Consortium who have been instrumental in guiding the work.
 - **Pathway Navigation:** C. Estrada Howell shared that the workgroup met on 5.9.19 and the focus of that meeting was on developing a rubric that can be used to guide colleges as they are exploring technology for intake, career exploration, and orientation. She also shared that the information received from the first set of college progress reports has

been synthesized and will be used to inform the virtual Community of Practice (CoP) event being held on 6.13.19.

- WBL/JP: B. Gamboa said the workgroup has been working on process maps that will help to inform relationships between employers, colleges and students on regional level. He also thanked WestEd for pushing the work forward. that the WBL workgroup is growing because the campuses are hiring WBL and JP coordinators and encouraged the group to become informed about who those coordinators are at their individual colleges.
- Technology: M. Smith stated that she wanted to hopefully provide clarification about the technologies being examined and at what level the region will be involved in adoption. Sylvie Hale from WestEd shared in greater detail about the technology overlay that was added to the Student Road to Success Graphic: <http://myworkforceconnection.org/wp-content/uploads/2019/05/Road-to-Success-w-talking-points-V.2.pdf>. She said the objective is to try to provide enough information to make sure people are all referring to the appropriate technology and understand the regional involvement in adoption.
- Retention, Success & Support: M. Smith shared a new investment; the SWP Institute. The institute will have three parts: two in person events and one faculty project. T. Ngo-Bartel said that after faculty go to the first event, they will be inspired to learn more about their program as it relates to Retention, Success & Support (RSS). Faculty who participate on this project will be required to submit a mock work plan as a practice activity for applying for local funding.
- Employer Engagement: K. McMackin shared that the workgroup has finalized its goals and that they will be meeting to strategize about how to achieve those goals. He also shared that the group has started working on the externally facing portion, employer engagement, of the Employer Engagement (EE) model. The workgroup will engage with the WBL workgroup as the mapping of process evolves.
- WestEd Article: M. Smith shared that WestEd wrote an article about the regional work and that it is being disseminated widely. A copy was sent to the Legislature just prior to the May revise. She also noted that a local media campaign is being developed. The article demonstrates regional leadership, collaboration and strategy. There will be future articles and the next one will likely include interviews with practitioners focusing on implementation as the regional work continues.
- Breakthroughs: S. Hale shared a new resource on the myworkforceconnection.org website that provides streamlined access to assets from each workgroup along with Breakthroughs, which are short videos that explain how colleges in the region are using their Strong Workforce Program (SWP) funds to improve onboarding activities for students “Entering the Path” including intake, differentiated orientation, and career planning before education planning.
- Adult Ed./Noncredit: M. Smith shared that the workgroup met on 5.14.19 to set goals, strategies, and activities around Noncredit and Adult Education in the region. After the goals are defined, the next step will be to decide how they are going to be achieved and assign responsibility. 5. CCCCAOE- T. Recalde said that CCCAOE is hosting two leadership academies on 6.4.19-6.7.19. She also shared that a state budget details link is available and does not reflect a cut in Strong Workforce funding.

5. K-12 SWP \$14.7M allocation: S. Cox shared that the K-12 SWP selection committee has finished the selection process. She stated that all applicants who met a minimum of 75 points received funding and

those who did not will receive feedback and support on improving their applications for the next round. S. Cox shared that she is currently working with each school on negotiating their award.

The meeting adjourned 12:02 pm

Next meeting **June 14, 2019** Mesa College - 7250 Mesa College Dr, San Diego, CA 92111 – NEW Business and Technology Building, room BT-101.