



## Regional Oversight Committee

Wednesday, May 15, 2019 3:00-5:00 Mesa  
College, Health Building, Room S-305

**Members Present:** Glyn Bongolan, Danene Brown, Stephanie Bulger, Michelle Fischthal, Tim Flood, Jesse Lopez, Cindy Miles, Tina Ngo Bartel, Minou Spradley, Jose Velasquez

**Regional Staff:** Molly Ash, Sally Cox, Mollie Smith

**Designee:** Will Olmstead

**Guests:** Claudia Estrada-Howell, Tina Ngo-Bartel, Ben Gamboa, Ammon Rappaport, Chelsea Daus, Nino Zizzo

### Minutes

C. Miles called the meeting to order at 3:04pm

#### 1. Welcome and Introductions

#### 2. Approve Minutes from 4.17.19

- Motion to approve by G. Bongolan, second by D. Brown, **unanimously approved.**

#### 3. SWP Implementation

- Marketing: Chelsea Daus, Amon Rappaport, and Nino Zizzo from Civilian presented on the regional Career Education marketing efforts that included 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. The highest performing tactics were email blasts and LinkedIn. 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](#). Feedback included the following:
  - C. Miles asked for clarification on the campaign's target audiences. N. Zizzo reminded the group that that the targets are high school students, working adults (including Hispanic and military subsets), and parents of 11<sup>th</sup> & 12<sup>th</sup> graders.
  - M. Spradley asked about the difference between impressions and site visits. Impressions are the numbers of times ads were served to the public visually, and site visits reflects the number of people who actually clicked onto the regional website from those ads.
  - S. Bulger asked if we can tell which programs are the strongest performers. C. Daus said that because not all of the campuses have provided individual program landing pages, we rely on gathering that information from the sectors ads.
  - S. Bulger asked if any of the student photography was specific to noncredit. C. Daus said that while the picture are not noncredit specific, the messaging can be contextualized.
- Career pathways
  - K-12 Component: S. Cox shared that the K-12 SWP selection committee finished the selection process. She shared a document that highlighted the funding allocated to each project. 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 negotiating with each school and is hoping all awards will be finalized by the end of May. S. Bulger stated that she understood there were significant changes to some of the applications. W. Olmstead mentioned that

while some applications received less than applied for, there is equitable distribution throughout the district overall. M. Smith stated that the committee agreed upon a clear and strategic set of criteria for evaluating the applications and they were consistent and fair in their application of those criteria to every application.

- Middle/High School Engagement: J. Lopez shared that the workgroup met on 5.9.19 to create strategic goals for Year 2. He also shared that they are focusing on building and strengthening the Community of Practice to include more K-12 partners.
  - Adult Education/Noncredit: M. Smith shared that the workgroup met on 5.14.19 to set goals and strategies for Noncredit and Adult Ed in the region. After the goals are defined, the next step will be to decide on activities and assign responsibility. C. Miles asked if there is a target timeline. M. Smith said that they will continue to meet over the summer and share the information via e-mail.
  - Data Research: T. Ngo Bartel shared that the committee met on 5.1.19 and came to an agreement to focus each meeting on one specific topic that will help committee members prepare meaningful data reports for their campuses (ex: data requests for program review). She also stated that the sub-regional profiles are completed and four reports have been released. They can be found [here](#). Finally, T. Ngo Bartel shared that the Career Technical Education Outcomes Survey (CTEOS) Research Academy will be held on 8.3.19 in Sonoma County and all are encouraged to attend.
  - 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. M. Spradley asked if each college has representatives on the CoP. C. Miles asked C. Estrada Howell to forward a list of participants to the group so that it can be shared with each relevant constituent group.
  - WBL and Job Placement: B. Gamboa shared that the workgroup met on 5.15.19 and is heavily focused on mapping processes for WBL, job placement, and employer engagement. The workgroup will provide a first draft after the June workgroup meeting. He reiterated that the workgroup members include representatives from each campus, as well as the WBL coordinators and job placement case managers from colleges who have hired. B. Gamboa shared a document that outlined where each campus is in their hiring process and encouraged leadership from colleges that have not hired yet to please take action. S. Bulger asked how the need for being communicated. B. Gamboa stated that they are communicating directly with the CE Deans as they are the ones who submitted the RFAs. S. Cox reminded the group that extensions for the job placement case managers are conditional upon communication with the fiscal agent.
  - 21<sup>st</sup> Century Employability Skills – New investment: M. Smith shared the idea for a new investment to embed 21<sup>st</sup> Century Skills along the student continuum. Research is currently underway and more information will be available in September.
  - Student Retention, Success and Support: M. Smith stated that the idea for the Strong Workforce Program Institute has been shared with CEOs, CIOs, researchers, WDC, and Deans Council, and everyone is in support of the investment. C. Estrada-Howell and B. Gamboa will share the investment with the CSSOs and M. Smith will share with the regional Guided Pathways coordinators. M. Smith stated that the project will likely kick off in September 2019.
4. **Other (20 min)**
- Advancing San Diego grant: M. Smith shared that the SDICCCA is a partner with the San Diego Regional Economic Development Corporation and JP Morgan on the Advancing Cities grant. The grant is a collaborative effort to align economic development, workforce development, and educational systems around a common goal to increase completions of degrees and credentials in high-demand jobs, and provide pathways to placements in those jobs for San Diegans, especially those from underserved communities.

- Breakthroughs – Resources: C. Estrada Howell shared a new resource on the [myworkforceconnection.org](http://myworkforceconnection.org) website that provides streamlined access to assets from each of the workgroups. Breakthroughs are videos that highlight how colleges in the region are using their Strong Workforce Program (SWP) funds to improve onboarding activities for students “Entering the Path” including comprehensive intake, differentiated orientation, and career planning. The first Breakthroughs video is live and the second one will be posted in a few months. Both can be found [here](#). S. Hancock suggested also highlighting the Visions Resource Center, which is available through the Chancellor’s Office.
- State budget: C. Miles shared that the state budget was released and does not reflect a cut in Strong Workforce funding.
- 2018-19 ROC membership: C. Miles reviewed the ROC membership, which currently has no vacancies. She encouraged the regional team to reach out to members who have been absent.
- Calendar: M. Ash shared the 2019-20 ROC calendar. The group decided to break for summer recess and will meet again on 9.18.19.

Next Meeting: **Wednesday, 9.18.19** from 3-5pm at Mesa College, Health Building, Room S-305

Archived meeting minutes and handouts can be found at <http://myworkforceconnection.org/regionaloversight-committee-roc/>