**Strong Workforce Program Implementation Project**

***Workgroup Action Plan***

*Last Updated: July 31, 2019*

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| **Middle & High School Engagement (WG#2)**  **2019 – 2020 Academic Year** | |
| **Workgroup Leads:**  Jeanie Tyler  Jennifer Lewis  Jesse Lopez  Leslie Wisdom  Kim Zant | **Staff Support:**  Heather Cavazos  Monica Rosas |

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| **Membership\*** | | | |
| **Name** | **Affiliation** | **Role/Title** | **Phone and Email** |
| Amy Pimentel | MiraCosta College | CE Pathways Coordinator | [apimentel@miracosta.edu](mailto:apimentel@miracosta.edu) |
| Denise Cabanilla | Imperial County Office of Education | Director, Higher Education and Adult Learning | [dcabanilla@icoe.org](mailto:dcabanilla@icoe.org) |
| Ed Hidalgo | Cajon Valley School District | Chief of Innovation & Engagement Officer | [hidalgoe@cajonvalley.net](mailto:hidalgoe@cajonvalley.net) |
| Erika Arangure | Grossmont College | CTE Program Coordinator | 619-454-1207, [erika.arangure@gcccd.edu](mailto:erika.arangure@gcccd.edu) |
| Genevieve Esguerra | San Diego City College | Dean, Outreach & Community Relations | 619-388-2230, [gesguerr@sdccd.edu](mailto:gesguerr@sdccd.edu) |
| Glyn Bongolan | Palomar College | General/STEM Counselor | [gbongolan@palomar.edu](mailto:gbongolan@palomar.edu) |
| Heather Cavazos | K-14 support staff | Industry Connections Coordinator (CTE Regional Pathways/GC) | 619-644-7868, [heather.cavazos@gcccd.edu](mailto:heather.cavazos@gcccd.edu) |
| Kate Miller | Cuyamaca College | CTE Support Specialist | 619-660-4695, [Kate.Miller@gcccd.edu](mailto:Kate.Miller@gcccd.edu) |
| Lori Holland | San Diego Unified School District | Science Teacher | [lholland@sandi.net](mailto:lholland@sandi.net) |
| Lorie Howell | San Diego Continuing Ed | Dean GED/HS Diploma/Basic Skills | 619-388-1873, [lhowell@sdccd.edu](mailto:lhowell@sdccd.edu) |
| Lynn McConville | Poway Unified School District | Assistant Principal | [lmcconville@powayusd.com](mailto:lmcconville@powayusd.com) |
| Margie deRuyter  Alex Becker | San Diego County Office of Education | Career Pathway/District and School Improvement | [margie.deruyter@sdcoe.net](mailto:margie.deruyter@sdcoe.net)  alex.becker@sdcoe.net |
| Megan Arias | Carlsbad Unified School District | Director of Secondary Education | (760) 331-5010  marias@carlsbadusd.net |
| Monica Rosas | K-14 support staff | Industry Connections Specialist (CTE Regional Pathways/GC) | 619-644-7197, [monica.rosas@gcccd.edu](mailto:monica.rosas@gcccd.edu) |
| Roxanne Nunez | Imperial Valley College partner | CTE Counselor | 760-355-6136,  [roxanne.nunez@imperial.edu](mailto:roxanne.nunez@imperial.edu) |
| Eileen Bagg-Rizzo  Tracy Wilsom | Grossmont Union High School District | College and Career Readiness, Director II | 619-644-8093; [erizzo@guhsd.net](mailto:erizzo@guhsd.net)  twilson@guhsd.net |

\*this is only the core working group; the larger representative stakeholder group is below

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| **Purpose**  What is the charge/purpose of the workgroup? |
| The purpose of this workgroup is to better prepare K-12 students for community college through robust career exploration, engagement, and exposure. This workgroup will also ensure that parents and educators are part of the student preparation process, and are made aware of the countless high-wage, high-demand jobs available for students. |

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| **Outcomes**  What will the workgroup accomplish? |
| The workgroup will increase middle and high school students’ knowledge of career opportunities, improve 21st-Century Skills, and better engage young students in career education to strengthen the pipeline of students prepared to bridge the middle skills job gap. In addition, educators will gain further understanding of the importance of career development over the grade and age spans and thereby will be able to support a growing number of students. Parents will also gain insights that will enable them to better support their children, and may also benefit themselves. |

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| **Related Recommendations**  *See full text of recommendations in “Resources” section below* | **Related GP Element/ Pillar** |
| 1. **Pre-Enrollment Engagement:**     1. Connections with high school and adult schools    2. Early career exploration  * Increase awareness of career options in middle school and awareness and engagement in high schools. * Develop strategies to ensure incumbent workers have clear goals when they enter a program of study. | Enter the Path  (Pillar 2) |

**Action Plan Details**

Identify, including timeline, due dates, person responsible, and resources needed (time, support, funding)

| **Action Plan**  Referencing the recommendations, what are the specific actions to be completed by the workgroup? | | | | |
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| **Action** | **Timeline/Status** | **Person Responsible** | **Resources Needed**  (e.g., time, materials, funding such as faculty summer stipends) | **Support Needed**  (e.g., policy, stakeholder engagement) |
| **1. Support regional awareness of Career Education** | | | | |
| **Research and Dissemination** | | | | |
| * 1. Conduct research on students’ awareness of CC CE programs (including non-credit), leveraging existing marketing efforts      1. Survey juniors and seniors (Gen Z)      2. Regional student focus groups | * Focus group/survey MS & HS students 2020-2021 (survey development fall 2020, administer survey winter 2020/2021, results spring 2021) | * WestEd * Leslie/Kim | * Survey instrument developed by WestEd * Survey distribution method (Key K12 CTE stakeholders via Career Pathways workgroup) * Data from Civilian focus groups summer 2018 * Branded appreciation gifts | * Key K12 CTE stakeholders * Civilian/Molly * Marketing committee * Career Pathways workgroup |
| **Development of Tools/Materials** | | | | |
| * 1. Create common messaging; leverage regional marketing materials | * CE campaign 2018-2019 | * Marketing committee * COE |  |  |
| * 1. Create teacher, student and parent collateral (template that is customizable for districts); leverage regional marketing materials | * Summer 2020 | * Marketing committee * COE |  | * Marketing committee |
| * 1. Identify a communication strategy (i.e. listserv) with key K12 CTE stakeholders | * Summer/Fall 2019 (Sept. 18 Career Pathways meeting) | * Leslie/Kim |  | * Key K12 CTE stakeholders * Career Pathways workgroup |
| **Student and Parent Engagement Activities** | | | | |
| a) Expand parent  engagement (i.e.: parent  career night) | * Ongoing | * Heather * Monica | * Collateral * Refreshments * Venue | * RDs * Industry * COE * Districts * CCs |
| b) Expand student  engagement (i.e.:  industry  tours, internships,  classroom presentations,  sector-based student  conferences) | * Ongoing | * Heather * Monica | * Collateral * Refreshments * Venue | * RDs * Industry * COE * Districts * CCs |
| **Professional Development** | | | | |
| 1. Provide K12 administrators, counselors, and teachers with relevant information about CE (i.e.: CEO meeting, Superintendent’s meeting, Counselor Conference, WBL Summit, industry experiences) | * Ongoing | * Leslie/Kim * Heather * Monica | * Collateral * Refreshments * Venue | * Advisory Committees * Chairs * College Presidents * CEOs * RDs * Deans * CCs |
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| **2. Support career-related curriculum and career guidance at regional middle schools and high schools** | | | | |
| **Research and Dissemination** | | | | |
| 1. Research and identify common career curriculum for career exploration in MS/HS currently being used (i.e: Get Focused Stay Focused) | * Fall 2019 | * WestEd * Leslie/Kim | * “Resource” page of website | * Career Pathways workgroup * Key K12 CTE stakeholders |
| 1. Research and identify materials to support development of 21st C. skills currently being used (i.e.: New World of Work) | * Fall 2019 | * WestEd * Leslie/Kim | * “Resource” page of website | * Career Pathways workgroup * Key K12 CTE stakeholders |
| 1. Disseminate parent engagement strategies | * Fall 2019 | * Leslie/Kim * Heather * Monica | * “Resource” page of website | * Observation of Parent WOW workshops |
| 1. Research and identify Career Exploration and Planning Tools currently being used (i.e. CA Career Zone) | * Fall 2019 | * WestEd * Leslie/Kim | * “Resource” page of website * Previous CCPT survey results | * Key K12 CTE stakeholders |
| **Development of Tools/Materials** | | | | |
| 1. Develop a list of tools/resources for career curriculum, 21st century skills, and career exploration and planning | * Mid-October 2019 | * WestEd * Marketing committee * COE * Leslie/Kim * Heather * Monica | * “Resource” page of website | * Key K12 CTE stakeholders |
| 1. Develop instructor, student, and parent-friendly collateral for career guidance (i.e.: LMI, sectors, RIASEC) | * Spring/Summer 2020 | * WestEd * Marketing committee * COE * Leslie/Kim * Heather   Monica | * “Resource” page of website | * Key K12 CTE stakeholders * Civilian/Molly * Marketing workgroup |
| **Student and Parent Engagement Activities** | | | | |
| a) Implement career guidance  component into parent  engagement (i.e. Parent  career night) | * Ongoing | * Heather * Monica | * Collateral * Refreshments * Venue | * RDs * Industry * COE * Districts * CCs * Career counselors |
| b) Implement career guidance  component into student  engagement activities (i.e.:  industry tours, internships,  classroom presentations,  sector-based student  conferences) | * Spring 2020 | * Heather * Monica | * Collateral * Refreshments * Venue | * RDs * Industry * COE * Districts * CCs |
| **Professional Development** | | | | |
| 1. Continue PD in health sector; replicate health sector educator conference for other sectors (i.e.: curriculum workshops) | * Ongoing for health * Develop additional sector 2020/2021 | * Leslie * Kim * Heather * Monica | * Darci Kimball * New curriculum developer * Event specific resources (i.e. data sheets, LMI, company profiles) * Regional student-friendly collateral * MS/HS website | * RDs * Deans * Key K12 CTE stakeholders * Teachers/faculty |
| 1. Expand industry-focused professional development for other sectors (i.e. teacher/industry) | * Ongoing | * Heather * Monica | * MS/HS website * Event specific resources (i.e. data sheets, LMI, company profiles) * Regional student-friendly collateral | * RDs * Deans * Key K12 CTE stakeholders * Teachers/faculty |
| c) Provide counselor  education-professional  development to counselors  to support their  understanding of career  counseling practices | * Ongoing | * Leslie/Kim * Heather * Monica | * Better understanding of what K12 counselors already know and offer to students * Reach out to Orange County OC Pathways group to learn about their Career Counselor initiative | * Key K12 CTE stakeholders |
| * 1. Disseminate information about teacher externship opportunities | * 2020-2021 | * Heather * Monica | * “Resource” page of website | * Industry * RDs * Key K12 CTE stakeholders |
| **3. Create and expand regional WBL opportunities that add value to district efforts and expose students to regional industry sectors** | | | | |
| **Research and Dissemination** | | | | |
| 1. Research WBL examples/models | * Summer 2019 (need in time for WBL Summit on 9/20/2019) | * WestEd * Leslie/Kim * Heather * Monica | * “Resource” page of website | * WBL Summit Advisory Committee |
| 1. Disseminate opportunities about sector specific conferences | * Ongoing | * Heather * Monica | * MS/HS website | * MS/HS Engagement workgroup * Key K12 CTE stakeholders |
| 1. Research and disseminate information about best practices and models for teacher externships | * Best practices and models Summer 2020 | * WestEd * Leslie/Kim * Heather * Monica | * “Resource” page of website | * Key K12 CTE stakeholders |
| 1. Disseminate industry teacher externships opportunities | * 2021 | * Leslie/Kim * Heather * Monica | * “Resource” page of website | * RDs * Key K12 CTE stakeholders |
| **Development of Tools/Materials** | | | | |
| 1. Develop templates for WBL activities (i.e.: classroom presentation, industry/campus tour, hands-on sector event) for replication by local sites and districts | * Spring 2020 | * Heather * Monica | * Best practices about WBL from WestEd | * Key K12 CTE stakeholders * MS/HS Engagement workgroup |
| **Student and Parent Engagement Activities** | | | | |
| 1. Strategically implement hands-on sector activities for MS/HS students (i.e.: industry/campus tours, classroom presentations, student events, internships) | * Ongoing | * Heather * Monica | * Event specific resources (i.e. data sheets, LMI, company profiles) * Regional student-friendly collateral | * Key K12 CTE stakeholders * MS/HS Engagement workgroup * Advisory committees * RDs * CCs * Industry |
| 1. Facilitate engagement with industry professionals virtually by sector | * Pilot 2020-2021 | * Leslie/Kim * Heather * Monica | * Technology platform (i.e.: Nepris) | * RDs * Industry * Key K12 CTE stakeholders * MS/HS Engagement workgroup |
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| **Professional Development** | | | | |
| 1. Implement WBL Summit | * Ongoing | * Heather * Monica | * Best practices about WBL from WestEd * Regional WBL resources * MS/HS website | * WBL Summit Advisory Committee * Key K12 CTE stakeholders * CC faculty * Industry |
| **4. Create effective opportunities for postsecondary engagement for students as a means to support informed college entry** | | | | |
| **Research and Dissemination** | | | | |
| 1. Disseminate materials about transition programs | * 2020-2021 | * Leslie/Kim * Heather * Monica | * MS/HS website | * Key K12 CTE stakeholders * CC faculty |
| b) Disseminate pathway  mapping information, so  high schools can identify  the different programs  at the CCs | * 2020-2021 | * WestEd * Leslie/Kim * Heather * Monica | * MS/HS website | * Key K12 CTE stakeholders * CC faculty * Career Pathways workgroup |
| **Development of Tools/Materials** | | | | |
| 1. Develop and pilot materials on transitions /bridge programs | * 2020-2021 | * Leslie/Kim * Heather * Monica | * MS/HS website * CC campus venue * CC faculty support * CE Dean | * Key K12 CTE stakeholders * CC faculty * Career Pathways workgroup |
| 1. Develop materials to facilitate interactions with feeder high schools; develop materials to let high schools and middle schools know what is offered at all the colleges | * 2020-2021 | * Leslie/Kim * Heather * Monica | * Student/teacher/parent friendly LMI * Regional collateral | * Key K12 CTE stakeholders * CC faculty * Career Pathways workgroup |
| **Student and Parent Engagement Activities** | | | | |
| 1. Conduct industry/campus tours for students | * Ongoing | * Leslie/Kim * Heather * Monica | * Event specific resources (i.e. data sheets, LMI, company profiles) * Regional student-friendly collateral * CC venue | * RDs * Key K12 CTE stakeholders * CC faculty * Industry |
| 1. Expand Parent engagement (i.e.: Parent Career Night, Tarde de Familia, GCCCD/GUHSD Got Plans?) | * Ongoing | * Heather * Monica | * Collateral * Refreshments * Venue * Information about events already planned (i.e. Got Plans?) | * RDs * Industry * COE * Districts * CCs |

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| **Calendar of Activities**  Summary of key activities (e.g., meetings), milestones, and deliverables | | |
| **Date** | **What** | **Who** |
| *Review calendar of opportunities* | | |

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| **Communication Plan**  How will the workgroup communicate with one another, other workgroups, and stakeholders? |
| * Present final action plan to WG2 on August 27, 2019 for final review and approval. * Present final action plan to WG1 on September 18, 2019 for final review and approval. * Beginning Spring 2020, WG2 will transition into an advisory group, meeting once per semester thereafter. |

**Related workgroups**

(overlap/connection with other workgroups)

* Career Pathways (Lead: Jen Patel)
* Employer Engagement and Job Development (Lead: Margie Fritch)
* Regional Directors (Lead: Mollie Smith)
* Marketing (Lead: Danene Brown)

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| **Related Recommendations (Full Text)** |
| **ENTERING THE PATH (Pillar 2)** |
| 1. **Pre-Enrollment Engagement:**   **1.1 *Connections with high schools and adult schools.*** Begin the pre-enrollment process with linkages to high schools and adult schools. Expand opportunities for dual and concurrent enrollment classes, work with high schools and adult schools to locate college counselors or advisors in their schools to begin the exposure and orientation process before students arrive at the colleges. Also collaborate with WIOA staff in America’s Job Centers to ensure that students referred to the colleges have clear goals before they arrive on campus.  **1.3 *Early career exploration.*** Offer students career exploration opportunities, such as career assessments and time to speak with career guidance staff. Leverage other funding sources to collaborate with middle schools, high schools, adult schools, and WIOA staff in offering informational interviewing, job shadowing, and other employer-engaged career exploration opportunities before the students arrive at the colleges.  **Additional relevant recommendations**   * Increase awareness of career options in middle school and awareness and engagement in high schools. * Develop strategies to ensure incumbent workers have clear goals when they enter a program of study. |