

STRONG WORKFORCE PROGRAM NEWSLETTER

OCTOBER, 2019 – EDITION 10

DATA & RESEARCH COMMITTEE

Chairs: Zhenya Lindstrom, Associate Dean, Career Education, MiraCosta College; and Tina Ngo Bartel, Center of Excellence Director

One of the Data & Research Committee's objectives is to provide a space for researchers to share best practices and support a culture of data-backed decision making across the region. During its last meeting, the Committee worked to identify key questions that will be covered at the regional convening for Comprehensive Needs Assessment (Perkins V requirement). As a follow-up to the previous meetings regarding the biennial and program review processes, the SDIC Center of Excellence for Labor Market Research (COE) put together an interactive, basic "fact sheet" tool for the committee to review. The fact sheets include basic labor market, enrollment, retention, completion, and employment information by TOP code. Additionally, the COE released the following Program Recommendation Process (PRP) reports: Freight Occupations, Engineering Technician Occupations, Human Resources Occupations, Urban Woodworker Community Health Workers, and Radio, Cellular, and Tower Equipment Installers and Repairers. These reports can be found at www.myworkforceconnection.org/lmi.

MARKETING COMMITTEE

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

The Regional Career Education (CE) Marketing project continues to make significant progress toward the goal of increasing CE enrollment by one percent annually. Year 2 of the campaign will continue to focus on 1.) increasing enrollment, and 2.) awareness of the quality and availability of career education. Over the next year, special consideration will be given to conversion and return on investment (ROI). To do this, Civilian has begun working with each individual college on collecting and tracking application and enrollment data based on referrals from CareerEd.org. The Improving the Student Enrollment Experience (ISEE) project continues to make progress. Civilian has completed MiraCosta's website, and it has been handed off to them for user testing and internal socialization; their launch date is tentative. Grossmont and Cuyamaca's websites are near completion, with a hand-off date in late October; their launch date is tentative. Imperial Valley launched their partial engagement project on August 12th. Palomar will be starting their partial engagement on September 30th, and Southwestern has a meeting to review Civilian's recommended approach on October 10th.

K-14 CAREER PATHWAYS WORKGROUP

Chairs: Betsy Lane, Associate Dean of Workforce Preparation and Community Special Projects, Imperial Valley College; Jennifer Patel, DSN Business and Entrepreneurship, MiraCosta College; and, Kathleen Porter, Executive Director, Career Technical, Adult and Alternative Education, Poway Unified School District

The K-14 Career Pathways workgroup approved the regional goals for 2019-20 at their August 28th meeting. The goals can be found [here](#). The Middle School/High School workgroup also completed the process of updating their 2019-20 goals in addition to their workplan for the academic year, and approved both at the August 27th meeting. The goals and workplan can be found [here](#). The regional staff are preparing for the second round of K-12 SWP funding awards, and have scheduled six regional convenings; one in each community college district. The application will be released on October 1st and go live in NOVA on November 1st. All applications are due on December 18th. Please work with the LEAs within your service area to partner on their application.

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 team is excited to host its second Community of Practice event. The event will be held at Miramar College on Friday, October 4th from 9 a.m. to 1 p.m. The agenda will include presentations from CCCMyPath, MiraCosta College and many more. The event will feature a poster session where college teams will be asked to present their strategy for implementing intake,

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differentiated orientation and career planning before education planning. The event will host participants from all ten colleges within the region.

In the next couple of months, campus Pathway Navigation leads will be submitting quarterly milestone reports and plans for the 2020-2021 year. The next quarterly report for July 1st-September 30th is due on October 15th. Please check in with your college CSSO to view the plan for your school.

WORK-BASED LEARNING/JOB PLACEMENT WORKGROUP

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

The region hosted the Work-Based Learning (WBL) Summit on September 20th, which brought together over 200 WBL practitioners from community colleges, high schools, middle schools, and even elementary schools. Dr. David Miyashiro provided the keynote address, speaking about the World of Work curriculum he has implemented across Cajon Valley Unified School District as superintendent. There were twelve breakout sessions focusing on integrating WBL activities into curricula from elementary school through college. Additionally, the region published its second *Breakthroughs episode* focused on WBL successes. Please check with your work-based learning coordinator to learn about the processes being developed on your campus. Lastly, work is wrapping up on WBL, job placement, and employer engagement process maps, which will be used to develop student-centered, data-informed processes at each of the region's ten institutions.

STUDENT RETENTION, SUCCESS & SUPPORT

Chairs: Tina Ngo Bartel, Center of Excellence Director; and, Mollie Smith, Regional Chair

To support examination of student retention, success, and support in the region's community colleges, the San Diego-Imperial Regional Consortium will host a "Strong Workforce Faculty Institute: Rethinking the Student Experience for Retention and Success." The purpose of the Institute is to inspire faculty to 1.) think critically about their courses in terms of retention, persistence, and success outcomes; 2.) examine course data with researchers to better understand current outcomes; and 3.) use that information to develop promising solutions in the classroom that improve outcomes. The Institute will have three components: 1.) two in-person professional learning events; 2.) a faculty project; and 3.) an investment in research to support the work at each college. Funding for these three components will be released in the form of a Request for Applications (RFA), which includes funding for faculty stipends and funding to increase a college's research capacity to work collaboratively with faculty. The RFA will be released on September 25th to the colleges' CIO, CE Dean and lead researcher.

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

Regional Directors, Employer Engagement (previously known as DSNs) and the Director of Strategic Partnerships are actively developing employer partnerships within their sectors. The primary focus of employer engagement is centered upon developing sector profiles and sector strategies for the Region, in collaboration with the COE. Each of the Regional Directors are making great progress validating the labor market information for their sectors, and breaking down the knowledge, skills, and abilities needed for the region's fastest-growing jobs. Regional staff continue to develop and strengthen relationships with external partners, specifically the San Diego Regional EDC, San Diego Workforce Partnership, and other EDCs in the region, with the intent of coordinating employer engagement and leveraging regional resources. Regional staff and college CE deans are collaborating with the Regional EDC to create criteria for "preferred training providers". Under the grant awarded to the San Diego Regional EDC by JP Morgan Chase, "preferred training providers" will be educational programs that align their curriculum with fast-growing occupations, and provide training in an accelerated time frame.

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