

# STRONG WORKFORCE PROGRAM NEWSLETTER

November 2, 2020 – EDITION 21

## DATA & RESEARCH

*Chairs: Tina Ngo Bartel, Center of Excellence Director, Region; and, Alex Berry, Program Manager, San Diego Continuing Education*

The Data and Research Committee continues to host and support the community of practice for the Strong Workforce Faculty Institute. Committee members are evaluating career-related data that can be used to support Faculty Institute 2.0. Institutional researchers will work with the San Diego-Imperial Center of Excellence for Labor Market Research (COE) to develop customized “program fact sheets” for each college. These program fact sheets include the COE’s labor market information (LMI) as well as any available data regarding student employment and earnings.

Committee members also continue to discuss how to include the student voice in Strong Workforce initiatives. One idea is to survey and engage alumni as speakers, partners on advisory boards, and in other roles in support of the student journey. The workgroup continues to discuss how best to support the colleges as they implement SG21.

The COE is disseminating results from the [Resilient Jobs](#) study, which analyzes resilient occupations during the Great Recession and the COVID-19 pandemic. The COE contributed to the sector strategy RFA, with LMI from Sales Occupations, Industrial Automation Occupations, Patient Care Coordinators, Gig Economy Study, and other [labor market briefs](#).

## MARKETING

*Chairs: Danene Brown, Dean, Business & Technology, Mesa College; and, Molly Ash, Program Manager, Region*

Civilian is developing paid social media posts for select career education programs to support Spring 2021 enrollments. Each college has identified one career education program to be highlighted on regional social media platforms. Results will be shared in December’s newsletter.

The regional team and Civilian have started collecting stories for the 2020 Impact Report. This year the report will showcase the impact that Strong Workforce funding has made in the region in three areas, region projects, local projects, and K-12 projects. The report will be published and shared in early January 2021.

Using data from the Center of Excellence's Resilient Jobs report, the regional team continues to refine the workforce resilience campaign. The campaign will include a microsite on the regional website highlighting the top pandemic-proof careers trained for by our region’s community colleges, a dedicated marketing effort to reach the lowest-income communities, as well as creation of local press opportunities.

The monthly marketing updates can be found in the [resources library](#).

## CAREER PATHWAYS

*Chairs: Amertah Perman, Dean, Career Education and Workforce Development, San Diego Community College District; Al Love, Senior Director, College and Career Leadership, San Diego County Office of Education; and, Denise Cabanilla, Director, Higher Education and Adult Learning, Imperial County Office of Education*

The K-14 Pathways Partners workgroup held their second meeting of the 2020-21 academic year on October 21, 2020. The meeting focused on two breakout room discussions on two primary 2020-21 priority projects: 1) the Program Finder tool and 2) early college credit for career education pathway completion. Both discussions included background information, updates on work completed, and facilitated exploration of next steps. The Program Finder tool is anticipated to launch publicly in January 2021. The November 18, 2020 workgroup meeting will focus on developing marketing strategies for the Program Finder Tool and reviewing existing early college credit resources exploring regional strategies for supporting collaborations to expand early college credit. The K-14 Career Pathways Partnership Community of Practice (CoP) will officially launch on December 16, 2020. This CoP is open to all K-14 Career Pathway professionals.

Here is an example of the engagement regional staff continue to deliver in the region. On Wednesday, October 21, 2020, over 170 parents and students joined the Grossmont Union High School District (GUHSD) Virtual Career Education Night. This was a collaborative effort with Grossmont Union High School District, San Diego & Imperial Counties Community Colleges, Centers of Excellence for Labor Market Research, and East County Economic Development Council. The audience

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learned about in-demand careers as well as high school and college programs for students. The event featured industry panelists representing four priority sectors including Business with Anderson Plumbing, Heating & Air, Health with Sharp Grossmont Hospital, ICT & Digital Media with Directions Training Center, Inc., and Advanced Manufacturing with Taylor Guitars. Link to the [webinar recording](#).

## PATHWAY NAVIGATION

*Chairs: Claudia Estrada-Howell, Supervisor, Transfer Center and Career Guidance Center, Mesa College; Javier Ayala, Dean, Career & Technical Education & Workforce Development, Grossmont College; and, Henry Covarrubias, Dean of Student Services and Special Projects, Imperial Valley College*

The workgroup is excited to host its second Community of Practice of the fall on October 30, 2020 from 9:00 am to 12:00 pm via zoom. Five diverse student voices from across the region will highlight the event. The student panel will be moderated by Stephanie Lewis, Dean of Career and College Transitions from the SDCCD Continuing Education Campuses. Colleges have been working on executing their action plans for the final quarter of 2020. Colleges are also developing year three (January 2021 - December 2021) project plans. WestEd continues to offer technical support to colleges requesting assistance.

## WORK-BASED LEARNING/JOB PLACEMENT

*Chairs: Larry McLemore, Dean, Career & Technical Education, Cuyamaca College; and, Kevin McMackin, Director of Strategic Partnerships, Region*

The ongoing focus of work-based learning and job placement (WBL/JP) is providing support to colleges as they develop an infrastructure and processes for delivering services to students at their colleges. WestEd is providing technical assistance to college teams to facilitate development. Additionally, the Data and Research Committee is working with researchers to ensure compliance with the new CCCCO MIS data element, SG21. The WBL/JP workgroup is working with the Data and Research Committee to ensure alignment of processes with data collection. The workgroup chair and regional staff continue to engage other constituents in the region in discussions about technology adoption.

## STUDENT RETENTION, SUCCESS & SUPPORT

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

At the Community of Practice for the Strong Workforce Faculty Institute, the institutional researchers and Career Education deans shared that faculty need support with implementing their action plans. The overwhelming support and feedback from the colleges suggested that continuing professional development for faculty should be the priority for the Institute. The Regional Consortium team is compiling professional development resources for Strong Workforce Faculty Institute participants and developing a project plan for the second version of the Institute.

In terms of accomplishments, the Institute had a 91% retention rate: 245 faculty members signed up for the kickoff event in February 2020, and 223 submitted their classroom action plans (i.e., online forms) in September 2020.

## EMPLOYER ENGAGEMENT

*Chairs: Margie Fritch, Dean, Career Technical & Extended Education, Palomar College; Tina Ngo Bartel, Center of Excellence Director, Region; and, Kevin McMackin, Director of Strategic Partnerships, Region*

Each of the Regional Directors is reaching out to employers to validate the labor market information for their sectors. They ask employers to validate the existing occupations and share the knowledge, skills, and abilities needed for the region's high-wage high-demand jobs. Advanced Manufacturing, Health and Business and Entrepreneurship Regional Directors presented sector profiles and sector strategies to the Workforce Development Council. The remaining Regional Directors will present their sector profiles and strategies to the region in the coming months. An updated RFA to address the sector strategies was released on October 15, 2020 to include Business and can be found at: [Regional Strong Workforce Program \(SWP\) Request for Applications \(RFA\): Priority and Emerging Sector Strategies](#).

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## K-14 PROFESSIONAL DEVELOPMENT

*Chairs: Heather Cavazos, Coordinator, Region; and, Monica Rosas, Coordinator, Region*

In honor of Manufacturing Month in October, the Professional Development (PD) team and the Regional Director for Advanced Manufacturing hosted a series of virtual WBL sessions called “Careers in Manufacturing & Engineering”. A total of 250 K-14 educators, parents and students participated. These activities included informational interviews and virtual tours given by the following industry partners: Microtek Innovations, Tandem Metal Products, SeaSpine, Jabil, Johnson Matthey, Otter Products, and General Atomics. The PD team also hosted the first K-14 Health Sector Discussion Forum for 58 K-14 educators where the Regional Director, Connie Lafuente, delivered the Health sector profile report and a guest speaker from Scripps Health shared information about Essential Skills in the Healthcare Industry.

The PD team continues to collaborate with the SWP workgroups to develop remaining Fall 2020 events including a region-wide roll out to inform colleges about *Credit for Prior Learning* course eligibility and the Counselor Conference, “Counseling for Career Resilience”. The plan for Spring 2021 is to expand the K-14 Sector Discussion Forums to include the remaining sectors, host part two of the SG21 Forum and deliver asynchronous and synchronous PD opportunities leading up the SWP Faculty Institute 2.0 scheduled in late Spring/Summer. The PD schedule can be found here: [2020-2021 Professional Development Schedule](#).