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SAN DIEGO & IMPERIAL COUNTIES

**CAREER EDUCATION**



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# 2023 Counselor Conference

Be leaders in counseling for  
career pathways

**FRIDAY, DECEMBER 8, 2023**



TOWN & COUNTRY RESORT  
500 HOTEL CIRCLE NORTH  
SAN DIEGO, CA 92108

# 2023 COUNSELOR CONFERENCE:

## BE LEADERS IN COUNSELING FOR CAREER PATHWAYS

The San Diego and Imperial Regional Consortium (SDI RC) is pleased to bring together counselors, administrators, and educators from middle school, high school, adult education, and community colleges for our 8th annual Counselor Conference. This is a one-day, in-person conference filled with valuable resources and networking opportunities that will expand your understanding of how you can be leaders in counseling for career pathways.

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Network: **CC2023**

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### PRINT THIS PROGRAM

While all the details are in the Accelevents  
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## CONFERENCE RESOURCES

### INFORMATION SHEET

Conference flyer  
Often used for HR as evidence of content

### ACCELEVENTS WEB LINK

Above is the link to the  
Accelevents website for  
web access to the  
Counselor Conference.



## Itinerary

8:30-9:00 am	Check In & Breakfast
9:00-9:15 am	Welcome
9:15-10:00 am	Keynote
10:00-10:10 am	<i>Transition</i>
10:10-11:10 am	Breakout Session 1
11:10-11:20 am	<i>Transition</i>
11:20 am-12:05 pm	Lunch
12:05-12:15 pm	<i>Transition</i>
12:15-1:15 pm	Breakout Session 2
1:15-1:25 pm	<i>Transition</i>
1:25-2:25 pm	Breakout Session 3
2:25-2:30 pm	Collect evaluations/conclusion

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# Welcome to 2023 Counselor Conference!

WELCOME & KEYNOTE - 9:00 AM - 10:00 AM

Dr. Star Rivera-Lacey continues her 25 years of progressive administrative & leadership community college experience as the new Superintendent/President of Palomar Community College District. Before this, her extensive higher education experience was well grounded in leading Student Services & Instructional programming. Previously held positions include serving as the first Vice President of Student Services at SDCCE, and as the Assistant Superintendent/Vice President of Student Services at Palomar College. She also served as the Dean of Counseling and Student Services at SDCCE, held leadership roles in various student support services, and was tenured Counseling Faculty at San Diego Mesa College. Dr. Rivera-Lacey currently serves as adjunct faculty in the university system. Professional accomplishments also include being named a fellow of the 2023 Wheelhouse Institute on Leadership, an Aspen Institute Rising Presidents Fellow (2020-2021) and a National Community College Hispanic Council Fellow (2018). Her leadership skills and qualifications include developing and implementing specialized programs for traditional, and nontraditional, student populations in both credit and noncredit educational settings. Dr. Rivera-Lacey has led integrated planning, student success and equity initiatives throughout her career. Her commitment to social justice drives her passion for educational reform, and her research interests center on student access to educational opportunities, student retention, and completion of educational goals for all students with a special emphasis on serving underserved populations. She is proud to have started her post-secondary education at a community college. In addition, to a bachelor's degree in Liberal Studies from California State University, San Marcos, and a master's degree in Education, with an emphasis in multicultural counseling, from San Diego State University, Dr. Rivera-Lacey earned her Ph.D. in Education from the San Diego State/Claremont Graduate University joint doctoral program.



**Welcome by:**

**Dr. Star  
Rivera-Lacey**

**REGIONAL CHAIR, SDICCCA  
SUPERINTENDENT/PRESIDENT  
PALOMAR COLLEGE**



**DESIGNING OUR  
CAREERS IN A WORLD  
TURNED UPSIDE DOWN**

**Event Announcements: Suzanne Sebring**

Director, Post-Secondary Engagement -  
*San Diego & Imperial Regional Consortium*

**Keynote Speaker**

**Rebecca Smith**

**FOUNDER, ABOVE & BEYOND PRODUCTIONS**

Rebecca Smith has designed her career to advise on organizational strategy, community engagement, and leadership development for nonprofit organizations, small businesses, and corporate teams through her consulting practice, Above & Beyond Productions. She is a Founding Trustee at e3 Civic High and the Performance Curator for TEDxSanDiego. Her experience includes working as Executive Director of Career Services at Point Loma Nazarene University, Vice President at San Diego Workforce Partnership, Career Coach at Qualcomm, and Associate Principal at High Tech High. She served on the Board of Directors for United Way of San Diego County from 2011-2020, and on the Commission for Arts & Culture with the City of San Diego from 2012-2022. Rebecca holds a Master of Education in Counseling from University of San Diego.

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# Breakout Sessions

## SESSION 1: 10:10 AM - 11:10 AM

Session time	Session Name	Description	Speakers	Tracks	Room
10:10 AM to 11:10 AM	<b>Apprenticeship Programs</b>	California supports a registered apprenticeship system where participants blend classroom learning with on-the-job training, working for local contractors. Typically attending school two evenings a week and working full-time during the day, apprentices gain real-world skills and receive wages increasing with knowledge and work hours. All programs are regulated by the California Division of Apprenticeship Standards (DAS).	Norma Villa Cortez	K12 counselors; Adult Education counselors; Community College counselors	<b>Sunset 2</b>
10:10 AM to 11:10 AM	<b>Career Everywhere! Regional Practices to Embed Career Development In the Student Experience</b>	Sharing findings from a set of interviews with college practitioners around the region, this session will highlight the emerging and promising practices to make career inescapable for students, especially DI populations. We will also share the newly released Career Everywhere practice brief.	Pamela Fong, Claudia Estrada-Howell, Mona Patel, Zhenya Lindstrom, Karl Cameron	Adult Education counselors; Community College counselors	<b>Pacific E</b>
10:10 AM to 11:10 AM	<b>Counseling practices that include high quality CTE elements and increase CTE completers</b>	This session will focus on the meaningful approaches San Dieguito Union High School District and Torrey Pines High School have taken to inform students about CTE pathway courses and opportunities. We will share information about the SDUHSD CTE program and it's efforts to prioritize CTE pathway courses during course selection and master schedule creation. We will also discuss and highlight how Torrey Pines High School has increased the number of CTE pathway completers, increased early college credit course participation and aligned the Counseling college and career scope and sequence with the CTE high school quality program elements.	Jayme Cambra, Chanelle Lary	K12 counselors	<b>Sunset 1</b>
10:10 AM to 11:10 AM	<b>In Kapwa   Culturally Nurturing Counseling and Work-Based Learning Practices with AAPI Students</b>	Counseling and Work-based Learning can be a powerful combination to support our disproportionately impacted students in their academic and career journeys. During this session, presenters will discuss the factors affecting the academic and career success of Asian American and Pacific Islander students such as model minority myth and rise in anti-AAPI hate. They will share culturally nurturing and liberatory practices they implemented to foster a sense of belonging and community and better serve the needs of our AAPI Kapwa learning community at SD Mesa College.	Katlin Choi, Trish Guevarra, Marc Pescadera	K12 counselors; Adult Education counselors; Community College counselors	<b>Pacific H &amp; I</b>
10:10 AM to 11:10 AM	<b>Minding the Gap: Using the CCI College and Career Measures Data to Identify Equity Gaps and Design Targeted Outreach Strategies for Students Without Postsecondary Plans</b>	Each year, approximately half of California's high school seniors step into the world without having completed a CTE pathway or satisfying the UC/CSU a-g criteria. While some of these students may go on to college or the military, many will find themselves entering a job market without training or plans to develop skills they would need for long-term economic and career growth. What is more, students of color tend to be overrepresented among those seemingly without a post-secondary plan. Drawing on the CCI College and Career Measures Data, this workshop will equip participants to evaluate potential equity gaps among students without postsecondary plans and discuss strategies and actionable approaches to guide these students towards viable post-graduation pathways, ensuring they're equipped for success in the modern workforce.	Leslie Wisdom, Greg Hill Jr., Jewyl Alderson	K12 counselors; Adult Education counselors; Community College counselors	<b>Pacific F &amp; G</b>
10:10 AM to 11:10 AM	<b>Take a Gap Year with Adult Education</b>	While many HS students might have a clear idea where to go next to become the person and professional they want to be, some students might be uncertain or just ready for a break and more experiential learning. Adult Education's short-term programs in career exploration and training could be the right fit to deepen practical, professional and personal awareness. This session will invite participants to investigate such options across our region using tool such as a the program finder, digital referral systems, and individualized pathway maps.	Ute Maschke, Jennifer Dufresne, Denise McAndrews	K12 counselors; Community College counselors	<b>Sunset 3</b>
10:10 AM to 11:10 AM	<b>Tabling</b>	Community Colleges, Adult Education Consortia, and K16 Collaborative partners will be sharing information on their career education programs.			<b>Pacific C &amp; D</b>

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# Breakout Sessions

## SESSION 2: 12:15 PM - 1:15 PM

Session time	Session Name	Description	Speakers	Tracks	Room
12:15 PM to 1:15 PM	<b>CTE Course Guide - A 'What &amp; How To' Session</b>	We'll give you all the tools to create your own version of a CTE Course Guide for your school, district or region. A listing of all CTE courses organized into pathways will help students and stakeholders understand the current world of Career Technical Education in high schools.	Todd Evangelist, Alex Jaime	K12 counselors; Adult Education counselors; Community College counselors	<b>Sunset 3</b>
12:15 PM to 1:15 PM	<b>Earn and Learn: Apprenticeship as the Gold Standard of Work-based Learning</b>	Apprenticeship is a proven, powerful, and transformative work-based learning (WBL) model designed to strengthen the workforce talent pipeline, connecting individuals to careers in various industries. Yet, awareness and understanding of these opportunities remains elusive for many K-12 and higher education practitioners working with students and families. This presentation will include highlights from a regional report on apprenticeship from the Community College Centers of Excellence, as well as insights from employers and apprentices. Moreover, we focus on the key elements of registered apprenticeships, including the role of pre-apprenticeship, as well as discuss resources on how to connect students to apprenticeships and pre-apprenticeships in the region in new and innovative industry sectors.	Joseph Stark, Eddie Matthews, Ernesto Rivera	K12 counselors; Adult Education counselors; Community College counselors	<b>Pacific D</b>
12:15 PM to 1:15 PM	<b>Equity Gaps in Priority Jobs and Programs</b>	This session will describe the "Priority Jobs" in the region, jobs that pay above the living wage, are in high-demand, and require less than a bachelor degree. Attendees will also learn what community college programs align with these Priority Jobs and the student demographic representation in each job and each program. They will come away with an understanding of what disparities exist across race/ethnicity, gender, and age.	Tina Ngo Bartel	K12 counselors; Adult Education counselors; Community College counselors	<b>Pacific C</b>
12:15 PM to 1:15 PM	<b>Ikigai and SEL for All, Helping All Students Find Their Purpose</b>	We all want students to end up in fulfilling careers that pay a living wage and impact the world around them, and there are a number of things we can do to prepare them for this throughout their educational journeys. In this session, we will discuss strategies to help students find what they like, what they are good at, what the world needs, and what they can get paid for, and gain an understanding of the intersection between CTE and social and emotional learning (SEL). These approaches can be applied at the classroom, district or regional levels, as we work together to help all students discover and pursue their Ikigai, or purpose.	Jewyl Alderson	K12 counselors; Adult Education counselors; Community College counselors	<b>Pacific H &amp; I</b>
12:15 PM to 1:15 PM	<b>Learn and earn- Apprenticeship is a viable career pathway.</b>	Apprenticeship is not just a job-it's a career opportunity. What is apprenticeship? Apprenticeship is a system of learning while earning, and 'learning by doing. It combines training on the job with related and supplemental instruction at school. The apprenticeship training system is unique in that its basic foundation is a partnership between industry, education and government. Come learn more about what schools can do.	Victor Rodriguez	K12 counselors; Adult Education counselors; Community College counselors	<b>Sunset 2</b>

Please see additional sessions on next page

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SESSION 2: 12:15 PM - 1:15 PM

Session time	Session Name	Description	Speakers	Tracks	Room
12:15 PM to 1:15 PM	<b>Making the K14 Program Finder Work for You</b>	The San Diego/Imperial County Regional K14 Program Finder tool is here! Come to this learning session that introduces the tool and all the ways that counselors can use it with students. Run through various scenarios of students connecting their current studies and career goals with programs in the region that match their interests, for example, working with either K12 and adult students who need to find specific program options, or students who haven't settled on an interest and need more opportunities to explore. Provide critical feedback on the draft User Guide that will be shared during the session.	Svetlana Darche, Suzanne Sebring, Michelle Kirk	K12 counselors; Adult Education counselors; Community College counselors	<b>Pacific F &amp; G</b>
12:15 PM to 1:15 PM	<b>Providing Equitable Support from College to Career: San Diego Mesa College's Peer-to-Peer Learning Community</b>	Listen and learn, through a presentation and panel discussion, about the SD Mesa College Career Peer Ambassador Program and how this group of student leaders enhance student equity and career success for our college community.	Kristy Carson, Raquel Sojourner Worlds, Sadie Wager, Ashley Welch, Kanika Lee, Jocelyn Dorantes, Jose Ortega	Adult Education counselors; Community College counselors	<b>Pacific E</b>
12:15 PM to 1:15 PM	<b>San Diego's Talent Needs</b>	The session will provide a data-driven and employer-led lens to the current talent challenges that our community faces. EDC's goal is to strengthen relationships between local industry and education systems. Better alignment between these systems will mean that the region can collectively prepare San Diegans for high-demand jobs, and local employers.	Andrea Crisantes	K12 counselors; Adult Education counselors; Community College counselors	<b>Sunset 1</b>

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# Breakout Sessions

## SESSION 3: 1:25 PM - 2:25 PM

Session time	Session Name	Description	Speakers	Tracks	Room
1:25 PM to 2:25 PM	<b>Arts, Media, and Entertainment: Examining Labor Market Need, Valued Skills, and Compatible Jobs</b>	A large proportion of Career Education in K-12 is in the Arts, Media, and Entertainment (AME) fields. Regionally, the job opportunities directly related to these programs are limited, but the soft skills students are building are valuable to a multitude of fields. Come learn about those jobs AME students are qualified for that provide a high-wage and are in high-demand.	Eddie Matthews	K12 counselors; Community College counselors	<b>Pacific E</b>
1:25 PM to 2:25 PM	<b>Building Pathways with Stackable Certificates</b>	How stackable certificates create educational and career milestones, and provide a pathway to more certificates and degrees.	George Dowden, Leonardo (Leo) Medina, Brian Roppé	K12 counselors; Adult Education counselors; Community College counselors	<b>Pacific D</b>
1:25 PM to 2:25 PM	<b>Employment and Work-based Learning Opportunities in Hospitality</b>	As a key segment of the San Diego economy, the hospitality industry provides a variety of occupations that lead to a living wage with career growth. Take a tour of the event facility and learn more about the career paths available in hospitality.	Kevin McMackin	K12 counselors; Adult Education counselors; Community College counselors	<b>Sunset 2</b>
1:25 PM to 2:25 PM	<b>Expanding Pre-Apprenticeships through the Apprenticeship Readiness Collaborative (ARC)</b>	San Diego's Apprenticeship Readiness Program is part of the High Road Construction Careers (HRCC) initiative funded by the California Workforce Development Board and overseen regionally by the San Diego Workforce Partnership and the San Diego Building & Construction Trades Council. This initiative launched in 2020 and created the Apprenticeship Readiness Collaborative (ARC), with an overall framework that prioritizes the partnerships that connect San Diego's local building and construction trades council and workforce board with its community college training partners, industry, and community-based organizations to create structured pathways to state-certified apprenticeships and careers in a variety of crafts. In addition to discussing the role of the Multi-Craft Core Curriculum (MC3) pre-apprenticeship model, our session will highlight the collaboration amongst our partners, our challenges and successes, and future opportunity for greater engagement, particularly with K-12 audiences.	Cameron Weaver, Jon Gosen	K12 counselors; Adult Education counselors; Community College counselors	<b>Pacific C</b>
1:25 PM to 2:25 PM	<b>Leveraging Student Perspectives to Build Robust, Equitable Career Pathways</b>	The 2022-23 academic year brings fresh insights from the second implementation of the San Diego & Imperial Counties Regional Consortium 'Options After High School' survey. Conducted in conjunction with regional K12 partners, the survey aims to provide insight into high school CTE students, experiences in career pathways, perceptions of community college, and preferences for learning about career options. Join us to explore this year's data, learn about updates to the data dashboard, and discuss strategies for interventions, particularly for populations facing systemic challenges to academic and professional success.	Suzanne Sebring, Greg Hill Jr., Jewyl Alderson	K12 counselors; Adult Education counselors; Community College counselors	<b>Sunset 3</b>

Please see additional sessions on next page

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# Breakout Sessions

## SESSION 3: 1:25 PM - 2:25 PM

Session time	Session Name	Description	Speakers	Tracks	Room
1:25 PM to 2:25 PM	<b>SEL a huge value in CTE</b>	Social Emotional Learning (SEL) continues to be a crucial part of education, and an essential building block for student success, especially in career and postsecondary education. Connecting SEL to Career Technical Education ensures students are prepared to take on postsecondary education, high-stress jobs, manage their own emotions, work better in teams, and network with people across different cultures and social backgrounds. This session will demonstrate how powerful CTE is TODAY and how it supports SEL. The presentation will uncover how the similarities across SEL and essential skills exist across all MTSS domains	Elizabeth (Liz) Cardenas	K12 counselors	<b>Sunset 1</b>
1:25 PM to 2:25 PM	<b>Shifting the Data Culture: Increase Career Pathway Enrollment of Black and Brown Students</b>	Black, Indigenous, Latinx, and individuals from low-income backgrounds are often overrepresented in occupations with minimal growth and salary potential. Often general counselors, academic, career counselors, guidance counselors, STEM, Rise, Umoja, and Puente counselors have overlapping counselor identities and duties depending on the school. Academic advising and career advising in education vary in design, mission and programmatic offerings and much of the data informing decisions is from the lens of service data. Shifting the data culture to include course-level data, labor market Information (LMI) to inform decisions of identifying and strategizing approaches to address existing inequities, such as unequal career pathways that may be taken by black and brown students. Having access to data outside of counseling service data can provide insight about the college and career pathways back to students and avoid college and career pathways student outcomes for students of color that contribute to inequities.	Tonette Salter	K12 counselors; Adult Education counselors; Community College counselors	<b>Pacific F &amp; G</b>
1:25 PM to 2:25 PM	<b>Transforming Early College Credit: Counselors Creating Access</b>	Counselors are the key to ensure access for historically underserved students to life changing early college credit opportunities. Learn about early college credit types (articulation credit by exam, dual enrollment) and how they can be leveraged for various pathway goals: career technical education, preparation for transfer, improving high school graduation rates, or helping high school students achieve college and career readiness. Explore strategies to collaborate better with your community college partners and a framework that will allow you to better advise your students. Gain context including the CCCCOs Vision 2030 and grant opportunities supporting the work.	Mallory Stevens	K12 counselors; Adult Education counselors; Community College counselors	<b>Pacific H &amp; I</b>

**A Special Thanks** to the *2023 Counselor Conference Planning Committee*

Beatriz Aguilar  
Jewyl Alderson  
Stephanie Bradley  
Karl Cameron  
Liz Cardenas  
Vivian Carranco  
Irene Drye  
Cynthia Gonzales

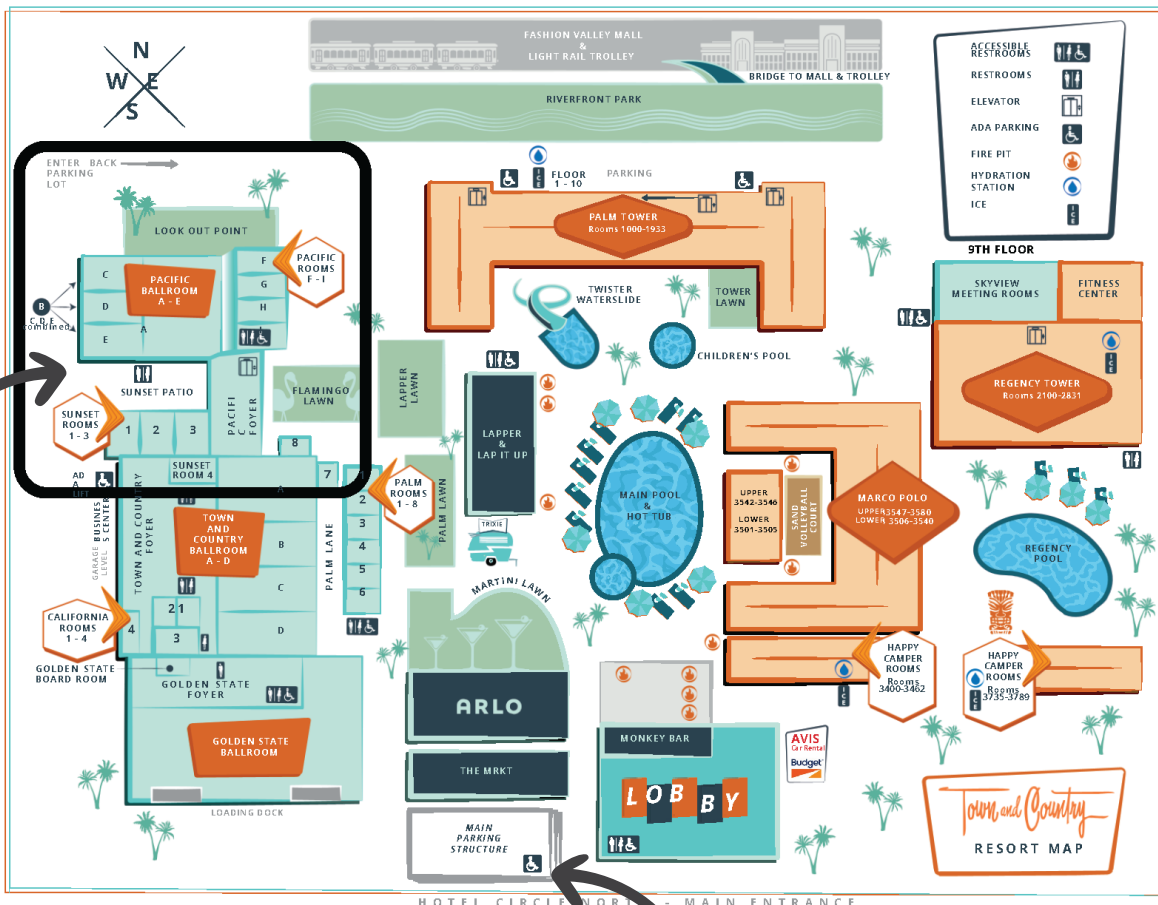
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Eddie Matthews  
Andreanna Murphy  
Mona Patel  
Vivian Rendon  
Suzanne Sebring  
Kay Watson  
Leslie Wisdom

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# Town & Country Hotel Map



## Conference Space

## Parking Garage

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# ABOUT US

The San Diego & Imperial Regional Consortium (SDI RC) for Workforce Development is a collective of ten community colleges serving the two counties along California's southern border. The governance framework of the SDI RC offers an inclusive platform for all colleges to actively engage in and derive benefits from its endeavors. Financial support for the SDI RC is provided by the California Community Colleges' Chancellor's Office, aimed at bolstering career education within the region.

Guiding the way in regional career education and workforce development initiatives, the SDI RC establishes a crucial bridge between industries, career education programs, and students. Utilizing an equity-centered approach, the SDI RC collaboratively engages with industry stakeholders, educators across K12, adult education, noncredit, community college, and 4-year institutions, as well as community partners. These collaborations serve to enhance student support, foster the growth of a well-trained workforce, and align with the demands of the local ecosystem.

The Consortium's Board of Directors are the presidents and chancellors of the ten Community Colleges in the San Diego Imperial Counties Community College Association (SDICCCA).

The colleges in the San Diego-Imperial Region include:

- **Cuyamaca College**
- **Grossmont College**
- **Imperial Valley College**
- **MiraCosta College**
- **Palomar College**
- **San Diego City College**
- **San Diego College of Continuing Education**
- **San Diego Mesa College**
- **San Diego Miramar College**
- **Southwestern College**

# COUNSELOR RESOURCES

We know you are working hard to help students succeed so we have compiled information and materials from other sources. We hope you find them useful!

## **Career Education: San Diego & Imperial Counties Community Colleges**

Counselors, students, and parents can visit CareerEd.org to learn about 200+ fast-tracked programs and certifications for in-demand careers. Visitors to the site are able to research labor market information and search a variety of programs currently being offered at the community colleges throughout the San Diego & Imperial region. <https://careered.org/>

Practitioners in the San Diego & Imperial region can visit <https://myworkforceconnection.org/> to find information on sectors, labor market, educator resources, and details about the Strong Workforce Program and regional workgroups.

Links to the 2023 Counselor Conference breakout session handouts, PowerPoints, and more.

<https://myworkforceconnection.org/educator-resources/counselor-resources/counselor-conference/>

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