



SDIC COMMUNITY COLLEGE WDC MEETING

August 9, 2019; 10:30am-12:00pm

San Diego Mesa College, Center for Business and Technology, Room 101

Minutes

VOTING MEMBERS:

Danene Brown, Dean, School of Business & Technology, Mesa College

Margie Fritch, Dean, Career Technical and Extended Education, Palomar College

Jon Kropp, Regional Director, Advanced Transportation and Logistics

Connie Lafuente, Regional Director, Health

Jennifer Lewis, Dean, Workforce Development, AEBG, Continuing Education, Southwestern College

Larry McLemore, Dean, CTE, Cuyamaca College

Jennifer Patel, DSN, Business and Entrepreneurship

Duane Rinehart, Regional Director, ICT and Digital Media

NON-VOTING MEMBERS:

Molly Ash, Manager, Regional Consortium

Alex Berry, Program Manager, SDCE

Svetlana Darche, WestEd

George Dowden, Coordinator, Career Education, Cuyamaca College

Sue Fisher, Contracts Analyst, The Foundation for Grossmont & Cuyamaca College

Benjamin Gamboa, Associate Dean, Strong Workforce, SD Miramar College

Maci Gerber,

Chito Gutierrez, Director of Operations, The Foundation for Grossmont & Cuyamaca College

Sylvie Hale, WestEd

Jennifer Kennedy, Job Development and Placement Specialist, SDCE

Sahsa Knox, Job Development Coordinator, SD City College

Betsy Lane, Associate Dean, Special Projects, Economic & Workforce Development, Imperial Valley College

Stephanie Lewis, Dean, College & Career Transition, San Diego Continuing Education

Zhenya Lindstrom, Associate Dean, Career Education, MiraCosta College

Ute Maschke, CAEP Manager

Kevin McMackin, Director of Strategic Partnerships, Regional Consortium

Tina Ngo Bartel, Regional COE Director

Amertah Perman, Dean, Career Education and Workforce Development, SD Continuing Education

Tina Recalde, Dean, Health Services, SD Mesa College

Bruce Reaves, Job Placement Coordinator, Palomar College

Nichol Roe, Associate Dean, Workforce Development and Extended Studies, Palomar College

Mollie Smith, Regional Chair

Christopher Yerkes, Program Specialist, Regional Consortium

Kim Zant, Pathway Manager, Regional Consortium

D. Brown called the meeting to order at 10:33 am

1. Welcome/Introduction

2. Approval of June 14, 2019 Minutes

- Motion to approve by M. Fritch, second by B. Gamboa, unanimously approved.

3. Programs approved by Dean's Council

- No programs were presented to Deans' Council for recommendation

4. SDREDC Advancing Cities Grant: M. Sanford, Senior Director, Economic Development, San Diego Regional EDC, presented on the regional engagement, *Advancing San Diego*. The goal of the project, funded through J.P. Morgan Chase, is to build a stronger talent pipeline by better preparing 20,000 skilled workers by 2030. By taking a systemic approach to improving the regional economy, business and education can work collaboratively to better connect workers to the thriving industries in San Diego. He noted that community colleges are an integral part of the partnership as they are the conduit for addressing the educational attainment of our population, especially the underserved. Outcomes of the engagement include:

- Creation and convening of nine employer working groups to quantify demand for critical jobs in priority sectors
- Launch of Advancing San Diego competition & identification of preferred provider that meet employer demand, and
- Deployment of \$1.3M to subsidize internships for small business and wrap-around services for students enrolled in preferred providers.

For more information, the full presentation can be found [here](#).

5. SWP Implementation Update

- Implementation Workgroup Updates
 - Retention, Success & Support: SWP Institute: T. Ngo Bartel shared that the kick-off event is being moved to February 2020. A draft project plan is currently being drafted with as much input from deans, researcher, and faculty as possible. The plan will be presented to in SDICCCA on 9.9.19 after the initial convening in February, there will be a reconvening in fall 2020. RFAs are due 11.22.19 and deans should begin recruiting faculty member for the institute now. M. Smith noted that this is the most important investment we can make for our students.
 - Unofficial update from CCCCCO: M. Smith shared that she had a meeting with the Vice Chancellor and that she is very supportive of the regional Strong Workforce model. More information is expected from the Chancellor's Office.
 - Technology: B. Gamboa shared a summary of technology related activities. There is Jobspeaker pilot is currently taking place at 4 colleges and they are collecting feedback. He asked that everyone review and provide feedback on the Career Engagement Tools rubric and the Employer Engagement CRM Rubric by 8.16.19. After receiving this feedback WestEd will analyze it and compare the available tools. S. Hale said the information is important to help select the most appropriate tool for our needs. M. Smith confirmed that regional funds will be available for the purchase of the tool.

- Career Pathways: B. Lane said the group met on 6.19.19 to continue work on the workgroup goals. J. Patel said they had a call to discuss career pathways mapping technology with a college in Orange County and they will have a similar conversation with a Bakersfield college soon. The next meeting will be held on 8.28.19.
- MS/HS Engagement: J. Lopez announced that J. Tyler has been recruited as the third workgroup chair. He said that the meeting structure will change to quarterly large group meeting with the leads meeting once per month. M. Smith that the work of the group is progressing and the workgroup is now functioning as an advisory committee.
- Pathway Navigation: S. Hale said the workgroup will be reconvening with a virtual kick-off meeting on 8.19.19. The first in-person workgroup meeting will be 8.29.19. There will be a virtual Community of Practice (CoP) on 9.11.19 which will focus on career planning before education planning. She also announced that an all-day in-person CoP has been tentatively scheduled for 10.4.19.
- WBL & Job Placement: B. Gamboa said that almost all WBL Coordinators & Job Placement Case Managers have been hired. Because of this hiring, the workgroup is growing too large and will be trimmed down but there will still be representatives from each college. The WBL and JP maps are both finished. The upcoming CoP will to focus on the overall process map and the discussion of best practices.
- Marketing: D. Brown noted that the group had received their photos back from the photoshoot in the spring and they have been incorporated into the regional campaign. M. Ash said that IVC and Palomar websites kick-offs are coming up in early August and earl September. Grossmont and Cuyamaca are expected to launch their websites in October.
- Data/Research: Z. Lindstrom discussed annual program review and working on a template for colleges to input their data. The group also discussed comprehensive needs assessment, which is required for Perkins V funding. She put out a call out to deans for researchers from each campus to brainstorm data elements and look at their language from the legislation about the comprehensive needs assessment.
- Employer Engagement: K. McMackin said that the workgroup is transitioning to an advisory because the work planned by the group is now taking place. The Regional Directors (formerly DSNs), are making contacts with employers and developing sector profiles.

6. Social Media: C. Yerkes spoke about how members of the region could be more actively involved in promoting CareerEd programs by using social media. First, he presented strategies and guidelines for posting on a variety of social media platforms. Second, he explained that the individuals in the region weren't doing the full social media marketing work of their colleges, but they could supplement the great work through their own social media activity. Last, he showed the CareerEd twitter account: <https://twitter.com/mycareered> and some examples of the activity going on there.

7. CCCAOE Update: T. Recalde said there are already over 400 registrations for the conference being held on 10.16-10.18.19. She said that each region has been given scholarships for faculty members to attend. Campuses can submit faculty to be entered in a drawing for the scholarship directly to T. Recalde by 8.16.19.

8. Other

- WBL Summit: K. Zant said 114 people have registered so far, for this free event. Event will take place on 9.20.19.

- Counselor Conference: M. Ash said this year's conference will be held on 11.13.19 at the Sheraton Hotel. She highlighted the only notable change to this year's' conference was a cost of \$50 per attendee, which will include parking. The theme is "Counseling for Careers."

9. Roundtable:

The meeting adjourned at 12:15

Next meeting **September 14, 2019** Mesa College - 7250 Mesa College Dr., San Diego, CA 92111
– Business and Technology Building, Room 101.