

# STRONG WORKFORCE PROGRAM NEWSLETTER

AUGUST, 2019 – EDITION 8

## DATA & RESEARCH COMMITTEE

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

One of the objectives of the Data & Research Committee is to provide a space for researchers to share best practices and support a culture of data-backed decision-making across the region. To provide more structure to this objective, the committee developed a work plan and agreed that for each committee meeting they will discuss common projects that require data or research at their respective colleges and share promising practices. The bi-annual program review process will be the first common project discussed at the next Data & Research Committee meeting as part of this new structure. In May, the SDIC Center of Excellence for Labor Market Research (COE) released 1) four sub-regional profiles that highlight labor market information from the central, east, north, and south regions; and 2) five labor market briefs, including Social Work Occupations, Fashion Occupations, and Machining and CNC Occupations. These reports can be found at [www.myworkforceconnection.org/lmi](http://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 began in June 2019, and will continue to focus on increasing enrollment and brand awareness. We have updated all of the campaign creative to represent current students from priority programs on each campus; during the next year, we will give special consideration to conversion and campaign return on investment (ROI). Civilian is working with each individual college on collecting and tracking their application and enrollment data, based on referrals from the CareerEd.org site.

## 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 is in the process of updating the regional goals, and will finalize these at the August meeting. All of the K-12 SWP awardees completed negotiations of their contracts. The regional staff is preparing for the second round of K-12 SWP funding awards; the application will be released on October 1<sup>st</sup>, go live on November 1<sup>st</sup>, and all applications will be due on December 18<sup>th</sup>. Additionally, the Middle and High School workgroup is finalizing strategic goals as well as the associated work plan for the 2019-20 year. Adult Education and Noncredit practitioners are in the process of creating strategic goals and a workplan for the 2019-20 year.

## 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 work group hosted a virtual Community of Practice (CoP) event on June 13<sup>th</sup>. The topics presented were "Using Data to Inform a Student Intake Form" and "Technical Assistance and Tools to Support Change Efforts". These recordings can be found in the resource library at: <https://swp-library.myworkforceconnection.org/resources/>.

The next CoP event will be held in person sometime in early October. Southwestern, Grossmont, and Mesa College have already participated in "promising practice sessions," and we look forward to seeing more campuses from the region take part at the next CoP.

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## WORK-BASED LEARNING/JOB PLACEMENT WORKGROUP

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

The Jobspeaker pilot group continues to study the implementation of Jobspeaker as a career engagement tool that can connect students to employment and work-based learning opportunities from employers throughout San Diego and Imperial counties. Jobspeaker also provides a means for colleges and the region to collect student employment and wage data, which are important metrics for both Strong Workforce incentive funding and the Student Centered Funding Formula. This data also provides the region and colleges with actionable leading indicators for improved decision-making. The pilot is scheduled to complete and produce a detailed implementation report in December 2019.

The workgroup hosted a retreat on June 26<sup>th</sup> to finalize work process maps for work-based learning and job placement and begin mapping employer engagement processes. A mapped work process will provide a streamlined and coordinated connection between the colleges and employers to improve student outcomes. *As a reminder*, most colleges have hired work-based learning coordinators and job placement case managers who have already begun placing students in high-wage, in-demand occupations. *Colleges who have not completed hiring processes should be in contact with the Regional Consortium to discuss meeting outcomes for in the RFAs funding these positions.*

## STUDENT RETENTION, SUCCESS & SUPPORT

*Chair: Tina Ngo Bartel, COE Director, SDI, Mollie Smith, Regional Chair*

The regional SWP established the Student Retention, Success and Support workgroup. The purpose of this workgroup is to research and examine student retention and success, with the goal of giving faculty new information that will help them better support their students.

The first investment will be hosting the Strong Workforce Program (SWP) Institute: *Rethinking the Student Experience for Retention and Success*. The purpose of the SWP Institute is to inspire faculty to 1) think critically about their courses and programs in terms of retention, persistence, and success outcomes; 2) use course and program data to better understand current outcomes; and 3) use data to develop promising solutions in the classroom that improve outcomes.

The SWP Institute will have three components: two in person events; a faculty research project; and regional investment to support the work at each of the colleges. The investment will include funding to college research departments and stipends for faculty. The first event will be held early Spring 2020.

## 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*

The Regional Directors, Employer Engagement (previously called DSNs) are actively engaged in developing partnerships with employers within their sectors. Regional staff are working with the San Diego Regional EDC and the San Diego Workforce Partnership, with the express purpose of coordinating employer engagement and leveraging regional resources. The community colleges are a primary partner of the San Diego Regional EDC, which was recently awarded a grant from JP Morgan Chase focused on engaging employers and providing qualified candidates for in-demand jobs. The goals of this grant directly align with our regional work of reducing labor market gaps. We will kick off our work on this grant with the San Diego Regional DC on September 12<sup>th</sup>.

Additionally, the SDI Center of Excellence is working with the Regional Directors, Employer Engagement to validate the knowledge, skills and abilities that define college CE programs, and learn where there are work-based learning and job placement opportunities. The Employer Engagement workgroup has established strategic goals and will now create a work plan with the partners.

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