

STRONG WORKFORCE PROGRAM NEWSLETTER

DECEMBER 3, 2018 – EDITION 1

DATA & RESEARCH COMMITTEE

*Chair: Zhenya Lindstrom, Associate Dean, Career & Technical Education & Workforce Development
MiraCosta College*

The Data & Research Committee is examining how to use available data dashboards to identify possible solutions to improve Strong Workforce Program (SWP) outcomes. The Center of Excellence is developing “Program Deep Dive”, a project to create interactive visualizations of the labor market demand and supply of top middle-skill jobs by sector, as well as the student success metrics by career education (CE) program across colleges, region, and state. The project is slated to be completed by June 2019. The sector analyses final reports will incorporate not-for-credit programs and will be published by early January.

MARKETING COMMITTEE

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

The regional career education marketing project has made significant progress toward the goal to increase CE enrollment one percent annually. New initiatives include the launch of a new regional website, www.careered.org, increased awareness of CE programs and community colleges, and the creation of cohesive brand and enrollment advertising. The college website redesign project officially kicked-off with MiraCosta as the pilot college. During the first phase, Grossmont, Cuyamaca, and Imperial Valley will also participate in full rebuilds with a targeted completion date of fall 2019.

K-14 CAREER PATHWAYS WORKGROUP

Chairs: Jennifer Patel, DSN Business and Entrepreneurship, MiraCosta College; and, Kathleen Porter, Executive Director, Career Technical, Adult and Alternative Education, Poway Unified School District

The Career Pathways workgroup developed eight goals to provide regional guidance for developing 7-12 middle and high school engagement activities and career pathways.

The region will begin the process of allocating the \$150M K-12 SWP funding to local LEAs and a selection committee is required to administer the competitive application process. On November 30, the region will host a meeting for all interested stakeholders to review the regional goals, learn about the K-12 SWP funding competitive process, as well as how the funding integrates with regional priorities. Matthew Roberts from the Chancellor’s Office will attend to answer any questions. The region will host a second meeting for LEAs in Imperial Valley on December 7.

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 Work-Based Learning (WBL) and Job Placement workgroup just finished administering the WBL assessment tools across all nine colleges and continuing education centers. Responses are being aggregated and analyzed at the regional level to inform activities and strategies coordinating WBL region-wide for the next two years. Reports will also be prepared for each college. The region will support the WBL coordinators with a regional community of practice. Colleges are encouraged to complete the hiring processes for their job placement case managers soon. Employment outcomes are important for SWP incentive funds and the new Student-Centered Funding Formula.

A RFA for \$200K over two years for WBL coordinators was released to each college to allow for the development of work-based learning policies and processes. The RFA is due November 30, 2018.

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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

Strong onboarding practices are a fundamental component of Guided Pathways and are consistent with the principles underlying both SSSP and the Student Equity initiatives. The SWP adds value to these initiatives by intentionally connecting students to programs and services that are relevant and engaging, and that support their long-term career goals. The Pathway Navigation workgroup is focusing on the student journey of “Entering the Path” and is implementing three best practices that align with the principles of Guided Pathways. These are:

- The development of an intake form and practices that are comprehensive enough to facilitate effective referral of students to appropriate programs and services.
- An orientation process that welcomes students to the campus, effectively informs students—through interactive as well as electronic means—of all the programs and services available to them and serves as the first step to integrating students into their pathways or learning communities.
- Career guidance and exploration processes that occur before students are required to select their courses of study and are integrated with education planning, thereby ensuring better “fit”, promoting student agency in selecting majors and courses, and supporting ongoing motivation and eventual completion.

A Request for Authorization (RFA) for \$225K over three years was released to each college to support development of onboarding practices. The RFA is due November 30, 2018.

TUTORING WORKGROUP

Chair: Monica Romero, Associate Dean, Career & Technical Education, Mesa College

The Tutoring workgroup is making on-time progress towards the goal of assessment and recommendations for CE tutoring in the region. The Nonprofit Institute at USD was hired to conduct the research for the project. Emergent themes include: (1) Lack of overall faculty and student knowledge of tutoring programs and impact; (2) differing definitions of tutoring; non-standard lexicon and terms around tutoring and tutoring methods; (3) differing training standards/delivery methods; real concerns over funding streams (grant/soft based vs. line item budget); (4) better linking of student outcomes/success to tutoring; (6) varying models of tutoring in CE (none, embed, aide/tutor, etc).

EMPLOYER ENGAGEMENT WORKGROUP

Chairs: Cassandra Storey, Dean, Healthcare Careers and Community Education, San Diego Continuing Education; and, Margie Fritch, Dean, Career Technical & Extended Education, Palomar College

The Employer Engagement workgroup is focused on mapping a regional engagement process that works for students, industry and our region's colleges. The group is working with external partners, the San Diego Workforce Partnership and the San Diego Regional Economic Develop Corporation, to develop a working model for engaging with employers in a systematic way. Other external regional partners will be added moving forward. The workgroup is creating a shared vision and grappling with how to leverage resources to accomplish the common goal of providing employers with a talented workforce. A Director of Strategic Partnerships was hired to work directly with external workforce agencies, DSNs, coordinate the process of engaging with employers, acquiring important LMI information, importing the data into an electronic repository, and coordinating with campus WBL coordinators and Job Placement staff.