

STRONG WORKFORCE PROGRAM NEWSLETTER

FEBRUARY 3, 2020 – EDITION 14

DATA & RESEARCH COMMITTEE

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

The Data & Research Committee is working on hiring a contractor to complete a portion of the Perkins V requirement of a [Comprehensive Needs Assessment](#); this involves gathering input from stakeholders region-wide on how the community colleges could better serve “special populations” as defined by Perkins V. The Data & Research Committee is also discussing the next steps for the Strong Workforce Faculty Institute. Researchers and deans are preparing for their college breakout sessions on February 28, 2020. For more information about the February 28, 2020 kickoff event for the Institute, see the Student Retention, Success, and Support section (below). All ten colleges were represented at the Data & Research Committee.

Additionally, the San Diego-Imperial Center of Excellence for Labor Market Research (COE) released the following program recommendation reports: Environmental Horticulture, Air Traffic Controllers, Medical Secretaries, and Preschool Teachers-Except Special Education. These labor market briefs can be found at on <http://myworkforceconnection.org/labor-market-information/labor-market-briefs/>.

MARKETING COMMITTEE

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

All ten colleges are collecting and tracking application data based on referrals from CareerEd.org. Since tracking began in October 2019 through December 2019, 224 individuals referred directly from CareerEd.org have clicked “Apply Now” on individual college websites.

The Improving the Student Enrollment Experience (ISEE) project continues to progress. MiraCosta’s website has been handed off to the college for internal socialization; their launch date is tentative. Grossmont and Cuyamaca met with Civilian and project leadership in January to resolve outstanding issues. They anticipate a spring launch. Imperial Valley completed the content strategy phase and is moving into the design phase. Palomar achieved sitemap approval and next steps are underway.

Regional staff and Civilian have been crafting the Year 3 strategy and will present the proposed plan to the marketing committee in mid-February 2020.

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

Implementation of round two of the K12 SWP began on January 9, 2020 with the selection committee training. The committee is in the process of evaluating, scoring and deliberating on the applications. There were 31 applications submitted that totaled \$25M. The region has approximately \$13M to distribute. The ROC voted to allocate 25% of the funding to Imperial Valley. Adult Education and Noncredit (AE & NC) goals were agreed upon and next steps include the creation of deliverables and a timeline. The AE & NC goals can be found [here](#).

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

Colleges submitted their 2020 plans prior to the winter break. The plans are currently being reviewed by WestEd and regional staff. Some colleges have expressed interest in technical assistance by way of virtual and in-person consultations. Three colleges have already requested technical assistance.

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WORK-BASED LEARNING/JOB PLACEMENT WORKGROUP

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

The region's research on selecting career and employer engagement tools has concluded with a 59-page report of recommendations. These career employer engagement tools will allow colleges to better match students to high-wage, in-demand careers related to their field of studies; collaboratively serve employers' needs; and collect data on student participation in work-based learning activities. The report, released on December 4, 2019, outlines the two-year research and pilot process used to recommend two technology solutions that the region will provide at no-cost to each college should they choose to adopt the tools. The report is under review by workgroup members and the CE deans. Conversations are ongoing to reach a conclusion and adopt recommendations for both tools, and multiple stakeholders (such as CIOs, CSSOs, career center faculty and staff, IT professionals, and others) will be folded in as the conversation progresses.

STUDENT RETENTION, SUCCESS & SUPPORT

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

The kickoff, in-person learning event for the Strong Workforce Faculty Institute is scheduled for February 28, 2020 at the Sheraton, Hotel & Marina (1380 Harbor Island Dr., San Diego, CA. 92101). The event will commence with a keynote speaker from ESCALA Educational Services, followed by a demo of the investigative project, college breakouts, and "lightning talk" speakers (which are similar to TED talks). All ten colleges responded to the Request for Applications (RFA), with 21 researchers and 248 faculty expected to participate in the Institute--62% are Career Education faculty (vs. 38% other), and 68% are full-time faculty (vs. 32% adjunct). A calendar appointment has been sent to all faculty, deans, and researchers involved in the Institute. The COE met with, and provided an orientation to, the researchers and deans assigned to the Institute. The second in-person convening will be held on September 25, 2020. The Region is very excited about hosting this event and encouraged by the overwhelming interest from all levels at the colleges.

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

Each of the Regional Directors is making great progress validating the labor market information for their sectors, and breaking down the knowledge, skills, and abilities needed for the region's fastest-growing jobs. ICT and Entrepreneurship will soon have the necessary information to present a sector profile for certain occupations within the region. The Region continues to collaborate with external partners to streamline employer engagement and build a model for collaboration. The SDREDC is actively recruiting small businesses to participate in the grant funded internship project, Advancing Cities. The internships will benefit 280 students over three years with 150 of them being placed in small businesses. Institutions that will serve as "Preferred Providers" should be notified by the end of January.