

STRONG WORKFORCE PROGRAM NEWSLETTER

FEBRUARY 4, 2019 – EDITION 3

DATA & RESEARCH COMMITTEE

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

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 Improving the Student Enrollment Experience (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 (CP) workgroup met on January 23, 2019 and the meeting included all interested partners from K-12 and the community colleges. WestEd presented the initial findings from the K-12 to community college pathway mapping project. The Data/Research Committee and the CP workgroup will examine the findings and make recommendations for next steps. Attendees were provided with a status of K-12 SWP, including dates for webinars and deadlines for letters of intent, applications, selection committee applications and configuration of the SWP Selection Committee. The applications for K-12 SWP funding are due on March 15. The CP workgroup decided to begin examination of alignment between Adult Education and the community college programs. The Adult Education Super Region structure already in place will support the workgroup. The next Career Pathways workgroup meeting is February 11th. The next meeting open to all partners will be on March 7th.

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

Most colleges were awarded \$50,000 of first round funding out of the \$225,000 three-year project allocation. The key components of this project include intake, differentiated orientation, and career planning before education planning. The Pathway Navigation group is in the process of coordinating a community of practice symposium set for February 25, 2019 from 10a.m.-3p.m. Location TBD.

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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

Results from the Regional and College Work-Based Learning (WBL) assessments have been compiled, and the findings are being presented in a variety of venues. Regional findings are being presented to the Career Education Deans and Associate Deans, WBL Coordinators, and Workforce Development Council. Additionally, college findings are being provided to the WBL Coordinators and the assigned college contacts. The assessments will be used to inform and support the work of the WBL Coordinators, both regionally and locally. High-level takeaways include pockets of WBL successes at each college, a need to more intentionally promote WBL activities and strategies across disciplines, and a need for aligned employer engagement processes to identify and disseminate WBL opportunities.

TUTORING WORKGROUP

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

The CTE Tutoring Survey has launched! The survey was reviewed and supported by WDC and ROC and launched on January 23, 2019. CTE faculty, CTE students and tutors throughout the region are being invited to participate in the survey. Participants have until 2/19 to respond to the 14-minute survey survey. The final report and recommendations will be presented to WDC in May.

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 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.

The region now has six DSNs and GCCCD is in the hiring process for Health. The following are the DSNs and their host colleges:

SECTOR	DSN	HOST COLLEGE
Advanced Manufacturing	Ruishan Chow	Palomar
Advanced Transportation/Logistics	Jon Kropp	Miramar
Business & Entrepreneurship	Jennifer Patel	MiraCosta
Global Trade	Josh Halpern	Southwestern
Health	Hiring in process	GCCCD
ICT/Digital Media	Duane Rinehart	Palomar
Life Sciences/Biotech	Keau Wong	MiraCosta