

# STRONG WORKFORCE PROGRAM NEWSLETTER

January 13, 2020 – EDITION 13

## DATA & RESEARCH COMMITTEE

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

The Data & Research Committee developed and published the [Comprehensive Needs Assessment tool](#) that individual colleges can use to respond to the Perkins V requirement. The tool outlines the legislative requirements for the Needs Assessment, the data elements relevant to each of the requirements, and the guiding questions for the program-level and college-level assessments. The Committee also discussed the next steps of the SWP Faculty Institute. Researchers and administrators are currently scheduling ongoing meetings with faculty for Spring 2020 and collecting intake forms from all faculty participants to inform the data collection process on each campus in preparation for the February 28, 2020 event.

Additionally, the Center of Excellence for Labor Market Research (COE) released the *Gig Economy: A Survey of Gig Workers in Imperial County* and program recommendation reports. These reports can be found at <http://myworkforceconnection.org/labor-market-information/labor-market-briefs/>.

## MARKETING COMMITTEE

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

All colleges are collecting and tracking application data based on referrals from CareerEd.org. Since tracking began in October 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 make progress. Grossmont, Cuyamaca, and MiraCosta’s websites have been handed off to the colleges for internal socialization; their launch date is tentative. Imperial Valley and Palomar have both launched their partial engagement projects, and have made significant progress.

Year 3 strategy planning is currently underway with the regional team and Civilian and will be presented 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*

The second round of K-12 SWP funding applications were received December 18, 2019. The regional team will convene the selection committee in January 2020 for trainings and deliberations. The middle and high school engagement regional team is working to migrate their engagement and professional development activities schedule to the regional website (<https://myworkforceconnection.org/educator-resources/ms-hs-engagement/>). Adult Education and Noncredit 2019-20 goals have been developed, and strategies and activities are being finalized.

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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*

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

## 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. 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 tool. The report was reviewed by workgroup members and the CE deans. Conversations are ongoing to reach a conclusion and adopt recommendations for both tools.

## 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). All ten colleges responded to the Request for Applications (RFA) with a total of 248 faculty and 21 researchers participating in the Institute. 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 convening will be held on September 25, 2020. We are 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 some occupations within the region. The Region continues to collaborate with external partners to streamline employer engagement and build a model for collaboration. The Advancing San Diego initiative is progressing and recruitment of small businesses who will participate in the grant funded internship model has begun. Institutions that will serve as "Preferred Providers" will be identified soon.