

STRONG WORKFORCE PROGRAM NEWSLETTER

JUNE, 2019 – EDITION 7

DATA & RESEARCH COMMITTEE

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

One of the Data & Research Committee's objectives 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 at their respective colleges that require data or research, 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. Additionally, in May, the SDIC Center of Excellence for Labor Market Research (COE) released four sub-regional profiles that highlight labor market information from the central, east, north, and south regions and 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.

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 will kick off in June 2019, and will continue to focus on increasing enrollment and brand awareness. During the next year, special consideration will be given to conversion and campaign return on investment (ROI). To do this, Civilian will work with each individual college on collecting and tracking 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-12 SWP Selection Committee (SC) finished evaluating applications for the \$14.7 million K-12 SWP funding on Friday, April 30th. The Chancellor's Office announced the awards on April 30th. All of the K-12 community will have the opportunity to ask questions and provide feedback on the process for distributing the funding in order to make improvements to the process next year. The K-12 to community college mapping project was shared with the wider K-12 community on May 22nd. Attendees gave input on the next steps for the project, focusing in particular on visual display. The Career Pathways workgroup held Middle/High School and Adult Education/Noncredit strategic planning sessions in April, and had follow-up meetings in May. The purpose of the planning meetings is to set specific goals for the two areas in support of achieving the Career Pathways goals. The next Pathways meeting will be held June 19th.

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

In the month of May, the Pathway Navigation group hosted virtual engagements as part of their Community of Practice (CoP). The next CoP event will be held on June 13th from 9 a.m.-12 p.m. via Zoom. Registration for this event will begin the week of May 28th. The first "Breakthroughs" episode which highlights intake, orientation, and career planning promising practices is now available in the resource library. Here is the link: <https://swp-library.myworkforceconnection.org/resources/>.

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 workgroup has developed processes to help inform regional collaboration around job placement and work-based learning. This includes identifying the types of technology solutions that could help

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connect students to the colleges, careers, and employers. Discussions will continue on work processes for employer engagement, as the workgroup is attempting to map the many ways employers work with colleges across the region. A mapped work process will provide a streamlined and coordinated connection between the colleges and employers—many of whom have commented that they are not sure who to contact or that they have been contacted by too many people for the same purpose. Lastly, most colleges have hired work-based learning coordinators and job placement case managers who have already begun increasing opportunities and placing students in high-wage, high-demand occupations. Colleges who are still in hiring processes are encouraged to complete hiring by June 30th in order to meet timelines provided for in the RFAs funding for these positions. The 21st Century Skills subgroup deployed the 21st Century Skills survey completed by 246 faculty throughout the region, provided the Career Ready Guide's online skills lessons for 15,000 students, and hosted professional development events attended by 105 faculty. Notably, 96% of faculty who attended the Region 10 Skills Symposium either agreed or strongly agreed that they would implement 21st Century Skills instruction into their curriculum for fall 2019.

TUTORING WORKGROUP

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

Recommendations from the CE Tutoring Survey are in! This tutoring study was developed to help the community colleges integrate tutoring support into their Guided Pathways implementation efforts. The voices of students, tutors and CE faculty and staff underscored the importance of clarifying and promoting tutoring to support student retention and success. As a result, this study proposes that the San Diego and Imperial Counties Community Colleges develop and implement a region-wide strategic plan for Career Education tutoring and includes the following recommendations constructed from the research key findings:

1. Establish a region-wide vision and culture of “tutoring for all” instead of “tutoring for remediation”
2. Reinforce the “tutoring for all” message across the region by conducting a communications and marketing campaign that promotes the overall benefits of tutoring
3. Provide professional learning for tutors, faculty, and staff, emphasizing that the objective of tutoring is to empower students and develop their critical thinking and reasoning skills
4. Develop and maintain a formal process and/or tool (e.g., virtual repository) for tutoring stakeholders to share and communicate effective and impactful resources and practices
5. Prioritize and dedicate college resources to the professionalization and expansion of tutoring across colleges to increase equity and access for students
6. Track outcomes of the region-wide strategic plan for CE tutoring (after implementation) and continue to study tutoring in concept and practice

Presentation of the report to WDC has been rescheduled for June 14th.

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 continuing to expand their membership to include additional external partners including, the San Diego Society for Human Resource Management, the East County Economic Development Council, the San Diego North Economic Development Council, and the South County Economic Development Council. Additionally, the DSNs will invite a primary trade organization from each sector to participate. In partnership with the SDI Center of Excellence, the DSNs are actively engaging employers within their sector to validate the knowledge, skills and abilities that define college CE programs of study, and learn about work-based learning and job placement opportunities. The Employer Engagement workgroup has established strategic goals and will now create a Strategic Plan.

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