

STRONG WORKFORCE PROGRAM NEWSLETTER

MARCH 4, 2019 – EDITION 4

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 a Spanish language version of the regional website, www.careered.org, increased awareness of CE programs and community colleges through sector specific targeting, and updates to the campaign including a college photoshoot that will provide sector specific photography of the region’s own students to be used in the campaign going forward. The Improving the Student Enrollment Experience (college website redesign) project is officially underway with MiraCosta on track to finish in April 2019. Initial discovery meetings with Grossmont and Cuyamaca have begun and Imperial Valley is on deck to start next with a target completion date of fall 2019.

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

Regional staff are working with the CCCCO to begin the process of distributing the \$14.7 of K-12 SWP funding. The Review Team chose the Selection Committee members who have been authorized by the CCCCO and notified. The selection committee will receive training by the CCCCO and regional staff through the week of March 22nd. The committee will have from March 22nd through April 22nd to review and score the applications which are due on March 15th.

The K-12 to community college mapping project will be completed by April 10th and results will be shared at that time. The Career Pathways workgroup will hold an Adult Education/Noncredit strategic planning session on April 9th from 1 to 4p.m. at Miramar College. The planning session is open to any interested parties. The next Career Pathways workgroup meeting will be held on March 7th and is open to all partners.

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

The Pathway Navigation team was excited to host the first Community of Practice Symposium on February 25, 2019. The event was held at Cuyamaca College from 10a.m.-3p.m. Some of our regions “promising practices” were highlighted along with the opportunity for participants to learn best practices in the areas of intake, orientation, and career planning before education planning.

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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

The WBL Assessment results have been shared with the ROC and WDC, and we have begun to explore the disaggregated data in order to inform our coordinated efforts at the regional level. Our first regional convening for WBL Coordinators and Job Placement Case Managers is scheduled for March 4th—the same day we're hosting a regional employer engagement, WBL, and job placement process mapping retreat where subject matter experts from every college will begin to connect where college and regional processes can support improved student employment outcomes.

There are three upcoming professional development events for faculty. The New World of Work Curriculum Training will be held on Thursday, April 11th and Friday April 12th (information and registration: tinyurl.com/SD.nwow); the Work-based Learning Summit will be held on Friday, April 26th (information and registration: tinyurl.com/SD-wbl); and the 21st Century Skills Symposium will be held on Friday, May 3rd (information and registration: tinyurl.com/SD21st).

TUTORING WORKGROUP

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

The CTE Tutoring Survey was launched on January 23, 2019. Results will be compiled and shared 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 continues to focus on mapping a regional engagement process that works for students, industry and our region's colleges. The workgroup started mapping internal processes, from a regional perspective, for tracking all aspects of correspondence and interaction with employers and external partners to establish a cohesive and transparent approach. As a part of this approach, a needs assessment has been drafted to guide stakeholders while meeting with employers. The group continues 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. As an initial step in this partnership, the workgroup has collaborated with the San Diego Regional Economic Development Corporation to acquire their sector data for analysis and comparison to regional data.

Interviews for the Health DSN were held on March 1st and the successful candidate should be announced within the next two weeks.