

STRONG WORKFORCE PROGRAM NEWSLETTER

MAY 6, 2019 – EDITION 6

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 currently reviewing regional research projects developed in Tableau, a data visualization tool that allows readers to interact with data. There are two products in Tableau: 1.) a labor market demand and supply analyzer and 2.) a knowledge, skills, and abilities (KSA) analyzer. The committee is testing the tools and providing feedback before they are released this summer. Additionally, in April, the SDIC Center of Excellence for Labor Market Research (COE) released six labor market briefs, including Web Developers, Computer User Support Specialists, Accounting Occupations, and others. These reports can be found at www.myworkforceconnection.org/lmi.

MARKETING COMMITTEE

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

The Regional Career Education Marketing project continues to make significant progress toward the goal of increasing CE enrollment by one percent annually. The priority sector college photoshoot has been completed, and photographs are currently being reviewed and edited. All photos from this shoot will be used in regional and individual campus marketing efforts. The Improving the Student Enrollment Experience project is wrapping up at MiraCosta, and is on track to hand-off in May 2019. Grossmont and Cuyamaca are quickly progressing and have been socializing the project to stakeholder groups at both campuses. Palomar has signed on to work with Civilian on this effort, and will engage in a partial website redesign. A meeting to review the proposed scope of work is scheduled for May 8, 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

The K-12 Selection Committee (SC) completed its work of evaluating the K-12 applications for the \$14.7 million K-12 SWP funding on Friday, April 26th. Chancellor's Office will announce the LEAs that were funded 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 update was shared with the committee on April 16th, and will be shared with the wider K-12 community on May 22nd. Attendees will have the opportunity to give input on the next steps for the career mapping project. The Career Pathways workgroup held Middle/High School and Adult Education/Noncredit strategic planning sessions in April. The purpose of the planning meetings is to set specific goals for the two areas in support of achieving the Career Pathways goals.

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 April, the Pathway Navigation group started hosting "Virtual Engagements" as part of their Community of Practice. The virtual engagements began on April 17th with presentations from Mesa, Grossmont, and Southwestern College. The colleges presented on promising practices regarding student intake, orientation and career planning before education planning. Dates are being scheduled for May, with Skyline and Pasadena City College. Additionally, the new resource library is now live. Here is the link: <https://swp-library.myworkforceconnection.org/resources/>.

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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 workgroup is continuing to develop out the work processes around job placement, work-based learning, and employer engagement. These processes will help inform from a regional perspective where regional collaboration is possible and what types of technology solutions could help connect students to the colleges, careers, and employers. We look forward to sharing more detailed information at your May 6th SDICCCA meeting. Fifty-four classroom faculty, counseling faculty, and career center staff representing each of the region's ten institutions have become certified to teach New World of Work's 21st Century Skills Curriculum. The curriculum includes ten dimensions of skills that are the most in demand by employers such as adaptability, analysis, collaboration, communication and digital fluency, to name a few. The region made a commitment to embed these skills in coursework throughout students' journeys at our colleges. The New World of Work is one delivery system for the 21st Century Skills curriculum. In the coming months, we will be sharing a new investment with you that will integrate 21st Century skills across the curricula in our colleges.

TUTORING WORKGROUP

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

The CTE Tutoring Survey has closed, and the workgroup is diving into the data from over 1,500 respondents, analyzing both quantitative and qualitative data. More than 1,100 written comments were received, and are providing a depth of insight into the development of themes and recommendations for CTE Tutoring in the region. The report will be delivered to WDC on May 10th.

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 expanding their membership to include additional external partners such as 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. In addition, each DSN was asked to invite a primary trade organization from each sector to participate. The DSNs are working diligently in the field, building their industry sector profile and validating the knowledge, skills, and abilities (KSAs) for their sector. The goals for the workgroup will be finalized at the next meeting.