

STRONG WORKFORCE PROGRAM NEWSLETTER

NOVEMBER, 2019 – EDITION 11

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 planning a regional workshop for deans/associate deans, and institutional researchers to focus on Comprehensive Needs Assessment (Perkins V requirement). The purpose of this workshop is to discuss legislative requirements of the comprehensive needs assessment, come up with the data structure, and vet the process with key stakeholders. All colleges are encouraged to send administrative and research representatives, and bring their Perkins transition plans to ensure the most robust discussion. The workshop will take place on October 25th from 11am to 2:30 pm at SD Miramar College.

The Data & Research Committee also discussed a more structured approach for regional workgroups to submit data requests to colleges. The committee co-chairs will bring a proposed approach to WDC for discussion.

Additionally, the COE released an environmental scan titled, “Regional Profile: Imperial County” and the following Program Recommendation (PR) reports: Solar Photovoltaic Installers: Imperial County; Interpreters and Translators: Imperial County; Pharmacy Technicians: Imperial County; Water and Wastewater Treatment Plant and System Operators: Imperial County; Management Occupations. These reports can be found at <http://myworkforceconnection.org/labor-market-information/labor-market-briefs/>

MARKETING COMMITTEE

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

The Regional Career Education (CE) Marketing project continues to make progress toward the goal of increasing CE enrollment by one percent annually. Year 2 of the campaign will continue to focus on 1.) increasing enrollment, and 2.) awareness of the quality and availability of career education. Over the next year, special consideration will be given to conversion and return on investment (ROI). Each individual college has begun collecting and tracking application and enrollment data based on referrals from CareerEd.org.

The Improving the Student Enrollment Experience (ISEE) project continues to progress. Civilian has completed MiraCosta’s website, and it has been handed off to them for user testing and internal socialization; their launch date is tentative. Grossmont and Cuyamaca’s websites are near completion, with a hand-off date in late October; their launch date is tentative. Imperial Valley and Palomar have both launched their partial engagement projects, and are working diligently to make progress.

The regional Career Education website (www.careered.org) has been updated to include a new section for noncredit classes (<https://careered.org/free-noncredit-career-training/>), as well as the addition of all Career Education programs to the program finder (<https://careered.org/college-program-finder/>).

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-14 Career Pathways workgroup approved the regional goals for 2019-20 at their August 28th meeting. The goals can be found [here](#). The Middle School/High School workgroup also completed the process of updating their 2019-20 goals in addition to their workplan for the academic year, and approved both at the August 27th meeting. The goals and workplan can be found [here](#).

The regional staff are preparing for the second round of K-12 SWP funding awards, and have scheduled six regional convenings; one in each community college district. The application will be released on October 1st and go live in NOVA on November 1st. All applications are due on December 18th. Please work with the LEAs within your service area to partner on their application.

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 hosted its second Community of Practice event, which was held at Miramar College on Friday, October 4th from 9 a.m. to 1 p.m. The agenda included presentations about CCCMyPath implementation at IVC, MiraCosta College, and Palomar College. The event was well-attended, and featured a poster session where

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college teams presented on their current strategies for implementing intake, differentiated orientation and career planning before education planning. Preliminary feedback reviewed by the chairs indicates that the participants would like to hear more from practitioners on the areas of intake, orientation, and career planning.

In December, the colleges will be submitting plans for the 2021-2022 school year, which are due on December 20th. A template for the plans will be provided to the colleges, and training will be provided to the college leads on October 30th. The last quarterly report for July 1st- September 30th was due on October 15th. Please check in with your college CSSO to view the plan for your school.

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

Work has wrapped up on WBL, job placement, and employer engagement process maps, which will be used to develop student-centered, data-informed processes at each of the region's ten institutions. This year, we will focus on data collection methods as part of our efforts to increase and improve WBL and job placement practices at each institution. This effort will have an impact when reporting on the new CCCCO MIS work-based learning data element, and increase the Student Centered Funding Formula and Strong Workforce Incentive Funding outcomes across the region. This month's Community of Practice event will provide a networking opportunity for WBL coordinators, job placement case managers, and regional directors in order to improve collaboration and synergy across the region.

STUDENT RETENTION, SUCCESS & SUPPORT

Chairs: Tina Ngo Bartel, Center of Excellence Director; and, Mollie Smith, Regional Chair

The Regional Consortium released a Request for Applications (RFA) for the student retention, success, and support investment. The investment supports faculty and institutional researchers' participation in a "Strong Workforce Faculty Institute: Rethinking the Student Experience for Retention and Success." The purpose of the Institute is to inspire faculty to 1.) think critically about their courses in terms of retention, persistence, and success outcomes; 2.) examine course data with researchers to better understand current outcomes; and 3.) use that information to develop promising solutions in the classroom that improve outcomes.

The Institute will have three components: 1.) two in-person professional learning events; 2.) a faculty project; and 3.) an investment in research to support the work at each college. Through the RFA, funding will be available to increase the research capacity at each campus—up to \$250,000 for a period of performance of three years. Colleges are required to respond to the RFA by November 22, 2019 and submit a list of participating faculty—no more than 25 and no fewer than 20. An information session was held for faculty on October 1st at 9 a.m. and 3 p.m. to assist Career Education Deans with recruitment for the Institute.

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

Regional Directors, Employer Engagement (previously known as DSNs) and the Director of Strategic Partnerships are actively developing employer partnerships within their sectors. The primary focus of employer engagement is centered upon developing sector profiles and sector strategies for the region, in collaboration with the COE. 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.

Regional staff continue to develop and strengthen relationships with external partners, specifically the San Diego Regional EDC, San Diego Workforce Partnership, and other EDCs in the region, with the intent of coordinating employer engagement and leveraging regional resources. Regional staff and college CE deans are collaborating with the Regional EDC to create criteria for "preferred training providers." Under the grant awarded to the San Diego Regional EDC by JP Morgan Chase, "preferred training providers" will be educational programs that align their curriculum with fast-growing occupations, and provide training in an accelerated time frame. Lastly, the Employer Engagement Workgroup has been finalizing their process mapping and aligning those processes with the Work-Based Learning and Job Placement processes.