

# STRONG WORKFORCE PROGRAM NEWSLETTER

MARCH 2, 2020 – EDITION 15

## 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 clarifying and scoping the data request for the new regional research project focused on online courses in career education. After this request is appropriately vetted, it will be sent to institutional researchers. The data will then be analyzed on a regional level. The committee is also exploring a regional examination of the new MIS data element for work-based learning (WBL), SG21. The work will be done in collaboration with the WBL workgroup. Researchers and deans are preparing for their college breakout sessions at the SWP Faculty Institute on February 28, 2020. Cuyamaca presented on the Equity-Minded Teaching and Learning Institute (EMTLI), as an example of data-informed professional development for faculty that focuses on equity and student success.

Additionally, the San Diego-Imperial Center of Excellence for Labor Market Research (COE) released the program recommendation report: Business Information Occupations. It can be found at <http://myworkforceconnection.org/labor-market-information/labor-market-briefs/>.

## MARKETING COMMITTEE

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

All ten colleges are tracking applications and collecting data based on referrals from CareerEd.org. Between October 2019 and January 2020, 480 individuals referred directly from CareerEd.org have clicked “Apply Now” on individual college websites.

Grossmont and Cuyamaca’s websites have transitioned to internal socialization and they anticipate a Spring 2020 launch. Imperial Valley has begun in-depth design work using themes from their existing CMS, Joomla. Palomar achieved sitemap approval and has started the development of content wireframes.

The year 3 scope of work and related activities began in February 2020 and will further expand on efforts to increase career education enrollment and perception in the region.

## 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 K12 SWP round two selection committee completed the process of evaluating, scoring and deliberating on the applications. The committees’ recommendations for funding have been forwarded to the CCCCO for final approval. A workgroup and co-chairs for Adult Education and Noncredit (AE & NC) were formulated to facilitate implementation of the goals. Next steps include scheduling monthly meetings for developing a workplan. The AE & NC goals can be found [here](#). Brainstorming has begun toward the possibility of hosting a Counseling Institute that would resemble the design of the upcoming Faculty Institute.

## 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*

All the colleges submitted their 2020 plans. Three colleges were funded and the remaining seven colleges are working to resolve questions regarding their plans. The regional chair and WestEd staff met with all of the colleges that did not immediately receive funding. Colleges were extended the offer of technical assistance and several of the colleges have accepted. The Pathway Navigation workgroup started planning their Spring 2020 Community of Practice event, which will take place in May 2020.

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## 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 Career and Employer Engagement Technology Recommendations report is under review by workgroup members and the CE deans. Conversations are ongoing to reach a conclusion and adopt recommendations for both tools. Multiple stakeholders (such as CIOs, CSSOs, career center faculty and staff, IT professionals, and others) will be folded in as the conversation progresses. The workgroup is also closely monitoring a number of items coming from the CCCCO and the governor's proposed budget. The region's colleges are poised in a particularly strong position to take advantage of the proposed \$20 million in competitive grants to expand and institutionalize work-based learning efforts seeded by regional investments at each college. Discussions have begun on how colleges may collect and report student participation in work-based learning to ensure compliance with new CCCCO MIS data element, SG21. The regional chair and WestEd are working with the Community of Practice to facilitate development of individual college work-based learning and job placement processes.

## STUDENT RETENTION, SUCCESS & SUPPORT

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

The kickoff event for the Strong Workforce Faculty Institute was held on February 28, 2020 at the Sheraton San Diego Hotel & Marina (1380 Harbor Island Dr., San Diego, CA. 92101). The event featured a keynote speaker from ESCALA Educational Services, followed by a demo of the investigative project, college breakouts, and "lightning talk" speakers (similar to TED talks). All ten colleges participated in the Institute, to include 21 researchers and 248 faculty--62% of which were Career Education and 68% were full-time faculty. The second in-person convening will be held on September 25, 2020. The Region was excited to host this event and is encouraged by the overwhelming interest from all levels at the colleges. A new RFA will be released that will provide additional funding to colleges to accelerate retention and success projects that are already in progress at the colleges. The funding will have to be spent by December 2020. The RFA will be released the week of March 2, 2020.

## EMPLOYER ENGAGEMENT WORKGROUP

*Margie Fritch, Dean, Career Technical & Extended Education, Palomar College*

Each of the Regional Directors is making progress validating the labor market information for their sectors, and collecting the knowledge, skills, and abilities needed for the region's fastest-growing jobs. The first sector strategy RFA will be for the alignment of Software Developer, and will be released by May 1, 2020. This occupation profile is the result of information gathered by the regional director and the Advancing Cities grant project. The SDREDC announced San Diego Mesa and MiraCosta as recipients of the Preferred Provider designation for Software Developer. The designation will allow San Diego Mesa and MiraCosta software development students to apply for paid internships over the summer. The RFA will allow additional colleges to align their curriculum with the employer demand, be designated as a Preferred Provider, and allow their students access to the internships. Additionally, the region collaborated with Northrop Grumman to expand an internship program already offered to Palomar and MiraCosta students. Northrop requested students from San Diego Mesa, San Diego Miramar, and San Diego City apply for internships because they already have partnerships with high schools in that service area. Eight students at the aforementioned SDCCD colleges received internships.