

STRONG WORKFORCE PROGRAM NEWSLETTER

June 1, 2020 – EDITION 17

DATA & RESEARCH COMMITTEE

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

The committee is working on gathering, cleaning, and compiling data on Career Education online courses from the community colleges. After the colleges submit data to the region, the information will be analyzed at the regional level. The Regional Comprehensive Needs Assessment report for Perkins V was developed in partnership with UCSD Extension and shared with the committee. UCSD Extension conducted 15 interviews with agencies that serve special populations--as defined by Perkins V--and seven interviews with individuals from those special populations. The report is expected to be finalized and published by the end of May 2020.

Additionally, the San Diego-Imperial Center of Excellence for Labor Market Research (COE) updated the [labor market briefs page](#) on the regional website to allow users to find reports more easily. These briefs are used as endorsements in the regional program recommendation process, and have become integral to the process of providing labor market information for occupations and programs to the deans before they are recommended to the Chancellor's Office.

MARKETING COMMITTEE

Chairs: Danene Brown, Dean, Business & Technology, Mesa College and Molly Ash, Marketing Coordinator, Region

All colleges are tracking applications and collecting data based on referrals from CareerEd.org. Between October 2019 and April 2020, 512 individuals referred directly from CareerEd.org have clicked "Apply Now" on individual college websites.

Colleges were asked to submit stories of their faculty and students who helped provide personal protective equipment (PPE) to healthcare professionals during the on-going pandemic. Numerous inspiring stories were received and will be highlighted in an upcoming social media series.

All colleges have submitted their proposals for the \$50k internal retention-based marketing funding. The proposed projects demonstrate creativity and cross-collaboration between campus departments and the region.

Civilian continues efforts to achieve the goal to increase the awareness and perception of Career Education in San Diego and Imperial Counties through tactics such as social media, digital advertising, native advertising and eblasts. A link to the monthly marketing updates can be found in the [resources library](#).

K-14 CAREER PATHWAYS WORKGROUP

Chairs: Jennifer Patel, DSN Business and Entrepreneurship, MiraCosta College; Kathleen Porter, Executive Director, Career Technical, Adult and Alternative Education, Poway Unified School District; and, Kim Zant, Career Pathways Manager, Region

The K-12 and community college partners engaged in a roundtable discussion to update goals for the 2020-21 year. The feedback was integrated into the current goals in an effort to compare areas of opportunity for continuing the work. Building and strengthening the region's career development activities, and improving and expanding the career pathways system, will be focus points for the workgroup. Hiring of the K-12 pathway coordinators is underway and the release of the round three K-12 SWP grants is expected in August 2020 with the applications due in December 2020.

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 workgroup held a successful Community of Practice event on May 1, 2020 via Zoom. The theme of the event was "Career Planning before Education Planning". The event hosted over 80 participants from across the region. The Pathway Navigation college leads met on May 21, 2020 to focus on generating ideas for future

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CoP engagements. WestEd continues to provide technical support to colleges requesting assistance. Nine of the ten Pathway Navigation year two plans have been funded and the last college has almost completed their plan.

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 has been reviewed by workgroup members and the CE deans. Conversations are ongoing to reach a conclusion and adopt recommendations. Multiple stakeholders (such as CIOs, CSSOs, career center faculty and staff, IT professionals, and others) will be folded in as the conversation progresses. Discussions have begun on how colleges may collect and report student participation in work-based learning to ensure compliance with the 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 Strong Workforce Faculty Institute project team is currently working on the follow-up learning event scheduled for September 25, 2020 (for a recap of the first kickoff event, click [here](#)). Given the current COVID-19 situation, the learning event will most likely be held in a digital or virtual format. The San Diego-Imperial COE met with the college teams and received positive feedback regarding the Institute. In the monthly check-in meetings, deans and researchers demonstrated how Zoom could be used to engage faculty by setting up breakout rooms and conducting live polls/surveys. Faculty had direct experience in learning in a remote environment and could use those practical examples in their courses.

A new RFA for up to \$100K per college was released to provide additional funding to colleges to accelerate retention and success projects that are already in progress at the colleges. Fifty-thousand was provided to mitigate transition to on-line learning. The funding will have to be spent by December 2020. All ten colleges submitted plans for using the funds.

EMPLOYER ENGAGEMENT WORKGROUP

Margie Fritch, Dean, Career Technical & Extended Education, Palomar College and Kevin McMackin, Director of Strategic Partnerships, Region

Each of the Regional Directors is making progress toward the goal of 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 for Software Developer (ICT) was released May 13, 2020. This occupation profile is the result of information gathered by the ICT Regional Director and from employers involved in the Advancing Cities grant project. The RFA is open to all colleges in the region. The second phase of Advancing San Diego was released last Friday, May 8, 2020, with a focus on Engineering. Colleges interested in applying to become Preferred Providers are able to apply now through June 1, 2020. Regional Directors continue to coordinate with colleges in the San Diego-Imperial region to collaborate with the Healthcare industry and Office of Emergency Services to address the need for PPE.