

STRONG WORKFORCE PROGRAM NEWSLETTER

May 4, 2020 – EDITION 16

DATA & RESEARCH COMMITTEE

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

The committee has been developing a data request for a new regional research project focused on online courses in Career Education. After vetting the scope of the request with the WDC and Data & Research Committee members, this online course data request has been sent to institutional researchers. After the colleges submit the data to the region, the information will be analyzed at the regional level. The committee has also been updated on the Regional Comprehensive Needs Assessment. UCSD Extension is conducting interviews with organizations that serve special populations as defined by Perkins V. The committee communicated with UCSD Extension to continue with the process, complete as many interviews as possible and have a report summary by the end of April.

Additionally, the San Diego-Imperial Center of Excellence for Labor Market Research (COE) released the following program recommendation reports: Cloud Technician Occupations, Firefighters, Dental Assistants and Web Developers. These briefs can be found at <http://myworkforceconnection.org/labor-market-information/labor-market-briefs/>.

MARKETING COMMITTEE

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

All colleges are tracking applications and collecting data based on referrals from CareerEd.org. Between October 2019 and April 2020, 508 individuals referred directly from CareerEd.org have clicked “Apply Now” on individual college websites.

Imperial Valley and Palomar have each received their final website design packages from Civilian. They are the last two colleges participating in the Improving the Student Enrollment Experience project with Civilian. The colleges have received the offer of technical assistance training sessions, and the events will be scheduled at the colleges’ convenience. Civilian has offered to extend their availability for technical assistance until December 31, 2020.

The regional team has been working closely with Civilian on how to best support the outreach and retention efforts at the individual colleges. The PIOs participated in a virtual meeting on April 20, 2020, and the Marketing Committee will meet virtually on May 7, 2020. 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.

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 K14 Pathways Partnership workgroup resumed meeting in April. A roundtable discussion transpired illuminating promising practices and obstacles encountered in the implementation of middle school and high school career development and career pathways improvement. Two high priority items for the region emerged, to build and strengthen the region’s career development activities, and improving and expanding the career pathways system. Plans for hiring the K-12 pathway coordinators are still on track. The release of the round three K-12 SWP grants will be similar to round two. The Adult Education and Noncredit workgroup continues to make progress toward achieving the goals of increasing awareness of adult education and noncredit programs at institutions and for students; ensuring curriculum and instruction incorporates skills that align with industry needs; ensuring students have access to training programs and career pathways with multiple entry and exit options; and examining equitable learning across student populations.

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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 is developing the May 1, 2020 Community of Practice event which will now be delivered online. The topics of this Community of Practice will be focused on career planning. The group still plans to hold an in-person Community of Practice at a later date. The Pathway Navigation workgroup will convene the college leads the second or third week of May. WestEd continues to provide technical support to colleges requesting assistance. Seven of the ten Pathway Navigation year two plans have been funded and the other three are almost complete.

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 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. 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

As a follow-up to the Strong Workforce Faculty Institute, the San Diego-Imperial Center of Excellence (COE) released an eNews that provided an overview of the event, which can be found [here](#). The Region was excited to host the kickoff event and is encouraged by the overwhelming interest from all levels at the colleges. The San Diego-Imperial COE is trying to support all the colleges involved in the Institute as they transition to their remote learning environments. 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.

EMPLOYER ENGAGEMENT WORKGROUP

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

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 will be for the alignment of Software Developer, and will be released the week of May 4, 2020. This occupation profile is the result of information gathered by the Regional Director and the Advancing Cities grant project. Regional Directors have been coordinating with colleges in the San Diego-Imperial region to collaborate with the Healthcare industry and Office of Emergency Services to address the need for Personal Protective Equipment (PPE). Community Colleges donated PPEs and loaned 18 ventilators (valued at \$400,000) to local hospitals. SDCE, City and Palomar Colleges have loaned out their 3D printers for this effort. City, MiraCosta, Mesa, and Palomar Colleges are currently working on printing face shields and adjustable face straps for surgical masks. Hospitals and federally qualified health centers requested 2,500 face shields and 330 have been printed and donated along with 250 face straps. Two organizations, World Wide Network of Learning (WWNL) and Johnson Matthey, provided donations for colleges to purchase the materials for the face shields.