

STRONG WORKFORCE PROGRAM NEWSLETTER

August 3, 2020 – EDITION 18

DATA & RESEARCH

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

The Data & Research Committee provided feedback on various region wide research-related projects such as the regional marketing evaluation survey for internal stakeholders. Additionally, the committee is reviewing existing surveys (e.g., [CTEOS](#)) that collect students' information on entrepreneurship and the gig economy to see if there is a better way to streamline the process.

The San Diego-Imperial Center of Excellence for Labor Market Research (COE) updated the [labor market briefs page](#) on the regional website and uploaded the following briefs: *Unmanned Aerial Vehicle Pilots; Automotive Service Technicians and Mechanics; Industrial Automation Occupations: Imperial County; Studio Arts Occupations; and Multimedia Journalism Occupations*. These briefs represent the COE's endorsement (or non-endorsement) for certain programs in the [Regional Program Recommendation Process](#). The Deans' Council reviews the COE's LMI and employers' endorsements (if any) before programs are formally recommended to the Chancellor's Office.

The COE also released the following special report: [21st Century Employability Skills: Imperial County. A summary of the report can be found here.](#)

MARKETING

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. These numbers reflect a direct positive correlation between the regional marketing campaign and increased interest and application activity for individual colleges.

The regional team and Civilian are collaborating with the Center of Excellence (COE) to identify pandemic-resilient middle-skills jobs. The list is based on updated LMI research from the COE regarding the best/most interesting career choices for post-COVID workforce (stable, long-term need combined with local availability and living wage) cross referenced with programs at the ten colleges. The goal is to make it easy for job seekers to access programs that provide long-term stable employment. These programs will be featured on CareerEd.org and used in targeted press outreach.

In early August 2020 the regional team will be conducting a survey to evaluate current and inform future marketing investments. Select stakeholders who have had involvement in the regional marketing efforts will be asked to respond. Survey results will be analyzed by the COE and will be presented to constituent groups in mid-September 2020.

The monthly marketing updates can be found in the [resources library](#).

K-14 CAREER PATHWAYS

Chairs: Amertah Perman, Dean, Career Education and Workforce Development, San Diego Community College District; Al Love, Senior Director, College and Career Leadership, San Diego County Office of Education; Denise Cabanilla, Director, Higher Education and Adult Learning, Imperial County Office of Education; and, Kim Zant, Career Pathways Manager, Region

The K-14 Career Pathways partnership workgroup engaged in a roundtable discussion to update goals. Participant feedback emphasized continued commitment to build and strengthen the region's career development activities and improve and expand the career pathways system. Three new co-chairs will lead the workgroup in 2020-21. Denise Cabanilla from the Imperial County Office of Education; Al Love from the San Diego County Office of Education; and Amertah Perman from San Diego Community College District will serve as the new leadership team.

The workgroup is in the final stages of identifying a program finder tool that can be used by prospective students to choose a program of study at one of the ten colleges. The likely choice was developed by the Orange County Regional Consortium. Once the official tool has been chosen, it will be vetted through appropriate governance.

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Two of six regional K-12 pathway coordinators have been hired. RFAs for round 3 of the K-12 SWP grants are expected to be released mid-August 2020, with the applications due in October 2020. The state-wide WestEd team is scheduled to present their Adult Education and Noncredit mapping data to the Adult Education and Noncredit workgroup.

PATHWAY NAVIGATION

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 of the colleges' year two action plans were funded. The colleges are asked to provide feedback on their implementation progress every 90 days as an implementation strategy. The next community of practice will be held in the fall, and save-the-dates have been sent to all of the colleges. College leads continue to meet periodically and the next meeting is planned for early November 2020. WestEd continues to offer technical support to colleges requesting assistance.

WORK-BASED LEARNING/JOB PLACEMENT

Chairs: Larry McLemore, Dean, Career & Technical Education, Cuyamaca College; and, Kevin McMackin, Director of Strategic Partnerships, Region

The ongoing focus of the Work-Based Learning/Job Placement (WBL/JP) workgroup is providing support as colleges develop processes for delivering work-based learning and job placement. WestEd is providing technical assistance to the college WBL and job placement teams to facilitate development of their processes. Additionally, the Data and Research Committee is working with researchers to ensure compliance with the new CCCCO MIS data element, SG21. The WBL/JP workgroup will work closely to ensure alignment of process with data collection.

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 with San Diego State University to provide a virtual event for faculty participants at the second convening on September 25, 2020. (For a recap of the first kickoff event, click [here](#).) The Faculty Institute community of practice (i.e., college teams) met and agreed that participants should be surveyed about what they would like to learn at the follow-up event. The project team will take those responses and use them for planning purposes.

Additionally, Institute participants are required to submit their project forms online by July 31, 2020. The online form has a series of quantitative and qualitative (reflection) questions as well as prompts for an action plan in the classroom.

EMPLOYER ENGAGEMENT

Chairs: Margie Fritch, Dean, Career Technical & Extended Education, Palomar College; Tina Ngo Bartel, Center of Excellence Director; and, Kevin McMackin, Director of Strategic Partnerships

Each of the Regional Directors (RD) is making progress toward the goal of validating labor market information for their sectors, and collecting the knowledge, skills, and abilities needed for the region's fastest-growing jobs. Five colleges submitted applications for the Software Developer (ICT) RFA that was released May 13, 2020. The RFA was available to all ten colleges in the region. The occupation profile was the result of information gathered by Duane Rinehart, ICT Regional Director, and from employers involved in the Advancing Cities grant project. Ruishan Chow, Advanced Manufacturing Regional Director, will present the sector profile and strategy at the August 2020 Workforce Development Council meeting. It is anticipated the next sector RFA investments will focus on Advanced Manufacturing, Advanced Transportation and Logistics, and phase II of the ICT sector investment.