

STRONG WORKFORCE PROGRAM NEWSLETTER

September 14, 2020 – EDITION 19

DATA & RESEARCH

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

The Data & Research Committee discussed changes to the CTE Outcomes Survey (CTEOS) and the [CTEOS Research Academy](#). The survey has been modified to ask students questions related to the COVID-19 pandemic, including, but not limited to, how the pandemic has affected their employment. Additionally, the CTEOS Research Academy will be offered completely online with the [option to register for specific learning modules](#). A regional forum to discuss the work-based learning (WBL) component, SG21, in the Chancellor's Office MIS Data Mart is scheduled for September 18, 2020. Forum participants will review how colleges currently capture WBL activities and discuss regional collaboration on how to capture the data.

The San Diego-Imperial Center of Excellence for Labor Market Research (COE) recently released the [Resilient Jobs](#) study, which analyzes resilient occupations during the Great Recession and the COVID-19 pandemic and provides recommendations for the community colleges as they prioritize resources during this difficult time. Also, in case you missed it, the San Diego-Imperial COE released the special report, [21st Century Employability Skills: Imperial County](#) and updated the [labor market briefs page](#) on the regional website.

MARKETING

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

The Center of Excellence (COE) released a Resilient Jobs report in late August 2020. Civilian and the regional team identified the best career choices based on stability, longevity, local availability, and sustainability. They cross referenced the careers with programs at the ten colleges to provide job seekers with access to programs that provide long-term sustainable employment in the region. These programs will be featured on CareerEd.org and used in targeted press outreach.

To support enrollment at each of the colleges, Civilian developed paid social media posts for select career education programs. Each college identified one career education program to be highlighted on regional social media platforms.

In early August 2020, the regional team deployed a survey to evaluate current marketing investments and inform future marketing expenditures. The survey was sent to select stakeholders who have had involvement in the regional marketing efforts. Forty-seven stakeholders responded. A preliminary review of the responses indicate that the future marketing investment should continue to focus on promoting career education programs and raising awareness of middle-skills jobs. The highest rated activities were the regional CareerEd.org website, student success videos, and press articles. Comprehensive survey results will be analyzed by the COE and will be presented to constituent groups in late September 2020.

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

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 Career Pathways workgroup held their first meeting of the 2020-21 academic year and confirmed goals, long-term outcomes, and prioritized projects. The priority projects for the year include: 1) completion of the regional Program Finder Tool(s), development of a sustainable cycle for updates, and development of a marketing campaign to increase use of the tool; 2) development of a K14 Pathways project team will present the state data collection report to the workgroup. The Adult Education and Noncredit workgroup will review proposed FY 2020-21 goals at the September workgroup meeting. In addition, the WestEd Pathway Mapping project team will present their state data collection report to the workgroup.

STRONG WORKFORCE PROGRAM NEWSLETTER

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

The Pathway Navigation workgroup hosted their first Community of Practice event on August 31, 2020. Over 80 participants registered for the event. The next community of practice will be held in October, save-the-dates will be sent to all of the colleges. The theme for both events is equity. College leads continue to meet periodically to discuss implementation issues at their colleges. 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 work-based learning and job placement (WBL/JP) is providing support to colleges as they develop processes for delivering services to students at their colleges. WestEd is providing technical assistance to college teams to facilitate development. 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 is working with the Data and Research Committee to ensure alignment of processes with data collection.

STUDENT RETENTION, SUCCESS & SUPPORT

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

The Strong Workforce Faculty Institute participants submitted their online project forms on 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. The Faculty Institute community of practice (i.e., college teams), the Regional Consortium, and the COE are reviewing the online forms before the professional learning event on September 25, 2020.

The Faculty Institute project team is currently working with San Diego State University to develop a virtual professional learning event for faculty participants. For a recap of the first kickoff event, click [here](#). A draft agenda of the September 25, 2020 event has been shared at the WDC and Deans' Council meetings.

EMPLOYER ENGAGEMENT

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

Each of the Regional Directors (RD) has been engaging employers to validate the labor market information for their sectors. They ask employers to validate the existing occupations and share the knowledge, skills, and abilities needed for the region's high-wage high-demand jobs. Ruishan Chow, Advanced Manufacturing Regional Director, presented the sector profile and strategy at the August 14, 2020 Workforce Development Council meeting. The next sector RFA investments will focus on Advanced Manufacturing, Advanced Transportation, Entrepreneurship, Logistics, and phase II of the ICT sector investment. The application period for the third phase of Advancing San Diego will open on September 1, 2020. This phase of the Advancing San Diego initiative will focus on business operations and business engagement.

K14 PROFESSIONAL DEVELOPMENT

Chairs: Heather Cavazos, Coordinator, Region; and, Monica Rosas, Coordinator, Region

The region's new Professional Development (PD) team is currently collaborating with the SWP workgroups to create the K14 professional development 2020-2021 activity calendar. Activities include implementation of best practices to address the region's professional development needs and collaboration with the Regional Directors. The PD schedule can be found here: [2020-2021 Professional Development Schedule](#).