Regional Oversight Committee
Wednesday, September 9, 2020
3:00-5:00pm
Zoom Meeting

Members Present: Diana Arredondo, Glyn Bongolan, Danene Brown, Stephanie Bulger, Sunny Cooke, Michelle Fischthal, Deedee Garcia, Martha Garcia, Jesse Lopez, Will Olmstead, Sharon Sampson, Christina Sharp, Minou Spradley, Al Taccone, Denise Whisenhunt
Regional Staff: Molly Ash, Sally Cox, Tina Ngo Bartel, Mollie Smith
Guests: Claudia Estrada-Howell, Ben Gamboa, Kevin McMackin, Amertah Perman, Kim Zant

Minutes

S. Cooke called the meeting to order at 3:02pm

1. Welcome and introductions

2. Approve minutes from 5.13.20
   - Motion to approve by D. Brown, second by W. Olmstead, **unanimously approved.**

3. Review of regional priorities and model
   - M. Smith shared a review of the regional priorities and student focused implementation model. The overview included a reminder of the 2015 Strong Workforce Task Force recommendations, regional investments, curriculum recommendations, regional coordination and priorities, and the current implementation structure and model. The full presentation can be found here. S. Cooke noted the importance of the intentional alignment of Strong Workforce with the work of community college and K12 Guided Pathways and equity.

4. SWP Outcomes: D. Brown presented Strong Workforce outcomes by region and by college. Highlights included:
   - By region:
     - 6% increase in students who attained a noncredit workforce milestone (2015-16 to 2018-19)
     - 2% increase in students earning 9+ units (2015-16 to 2018-19)
     - 17% increase in students who earned a degree, certificate, or apprenticeship journey status (2015-16 to 2018-19)
   - By college – Promising Practices
     - The full presentation can be found here, and a comprehensive list of the college's promising practices, as well as contact information can be found here. M. Smith noted that the promising practices are from 2017-18 and that practices from 2018-19 are currently being compiled.

5. Budget: S. Cox shared the following fiscal updates:
   - *Current status*: round three spending is almost complete and we are beginning to spend round four. The round five allocation has been announced, but we are still awaiting the incentive funding allocation. The round four investment includes 71% direct to college investments and 29% region-wide investments. As Strong Workforce progresses through the funding years, a larger percentage of the allocation goes to the colleges. Budget highlights include:
     - Round 3
       - adjusted budgets to meet spending deadlines
       - reallocated funds to acceleration/online transition and internal marketing
       - invested in retention & success and faculty institute
       - all funds are committed
     - Round 4:
       - an additional year for work-based learning
       - Faculty Institute (year 2)
       - sector based investments include aligning curriculum and improving equity outcomes
       - college-based career education marketing
     - Round 5 recommendations:
       - enhance Faculty Institute and add Counselor Institute
       - industry-relevant short-term career programming
       - sector based investments

     More detail can be found in the [full presentation](#).
   - *Spending guidelines*: the Chancellor's Office is concerned about the slow pace of spending and the lack of fiscal reporting in NOVA. As the round five allocation has a shorter spending timeline, the colleges need to spend down their allocations. There is also a call to action to create and promote short-term programs that provide in-demand job training. S. Cook reiterated that traditionally Strong Workforce funds had to be focused on increasing FTEs, but that there is an opportunity now to emphasize employer based training (not-for-credit and fee based). M. Fischthal noted that the existing funding metrics do not consider the emphasis on those types of opportunities. S. Cooke confirmed that while the traditional metrics have not changed, the message from the Chancellor's Office is that the current focus is on employment.
   - *Year 4 Plan*: the proposed detailed round four update plan can be found [here](#).
   - *New Investments*: M. Smith shared a document outlining all the new regional SWP investments. M. Fischthal asked if the new recommendations have gone through the governance process. M. Smith confirmed that the proposed investments have been developed over several years with the input of all constituent groups and the deans and WDC are scheduled to receive the same information on 9.11.20.

6. Retention, Success & Support
   - [SWP Faculty Institute](#) (*video*): T. Ngo Bartel shared a Strong Workforce Faculty Institute promo video created by Palomar College that highlights the benefits of incorporating data analysis into program review. She noted that each college has been asked to submit a video that will be shared on the event website and with the other colleges.
   - SWP Faculty Institute Cohort #2 with mentors – New Investment: T. Ngo Bartel shared that there will be an opportunity for participants from the first cohort to become mentors (data coaches) for the second cohort of faculty. The best practices and lessons learned from the mentors will provide the second cohort with a more robust experience.
   - Counselor's project: T. Ngo Bartel shared that the Faculty Institute model will be replicated for counselors. The counselors will be provided with labor market information and a series of quantitative and qualitative questions. The activity will provide counselors a new perspective of how to use relevant information to assist the student in making an informed decision about their path.
   - Work-based learning (WBL) – faculty: An ad-hoc committee from the WBL workgroup is developing a

WBL training for faculty. M. Smith shared that the idea came out of the work-based learning community of practice and is being led by faculty. The proposal is to provide faculty with training on baseline work-based learning practices including SG 21, the new MIS data element for WBL.

7. WBL and Job Placement
   - Community of Practice – develop college processes: Colleges are working with their campus teams to develop WBL processes. The colleges have the option to receive technical assistance from WestEd and the regional staff. There will be a second round of WBL funding available to colleges once they have developed their processes. Two of the colleges will have spent their round one funding in December, and there was a request for additional funding. Each of the colleges would receive $100k for 12 months, which must be spent by 12.31.20. The funding to each college is contingent upon them having their processes developed.

8. Investments
   - Continuous improvement: M. Smith shared the new continuous improvement model that demonstrates the region's practice of using assessment, planning, intervention, and implementation to drive improvement.
   - Sector investments. The Regional Directors and Director of Strategic Partnerships, in partnership with the SDI Center of Excellence, have been developing sector profiles and strategies for each of the six high- wage high-demand sectors. The information for each sector was constructed with the same protocol; common research methodology, employer validation, assessment of college programs, and presentation of the profile and strategy to the WDC and any other interested groups.

     All investments will include curriculum alignment or creation of new curriculum. Colleges will be allowed to customize their interventions to improve retention, success and completion across all groups. Colleges will be required to attend an informational meeting, submit an 'intent to apply', attend a project consultation, and provide baseline data on enrollment, retention, success and completion. The order of investments below indicates that the regional directors have all of the requisite information to present a profile and strategy to the region.
        - ICT – Software development: The curriculum portion RFA been released. City, Mesa, Miramar, SDCE, and MiraCosta applied. There is still an opportunity for the other colleges to apply later.
        - Advanced Manufacturing – <u>New Investment:</u> R. Chow presented at the 8.14.20 WDC meeting.
        - Healthcare – <u>New Investment:</u> C. Lafuente will present at the 9.11.20 WDC meeting.
        - Entrepreneurship – <u>New Investment:</u> J. Patel will present at the October WDC meeting.
        - Logistics – <u>New Investment</u>: J. Kropp will present at the November WDC meeting.

     Colleges will have the opportunity to apply for any of the projects where they can grow and improve program outcomes. M. Spradley noted that the transition to online learning has been a challenge for faculty and they have not had time to participate in other projects. S. Cox shared that there is no flexibility on the spending timeline. M. Fischthal asked if these investments can be used to support the online development of CE courses. M. Smith confirmed that would be an appropriate use of funding.

   - Accelerated programs (not-for-credit – noncredit – credit) – <u>New Investment:</u> M. Smith shared that this investment is for colleges to deliver not-for-credit programs, noncredit programs, or credit programs that can be completed within four to twelve weeks. Additionally, colleges could develop new noncredit or credit programs that can be delivered within the same timeframe. She requested assistance in drafting the RFA. M. Smith invited M. Fischthal to participate and Michelle said she would recommend a representative from SDCE.
   - Technology Adoption
        - Hubspot (*demonstration*) – <u>New Investment:</u> K. McMackin shared an overview and demonstration

of the Hubspot CRM. He noted that a CRM improves contact with employers, increases tracking of metrics, and improves collaboration and communication without overwhelming employers. The recommendation is to adopt Hubspot for the Regional Directors and a small group of users from the region.

o Program Finder Tool – New Investment: K. Zant shared a demonstration of the proposed program finder tool that will allow students, parents, and counselors to browse the region's high school and community college career education programs across industry sectors. The recommendation is to implement this public facing program finder tool. S. Cooke asked how the data would be maintained. K. Zant shared that the K12s will assist in pulling their data from the CDE and that the college information is already being collected for the careered.org program finder. S. Sampson noted that it is important that the career pathways be clearly defined for the students.

9. Career Pathways
   • K-12 SWP – Imperial Valley 25%: M. Smith ask the group to entertain a motion to allocate 25% of the K-12 SWP to Imperial Valley. She reminded the group that region's allocation is largely influenced by Imperial Valley's high unemployment. ROC made the decision to reaffirm their practice of setting aside 25% of the funding for Imperial Valley for the third year. Motion to approve by S. Cooke, second by A. Taccone, **unanimously approved.**

10. Data/Research
    • [Resilient Jobs Study](): T. Ngo Bartel shared that the Resilient Jobs study has been released and will be presented at the 11.4.20 ROC meeting. She cautioned against using this data as a justification to retire programs. Historically, sectors that suffer an employment decline during a recession often bounce back.

11. Marketing
    • Local CE marketing – New Investment: Funding will be available to each of the colleges to market their career education programs.
    • Survey results preview: D. Brown shared that the regional marketing survey closed at the end of August and results will be analyzed and distributed mid-September.

12. Other
    • 2020/21 ROC Membership: M. Ash shared the current membership composition. She noted several vacancies that need to be filled. The faculty vacancies will be addressed at the 9.11.20 Deans' Council meeting.
    • Communication to constituents: S. Cooke reminded the group that as a member of the ROC there is a responsibility to share the information presented to all constituent groups. She encouraged frequent and effective communication.

Next Meeting: November 4, 2020; 3:00-5:00pm; location TBD

Archived meeting minutes and handouts (including meeting recording) can be found at
https://myworkforceconnection.org/resources/?params=#roc