

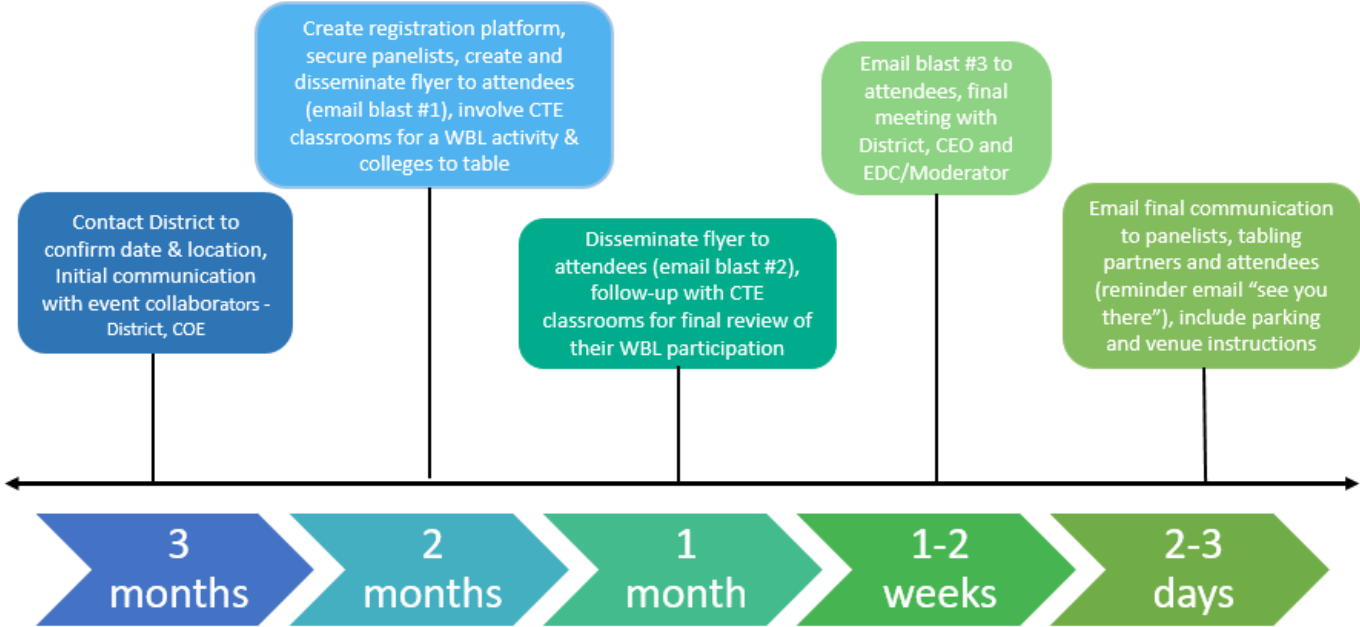
**San Diego & Imperial Counties Community Colleges  
 Promising Practices  
 Career Education Parent Night**

**Event purpose:** Educate parents/students about high wage, high-demand jobs. Increase awareness of and enrollment in Career Education programs at CA Community Colleges and how they tie into K12 districts Career Pathways.

**Event components:**

- K12 district and CTE pathway information
- Centers of Excellence (COE) or K12 Pathway Coordinator: labor market information (LMI)
- Industry/EDC: panel & moderator
- Community College CE staff to provide information about CE programs, Adult Education and Non-Credit programs
- Additional components to include K12 district CTE classrooms for WBL activity and a tabling portion with local colleges and universities offering highlighted programs
- Optional element would be to offer translator service (district office to pay and contract service)

**Timeline overview:**



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**Event sample agenda:**

6:00 pm	Welcome - K12 District Superintendent or College & Career Readiness Department Director (5 min)
6:05 pm	K12 District Career Pathways Information (highlight important knowledge, skills & abilities) - District CTE Team (10 min)
6:15 pm	Labor Market Information (LMI) Presentation & College Program Info. If COE or K12 Pathway Coordinator present, they incorporate College Program information. If another institution presents this, invite local community college CE Dean to co-present (25 min)
6:40 pm	Economic Development Institution (EDC) – moderator intro (5 min)
6:45 pm	Industry Panel to represent 3 to 4 sectors in sub region that align with District pathways (25 min)
7:10 pm	Q & A (15 min)
7:30 pm	Closing – School District representative (5 min)

**Sample questions for panelists:**

1. Please introduce yourself and your company.
2. What resume and interviewing tips do you recommend for a recent graduate?
3. What should and should not be included in a resume?
4. Is having a LinkedIn or other social media account necessary when applying for positions?
5. How often does HR look into applicant's social media, and does it influence the hiring decision?
6. How important are industry certifications?
7. What type of employability or soft skills are needed in your industry?
8. What do both high school and college students need to do to increase their chances of getting into a job related to the field they are studying?

**Detailed timeline****3 months**

- Confirm date and location: secure venue that can host 150-200 people
- Confirm LMI presentation with Centers of Excellence (COE), SD Workforce Partnership, K12 Pathway Coordinator or other staff trained on LMI
- Identify 3-4 sectors (or pathways) to highlight
- Secure moderator, an ideal moderator is a local chamber president/CEO or an economic development professional (i.e. South County EDC President or North County EDC Director) who is familiar with the local economy

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### **2 months**

- Create event flyer (in English and Spanish; Sometimes in Arabic)
- Set up online platform to support parent registration (i.e. Eventbrite or Simpletix)
- K12 district to email event flyer blast #1 to parents and students
- Secure industry panelists: 3 to 4 maximum
  - Each panelist should represent a sector or two. For example, if the most important sectors in the sub-region are Health, Information Communication Technologies & Digital Media and Manufacturing; invite representatives from *Qualcomm*, *Kaiser Permanente* and *General Atomics*
- Secure translators as needed by your audience (Spanish and Arabic)
- Optional: Invite partner community colleges and/or 4-year universities to table at event (encourage them to bring college branded giveaways)
- Optional: Involve CTE classrooms for a WBL activity (i.e. CTE pathways table at event, culinary pathway to provide snacks/refreshments, arts and media pathway assist with audio and technical assistance during the event or live streaming event for parents who cannot attend. Tips for a successful Facebook livestream [here](#))

### **1 month**

- Disseminate event flyer via email blast #2 to parents and students
- Follow-up with CTE classrooms for review of their WBL participation, provide feedback
- Send sample questions and an update on registrations to moderator and panelists

### **1-2 weeks**

- Disseminate event flyer via email blast #3 to parents and students
- Meet with Economic Development Institution (EDC) and Centers of Excellence (COE) to go over event details, bring final agenda (see example above)
- Final follow-up with CTE classrooms for review of their WBL participation, provide feedback
- Request Career Education guides, sector specific one-pagers and CE branded materials from San Diego and Imperial Counties Community Colleges
- Create survey/event evaluation to distribute at event

### **2-3 days**

- Reminder email “see you there” with flyer to panelists, tabling partners and attendees with parking information and venue instructions
- Final communication with logistics to District, COE, EDC/Moderator & panelists
- Final communication with venue facilities and IT department (i.e. AV, podium, projector, screen, panel table, chairs & microphones)
- Assign roles to planning team, point of contacts for: refreshments, translator, COE, moderator and panelists (suggestion for moderator & panelists - district leadership)
- Pick-up the Career Education guides or Sector Specific One Pagers from San Diego and Imperial Counties Community Colleges
- Purchase refreshments if culinary students not providing

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### *Day of*

- Print list of attendees from Eventbrite or SimpleTix for registration
- Print event agenda for all attendees and surveys/event evaluations
- Place event signage near venue (don't forget to bring your branded banners/tablecloths)
- Optional: Reserve special parking spots for panelists & moderator
- Set up marketing materials table, including Career Education guides

### *1 week post*

- Send thank you email to COE, EDC/Moderator & panelists with links to pictures (if any taken)
- Compile survey/event evaluations results and send thank you email to parents who attended

### **Resource library**

- San Diego & Imperial Counties Community Colleges resources:
  - San Diego & Imperial Counties Community Colleges Career Education: <https://careered.org/>
  - San Diego & Imperial Counties Community Colleges Regional Consortium - Sector Regional Directors for Employer Engagement: <https://myworkforceconnection.org/>
- Parent Engagement resources:
  - Parent Engagement Background Research: <https://myworkforceconnection.org/resources/parent-engagement/>
- Career Guidance/Development resources:
  - O\*Net Online: <https://www.onetonline.org/>
  - My Next Move Career Videos: <https://www.mynextmove.org/find/videos>
  - California Career Zone web-based career exploration: <https://www.cacareerzone.org/>
  - Road Trip Nation Career Exploration Videos: <https://roadtripnation.com/explore>
  - San Diego Workforce Partnership Priority Sector Posters <https://workforce.org/posters/>
  - Centers of Excellence Priority Sector Posters: [https://myworkforceconnection.org/wp-content/uploads/2018/12/Posters\\_Priority-Emerging-Sectors\\_24x36\\_2018-11-28-1.pdf](https://myworkforceconnection.org/wp-content/uploads/2018/12/Posters_Priority-Emerging-Sectors_24x36_2018-11-28-1.pdf)
  - Employment Development Department Employment Projections: <https://www.labormarketinfo.edd.ca.gov/data/employment-projections.html>
  - The California Career Center: <https://www.calcareercenter.org/>
- Labor Market Information (LMI):
  - Centers of Excellence for Labor Market Research, San Diego and Imperial Counties: <http://www.coecc.net/region/SanDiegoImperial.aspx>
  - San Diego Workforce Partnership: <https://workforce.org/reports/>
- San Diego and Imperial Counties economic and workforce development ecosystem:
  - San Diego Regional Economic Development Corporation: <https://www.sandiegobusiness.org/>
  - Imperial Valley Economic Development Corporation: <http://www.ivedc.com/>
  - South County Economic Development Council: <https://www.southcountyedc.com/>
  - East County Economic Development Council: <https://eastcountyedc.org/>

## San Diego & Imperial Counties Community Colleges Promising Practices Career Education Parent Night

- North County Economic Development Council: <https://www.sdnedc.org/>
- Other economic resources such as government agencies or sector specific associations. The latter are usually governed by a national headquarter but have chapters in most states and large cities. Some examples:
  - *Advanced Manufacturing*
    - Society of Women Engineers: <https://swe.org/>
    - Society of Manufacturing Engineers: <https://www.sme.org/>
    - National Institute of Standards and Technology: <https://www.nist.gov/topics/manufacturing>
  - *Advanced Transportation & Logistics - also includes careers in renewable energy*
    - California Advanced Transportation and Logistics Sector website: <https://atleducation.org/>
    - The Solar Career Map: <https://irecsolarcareermap.org/>
    - Cleantech San Diego: <https://cleantechsandiego.org/>
  - *Business and Entrepreneurship*
    - Small Business Administration: [www.sba.gov](http://www.sba.gov)
    - CA Community College Business & Entrepreneurship Sector: <https://www.businessandentrepreneurship.net/>
  - *Health*
    - Health workforce Initiative: <https://ca-hwi.org/>
    - Human and Health Services Agency: <https://www.sandiegocounty.gov/hhsa/>
  - *Information Communication Technologies & Digital Media*
    - San Diego Cyber Center of Excellence: <https://sdccoe.org/>
    - CA Community College Information Communication Technologies & Digital Media Sector: <https://ictdmsector.org/>
  - *Life Sciences & Biotechnology*
    - California Life Science Association: <https://califesciences.org/wp-content/uploads/2017/12/CLSAs-2018-CA-Life-Sciences-Industry-Overview-Infographic-Final.pdf>
    - Biocom, Life Science Association of California: <https://www.biocom.org/>