

STRONG WORKFORCE PROGRAM NEWSLETTER

October 12, 2020 – EDITION 20

DATA & RESEARCH

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

Researchers and interested stakeholders attended the CTEOS Research Academy held in September 2020. The CTE Outcomes Survey (CTEOS) 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.

Representatives from the San Diego and Imperial Counties Community Colleges hosted a forum in September 2020 to discuss the work-based learning (WBL) component, SG21, in the Chancellor's Office MIS Data Mart. Forum participants reviewed how colleges currently capture WBL activities and discussed regional collaboration on how to capture WBL data in the future.

The San Diego-Imperial Center of Excellence for Labor Market Research (COE) released and presented 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, 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 [Program Finder](#) on the regional website was updated by all ten institutions in mid-September 2020. This information is updated twice a year in effort to provide the most up-to-date program information for potential students. The functionality of the Program Finder's search feature has also been improved to make it easier for users to find information on programs of study.

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 highlight on regional social media platforms. Across all ten programs, the paid posts resulted in a reach of 29,279 people and 626 clicks to program websites for more information.

Using data from the COE's Resilient Jobs report, the regional team is continuing to refine the workforce resilience campaign. The campaign includes a microsite on the regional website highlighting the top 10 pandemic-proof careers trained for by our region's community colleges, a dedicated marketing effort to reach the communities hit hardest by COVID-19, as well as creation of local press opportunities.

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 K14 Pathways Partners workgroup held their first meeting of the 2020-21 academic year on September 16, 2020. The approved 2020-21 goals, long-term outcomes, and prioritized projects were presented and are located [here](#). The workgroup will move to a Community of Practice (CoP) that will meet every third month. The CoP will provide a space and time for a variety of updates and reports from regional Local Education Agencies, community colleges, SWP workgroups, Regional Directors, CTE Directors, new K12 Pathway Coordinators, and others. The Career Pathways workgroup will meet on October 21, 2020 and the discussion will focus on the K12 to Community College Public Facing Program Finder launch planning (marketing and the promotional plan development), and Early College Credit priority project planning. The Adult Education and Noncredit workgroup approved goals for FY 2020-21 at the September 8, 2020 workgroup meeting. WestEd presented preliminary data from the Pathway Mapping initiative and each Adult Education organization expressed the need to review their data sets for accuracy.

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PATHWAY NAVIGATION

Chairs: Claudia Estrada-Howell, Supervisor, Transfer Center and Career Guidance Center, Mesa College; Javier Ayala, Dean, Career & Technical Education & Workforce Development, Grossmont College; and, Henry Covarrubias, Dean of Student Services and Special Projects, Imperial Valley College

The workgroup is excited to host its second “Community of Practice” event of the fall on October 30, 2020. The theme for this event is equity and the student voice. Colleges will begin new 90-day action plans this month and will be submitting their reflections from the previous 90 days. 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 & Research Committee to ensure alignment of processes with data collection. The workgroup chair and regional staff continue to engage other constituents in the region in discussions about technology adoption.

STUDENT RETENTION, SUCCESS & SUPPORT

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

In February 2020, 245 faculty members across the ten institutions applied to the Strong Workforce Faculty Institute. In August 2020, 223 faculty members submitted an action plan, resulting in a 91% retention rate for the Institute. Prompts for a classroom action plan were part of a series of quantitative and qualitative (reflection) questions in an online form that the faculty had to submit to the Regional Consortium as part of their participation in the Institute.

The follow-up professional learning event for the Institute occurred on September 25, 2020. Dr. Tanis King Starck from San Diego State University presented on the topic, *Educators in a Changing World: Addressing Cultural Differences in the Online Classroom*. This keynote was followed by breakout sessions, which expanded the community of practice (COP) beyond the college-specific cohort. Each breakout session or COP had at least one faculty representative from each college who shared their action plan.

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 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. Advanced Manufacturing and Healthcare Regional Directors presented their sector profiles and sector strategies to the Workforce Development Council. The remaining Regional Directors will present their sector profiles and strategies to the region in the coming months. A new RFA to address the sector strategies was released on September 29, 2020 and can be found at: [Regional Strong Workforce Program \(SWP\) Request for Applications \(RFA\): Priority and Emerging Sector Strategies](#)

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K14 PROFESSIONAL DEVELOPMENT

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

The Professional Development (PD) team co-hosted the Regional Work-Based Learning (WBL) SG21 Forum on September 18, 2020. All ten institutions were represented and a second forum is tentatively scheduled for November 2020. Advanced Manufacturing month is currently underway with many activities including a 2-day professional development virtual event for K14 educators on September 23 & 24, 2020 where 65 K14 educators joined from Oakland, San Francisco, Los Angeles, Riverside, Long Beach, Redding, San Diego & Imperial counties. In addition, four weekly WBL virtual events are happening throughout October 2020 for K14 educators, parents and students. These activities include several virtual tours given by industry partners who will discuss how to measure competencies, the importance of industry certifications, as well as equity and inclusion in the manufacturing and engineering fields. The first K14 Health Sector Discussion Forum will kick off on October 15, 2020, wherein the Regional Director will present the health sector profile and an industry partner will share insight about how COVID-19 has affected employees entering the healthcare workforce.

The PD team continues to collaborate with the SWP workgroups to develop Fall 2020 events including a region-wide roll out to inform colleges about Credit for Prior Learning course eligibility and the Counselor Conference: Counseling for Career Resilience. The PD schedule can be found here: [2020-2021 Professional Development Schedule](#).