Regional Oversight Committee
Wednesday, November 4, 2020
3:00-5:00pm
Zoom Meeting

Members Present: Diana Arredondo, Leroy Brady, Danene Brown, Sunny Cooke, Michelle Fischthal, Martha Garcia, Vikash Lakhani, Jesse Lopez, Will Olmstead, Daniel Ortiz, Jr., Tina-Marie Parker, 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, Kevin McMackin, Amertah Perman

Minutes

S. Cooke called the meeting to order at 3:03 pm.

1. Welcome and introductions

2. Approve Minutes from 9.9.20
   - Motion to approve by S. Sampson, second by J. Lopez, **unanimously approved** with the following edits: correct the spelling of Fischthal on page 3, add A. Taccone to the attendees, and A. Perman to the guest list.

3. Four Year Regional Plan Review: S. Cox shared a review of the Strong Workforce Program Four Year Plan draft. The plan includes an overview of the governance structure, accomplishments, an inventory of the regional projects, and next steps. The final plan is due to the Chancellor's Office by January 31, 2021. The draft plan can be found here. S. Cox requested that all ROC members review the document and provide feedback as well as disseminate the document to their constituents and request feedback.

4. Technology Adoption: M. Smith shared the following updates:
   a) Hubspot: Is a regional CRM that will capture contacts with employers, provide tracking of metrics, and facilitate collaboration and communication across the colleges without overwhelming employers. This tool was approved at the 9.9.20 ROC meeting and regional staff are moving forward to adopt the tool. It is unclear how many colleges will want to use this tool as the region needs to decide on whether to adopt the career engagement tool.
   b) Program Finder Tool: Is an interactive tool that will enable students, parents, and counselors to browse the region's high school and community college career education programs across industry sectors. Adoption of this tool was approved at the 9.9.20 ROC meeting and is in the contracting process.
   c) Career Engagement Tool: The region contracted with WestEd to examine career engagement tools for the purpose of choosing one tool to capture employer contact information, WBL opportunities, and job opportunities for students. WestEd produced a final report and a recommendation to adopt

Jobspeaker. The deans started the process of vetting the report and decided that the decision to adopt a regional tool should be made by ROC and SDICCCA. The purpose of this agenda item is to ask ROC to provide a recommendation on whether to adopt a regional tool or not.

     i. Guiding Principles: The region developed a set of overarching, regional-level and college-level guiding principles that were adopted by the Deans' Council on 10.9.20.

     ii. K-12 Strategic Planning: The region is going to conduct strategic planning with the County Office of Education and County LEAs around the delivery of WBL in the region. The K-12 partners also engage in WBL as part of their College and Career Readiness standards.

     iii. Process steps till now: The region completed the following steps to choose a tool: Created a regional goal to adopt a tool; developed criteria for choosing the tool; selected a tool (Jobspeaker) based on the criteria; completed a pilot project; and conducted a second evaluation of new tool options which included validating the original criteria. The original intent was to vet Jobspeaker from the bottom-up with the final approval coming from SDICCCA. However, the regional deans are requesting that ROC and SDICCCA make a decision before moving forward with adoption.

     iv. Decision: A decision needs to be made about whether or not to continue to move forward with adopting a regional tool. S. Cooke asked if there is a tool that is being promoted at the state level by the Chancellor's Office. M. Smith stated that she did ask that question, and at this point there is not. M. Fischthal asked if any campus IT personnel have been involved yet. M. Smith noted that engagement with IT personnel has not started yet. The deans decided the decision to opt-in or not needs to occur before all the other stakeholders are integrated into the process. M. Garcia asked if there is a current allocation of funding set aside for this platform. M. Smith stated that funding for the tool is not in the current budget. There has been discussion about funding a position at each college for one year to facilitate implementation. There is no designation of ongoing funding at this point. M. Smith reminded everyone that the region is funding a Job Placement Case Manager who will use this tool as a resource to serve students. M. Spradley affirmed that since the tool and guiding principals have been adopted by the Deans' Council, the question should be presented to SDICCCA. M. Fischthal stated that there have been concerns with the sharing of employer information into a regional tool and asked what the conversations around that issue have been thus far. M. Smith noted that while that hasn't been formally brought up, the region is aware that this will be an issue which is why this decision to opt-in or not is important. C. Estrada-Howell agreed that the data sharing piece may be big road block. Thirteen out of 20 ROC members voted to support moving forward with acquiring a regional tool. S. Cooke and M. Garcia abstained from the vote. The topic will be presented to SDICCCA on 12.7.20.

5. WBL and Job Placement
   a) WBL round 2 funding – M. Smith shared that a second round of WBL funding ($100k) is available for colleges who have spent their round one funding and have demonstrated their WBL processes. The additional year of funding to each college is contingent upon them having their processes developed. This allocation must be spent by 12.31.21.
   b) Work-based learning for faculty – M. Smith shared that the WBL workgroup has started developing WBL faculty training. The areas will include a description of WBL, the benefits and importance, examples of tools and best practices, delivery methods, and professional development. The development process is being led by Kelly Metz-Matthews from San Diego City College and Richard Weinroth from San Diego Continuing Education. A request will be presented to the deans for additional faculty from the colleges to participate in the development process.

6. RFA Sector investments – M. Smith gave a presentation on the RFA sector investments. The presentation included an overview of the foundation for the sector investments, a review of the purpose, and the process for the RFA. The full presentation can be found here. She also shared the following updates:
    a) Current: ICT/Software Development – Adv Mfg – Entrepreneurship – Health: These RFAs have all been released to the colleges to apply for funding.
    b) Consultations: The consultations have been going very well and most proposals have been in alignment with RFA goals.
    c) New sector profiles will be released on 11.13.20, Biotech and Cybersecurity and on 12.11.20, Logistics.
    d) Accelerated programs: M. Smith shared that a group is developing a short-term training RFA for the region. An outline of the proposed RFA will be presented at the 1.13.20 ROC meeting.

7. Marketing
    a) Local CE marketing RFA released: D. Brown reminded the group that the marketing RFA has been released to all the colleges. The goal of the RFA is to provide funding of up to $50k to each college to support college-based marketing initiatives that increase the awareness, recruitment, retention and success of career education students. The deadline to apply is 11.6.20.
    b) Marketing survey results: D. Brown and M. Ash shared feedback from the regional marketing survey and the regional stakeholder meeting. Survey results indicate focus areas include continuing to market programs that train for high-demand, high-wage middle-skill jobs but currently suffer low enrollment rates and raising awareness about high-demand, high-wage middle-skill jobs. This can be accomplished through success tactics such as press release articles, creation of student success videos, and maintenance of CareerEd.org. The overall goal of the next year of the marketing campaign will be to increase access and information to programs that lead to careers. M. Fischthal asked if noncredit will be more of a focus next year. M Ash confirmed that noncredit and employer/industry engagement will be a priority. The full marketing survey analysis can be found here.

8. Other
    a) ROC membership: M. Garcia shared the current membership which has two vacant CBO positions and one vacant District Instruction position from GCCCD. She noted that the process for filling these vacancies has been discussed with SDICCCA.
    b) Communication to constituents: M. Garcia reiterated the importance and responsibility of the group to communicate information back to their respective campuses and district offices.

Next Meeting: January 13, 2021; Zoom

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