

STRONG WORKFORCE PROGRAM NEWSLETTER

December 7, 2020 – EDITION 22

DATA & RESEARCH

Chairs: Tina Ngo Bartel, Center of Excellence Director, Region; and, Alex Berry, Program Manager, San Diego Continuing Education

In the most recent Community of Practice for the Strong Workforce Faculty Institute, the committee members discussed the *Labor Market Information & Student Employment Data* track, and how the COE will incorporate that information into the second version of the Faculty Institute (i.e., Faculty Institute 2.0). The COE requested a TOP-SOC-CIP crosswalk from each college, which was developed during the “code alignment” process led by WestEd a couple of years ago. The COE uses these codes to produce [labor market briefs](#), which can be used for the Regional Program Recommendation Process, biennial review, program review and other analyses. Most recent labor market briefs include: Addiction Counseling and Treatment Occupations; Admin of Justice and Police Academy Occupations; Computer Support Occupations; Construction Inspection Occupations; Electricians; Financial Services Occupations; Industry Overview for Government; Health Information Technology Occupations; Medical Assistants; Paralegal Occupations; and Rail Car Occupations.

The COE partnered with the Regional Directors to develop the sector strategies that are then presented to the workforce community at the Workforce Development Council. The sector strategies are the foundation for the sector strategies and are embedded in the RFA. The sector strategies RFA provides funding to the colleges to align their curriculum with labor market information and apply for other support to improve their programs.

Committee members also continue to discuss how to include the student voice in Strong Workforce initiatives. One idea is to survey and engage alumni as speakers, partners on advisory boards, and in other roles in support of the student journey. The workgroup continues to discuss how best to support the colleges as they implement SG21.

MARKETING

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

Civilian developed paid social media posts for select career education programs to support spring 2021 enrollments. Each college identified one career education program to be highlighted on regional social media platforms. Across all ten programs, the first round of the paid posts resulted in a reach of 24,355 people and 571 clicks to program websites for more information. A second round of paid posts will occur during the first two weeks of December and cumulative results will be shared in the January newsletter.

The regional team and Civilian hosted a regional Career Education marketing stakeholder meeting on November 3, 2020. Stakeholders were invited to a presentation on the cumulative efforts and outcomes achieved over the last three years. Participant feedback was collected to not only validate the work that has been done to-date, but to help inform efforts for the next year of the campaign. Forty stakeholders participated in the meeting.

Using data from the Center of Excellence's *Resilient Jobs* report, the regional team and Civilian are finalizing the workforce resilience campaign, titled *Back2Work*. A marketing committee meeting was held on October 29, 2020 to review and approve the pandemic-proof careers that will be highlighted, as well as the plans for the microsite, local press opportunities, and campaign tactics and success metrics.

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; and, Denise Cabanilla, Director, Higher Education and Adult Learning, Imperial County Office of Education

The K-14 Pathways Partners workgroup held their third meeting of the 2020-21 academic year on November 18, 2020. The participants engaged in focused discussions about the Program Finder tool and early college credit for career education pathway completion. The Program Finder Tool group discussed data integrity, planning, and processes. During the early college credit discussion, existing regional resources and best practice guides were reviewed and shared definitions were explored. Work group members will be reviewing this content and providing feedback to inform regional definitions and preferences for a

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regional early college credit handbook. The first meeting on the K-14 Career Pathways Partnership Community of Practice (CoP) is scheduled for Wednesday, December 16, 2020. This CoP is open to all K-14 Career Pathway professionals.

On Thursday, November 19, 2020 parents joined the San Marcos Unified School District Parent Series called *The Compass & Connections Series...Navigating the Future Together*. The Professional Development team delivered a career education presentation titled *Growing Industries/Sectors* in their presentation where they focused on top, in-demand jobs and careers in San Diego (specifically in North County), as well as where to study in order to acquire the technical skills needed to pursue them. Here is the [recording link](#).

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 hosted its second Community of Practice on October 30, 2020 via zoom. Four diverse student voices from across the region highlighted the event. The student panel was moderated by Stephanie Lewis, Dean of Career and College Transitions from San Diego Continuing Education. Colleges have been working on executing 2020 project plans (due December 18, 2020) for the final quarter of 2020. Colleges are also developing year three (January 2021 - December 2021) project plans. 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/Job Placement (WBL/JP) is providing support to colleges as they develop an infrastructure and processes for delivering services to students at their colleges. Colleges are demonstrating their work-based learning and job placement processes during the workgroup meetings. Miramar was the first college to present the WBL and job placement processes. Southwestern and Cuyamaca will present their work in December. Receiving additional funding for WBL is contingent upon demonstrating that WBL and job placement processes were developed. Additionally, the Data & 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. 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 the first version of the Faculty Institute (i.e., Faculty Institute 1.0), participants analyzed *Course-level Enrollment, Retention & Completion Data* with their deans and institutional researchers. This *Course-level Enrollment, Retention & Completion Data* track will continue in the Faculty Institute next year, with a new cohort beginning in summer 2021. The *Labor Market Information & Student Employment Data* track will begin in spring 2021, which will be open to the first, inaugural cohort of the Faculty Institute and to other faculty and career counselors. The San Diego-Imperial Center of Excellence for Labor Market Research (COE) will provide the training for this track.

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 is reaching out to 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. Sector profiles and recommendations for Advanced Manufacturing, Health, Business & Entrepreneurship, Cybersecurity and Biotech have been presented to the Workforce Development Council. A sector profile and strategy for Supply Chain and Logistics is scheduled for December. The region released a sector strategies RFA that will allow colleges to align their

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programs with the up to date labor market information. The most recent release of the RFA can be found at: <https://myworkforceconnection.org/strong-workforce-program/introduction-2/>

K-14 PROFESSIONAL DEVELOPMENT

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

The Professional Development (PD) team and the Regional Directors for Health and ICT/Digital Media hosted K-14 Sector Discussion Forums for over 60 educators. The Health forum highlighted the CNA → LVN → RN → Specialty Nursing pathway and included two guest speakers from Sharp HealthCare. The ICT & Digital Media forum included Regional Director, Duane Rinehart, who delivered the ICT & Digital Media sector profile analysis and a guest speaker from the U.S. Department of State Bureau of Information Resource Management discussed careers in the U.S. Federal Government.

The final professional development virtual event for Fall 2020 is the Counselor Conference: Counseling for Career Resilience on Wednesday, December 2, 2020 and Thursday, December 3, 2020. The PD team continues to collaborate with the SWP workgroups to develop spring 2021 events including the SWP Faculty Institute 2.0, and regional convenings about SG21 and Credit for Prior Learning. In addition, the team plans to continue to expand the K-14 Sector Discussion Forums to include the remaining sectors; Advanced Transportation & Logistics, Business & Entrepreneurship and Biotech & Life Sciences. The PD schedule can be found here: [2020-2021 Professional Development Schedule](#).