

STRONG WORKFORCE PROGRAM NEWSLETTER

January 11, 2021 – EDITION 23

DATA & RESEARCH

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

The COE partnered with the Regional Directors (RDs) to develop “sector strategies,” which examines employers’ workforce needs in the labor market by industry sector. To develop a sector strategy, the COE analyzes available LMI, hosts a regional industry advisory group (e.g., focus group) to validate the LMI, and presents the results to the [Workforce Development Council](#) with the RDs. This information is then embedded into the Regional Consortium’s “sector strategies RFA.” The sector strategies RFA provides funding to colleges to align their curriculum with the LMI. The sector strategies RFA was most recently updated with the [Logistics and Supply Chain Management Occupations](#) report.

At the Data and Research Committee meeting, the COE requested a “TOP-SOC-CIP crosswalk” from each college, which was developed during the “code alignment” process led by WestEd a few years ago. The COE uses TOP, SOC, and CIP codes to produce [labor market briefs](#), which are used for the [Regional Program Recommendation Process](#), biennial review, program review, etc. These crosswalks are necessary for the COE to provide labor market information (LMI) training for the region’s faculty. The TOP-SOC-CIP crosswalks are due to the COE on February 3, 2021.

MARKETING

Chairs: Danene Brown, Chair, Region; 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 cumulative paid posts resulted in a reach of 46,470 people and 1,221 clicks to program websites for more information.

The *Back2Work* campaign has officially launched! As a reminder, this campaign utilizes the Center of Excellence's Resilient Jobs Report highlighting pandemic-proof careers that each of our colleges train for. The campaign includes a [microsite](#), local press opportunities, and digital and print marketing to assist in increasing spring 2021 enrollment. Results will be shared with constituent groups in early spring.

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 first K-14 Pathways Partnership Community of Practice meeting was held on December 16, 2020. Over 55 career education practitioners from middle school, high school, adult education, and community college participated in the meeting. A K-14 Pathways Partnership Showcase highlighted existing partnerships throughout the region. The following four partnerships presented on their work, resources, and activities, as well as their strengths and challenges: MiraCosta College’s Quarterly Best Practices Meeting, East County Education Alliance, Education to Career Network of North San Diego County (Adult Education to College) and MAAC Community Charter School/Southwestern College Partnership. The Career Pathway Workgroup meetings will begin again in the spring, starting in February 2021.

PATHWAY NAVIGATION

Chairs: Claudia Estrada-Howell, Supervisor, Transfer Center and Career Guidance Center, Mesa College; Javier Ayala, Dean, Career & Technical Education & Workforce Development, Grassmont 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.

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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. Southwestern and Cuyamaca presented their work in December 2020. Remaining colleges will be demonstrating their processes in the New Year. Receiving additional funding for WBL is contingent upon demonstrating that WBL and job placement processes were developed. 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 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

Chair: Tina Ngo Bartel, COE Director, Region

In the first version of the Strong Workforce Faculty Institute (i.e., Faculty Institute 1.0), faculty members 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 this 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 counselors. The Center of Excellence (COE) will provide the training for this track. As previously mentioned in the Data & Research Committee section of this newsletter, for the COE to provide LMI training, colleges must provide their TOP-SOC-CIP crosswalks by February 6, 2021.

EMPLOYER ENGAGEMENT

Chairs: Tina Ngo Bartel, COE 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 was presented at WDC in December 2020. The region released a sector strategies RFA that will allow colleges to align their programs with the up to date labor market information. The most recent release of the RFA can be found [here](#).

K-14 PROFESSIONAL DEVELOPMENT

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

The Professional Development (PD) team hosted the 5th annual Counselor Conference: Counseling for Career Resilience on December 2, 2020 and December 3, 2020. Over 250 K-14 counselors, administrators and educators in the San Diego and Imperial region joined the two-day virtual conference. Breakouts covered topics such as distance career counseling, social-emotional development counseling and labor market information for in-demand jobs. Attendees also heard from dynamic speakers, Mary Walshok, Ph.D., Associate Vice Chancellor for Public Programs and Dean of Extension, University of California San Diego who presented "Closing America's Job Gap" and Helen V. Griffith, Ed.D., Executive Director, The Preuss School UC San Diego who presented "The 5G Counselor".

The PD team, along with the Regional Directors for Advanced Manufacturing and ICT/Digital Media hosted K-14 Sector Discussion Forums for over 40 educators. The Advanced Manufacturing December forum topic focused on pandemic resilient competencies by a guest speaker from Thermo Fisher Scientific. The ICT & Digital Media December forum focused on cybersecurity with two IT consultant guest speakers who shared their K-12 curriculum and roles/responsibilities of a cybersecurity engineer.

The PD team continues to collaborate with the SWP workgroups to develop spring 2021. The PD schedule can be found [here](#).