

STRONG WORKFORCE PROGRAM NEWSLETTER

March 1, 2021 – EDITION 25

DATA & RESEARCH

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

The Data & Research Committee continued discussing the “sector analysis refresh,” which will assist the San Diego and Imperial Counties Community Colleges with selecting their Priority and Emerging Sectors. The analysis will result in a matrix that compares metrics across the 11 CCCCO sectors and ranks them from #1 to #11, with #1 being the highest ranked sector based on the voted metrics. The COE will analyze both industry and occupational metrics because the 11 sectors are defined differently. For example, Advanced Manufacturing is defined by [industry \(NAICS\) codes](#). However, ICT and Digital Media is defined by [occupational \(SOC\) codes](#). Therefore, analyzing both industry (NAICS) and occupational (SOC) data will address some of the challenges behind the different sector definitions.

The committee members also discussed their goals and what they need from the region. Committee goals include 1) providing data support for existing regional projects such as marketing, pathway navigation or work-based learning; 2) investing in data informed-making professional development; and 3) acting as an advisory for other workgroups on data issues. Committee members requested that the region 1) support local campus projects including building capacity stakeholders; 2) focus on key topics for practitioners; and 3) provide additional regional professional development.

MARKETING

Chairs: Danene Brown, Chair, Region; and, Molly Ash, Program Manager, Region

Outcome data from the *Back2Work* campaign is being compiled. Preliminary metrics indicate 11,437,995 impressions were made and almost 30,000 visits to the [microsite](#) occurred. As a reminder, this campaign utilizes the Center of Excellence's (COE) [Resilient Jobs Report](#) highlighting pandemic-proof careers that regional colleges train for. The campaign includes a [microsite](#), local press opportunities, and digital and print marketing. A final outcome report will be shared with constituent groups in early spring.

In honor of CTE month, a press release highlighting the region's second annual [Impact Report](#) and the COE's Resilient Jobs Report was pitched to local news stations in both San Diego and Imperial Counties. Civilian will work directly with news stations to set up on-camera segments.

The regional staff and Civilian are working with committee members on a variety of projects including enrollment campaign planning, creation of a K-12 landing page on [careered.org](#), public relations efforts for Preferred Providers, and an op-ed highlighting all of the campus resources available to students.

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 February Career Pathways workgroup meeting was the first meeting of the new year. Workgroup members split into two breakout discussions focusing on moving early college credit projects and the Program Finder tool forward. The early college credit for career pathway completion breakout reviewed revised regional early college credit definitions and a draft outline for a future regional handbook. The purpose and intent of the handbook, essential roles, and use were discussed. The Program Finder breakout participated in a demo of the San Diego/Imperial regional tool, discussed the data update timeline, and planned for user group workshops and the public launch in March 2021. This workgroup's next meeting is Tuesday, March 16, 2021. During the next meeting, all work group members will participate in a large group presentation and discussion of the Program Finder tool and updates on the early college credit project plans.

The Adult Education & Noncredit workgroup had their first Adult Education CTE Course Mapping Training Session facilitated by WestEd on February 8, 2021. All Adult Education consortia in the region were represented. This session focused on identifying, categorizing, and coding of Adult School CTE courses. Attendees had the opportunity to practice and discuss all the steps needed

STRONG WORKFORCE PROGRAM NEWSLETTER

to carry out this work. After the first training session, each consortia received their course mapping coding worksheets to complete with their team by March 4, 2021. The plan is to reconvene next month to discuss the coding work done by each consortia team.

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

In preparation for the spring Community of Practice (CoP) event being held on Friday March 5, 2021, the workgroup has been focused on identifying key challenges that students may be experiencing when it comes to onboarding, career planning, and accessing support programs and services. The primary focuses of the CoP will be on student equity, specifically looking at structural barriers when it comes to student onboarding and career planning. Additionally, in an effort to continue to elevate the student voice, video clips from the fall CoP student panel will be shared with all CoP attendees. The video clips will also be available to everyone on the [resources library](#) webpage. The next workgroup meeting will be held on March 18, 2021 from 10 a.m - 12 p.m.

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 WBL/JP processes during the workgroup meetings. Grossmont, Palomar, Southwestern, Cuyamaca, and Miramar have all demonstrated their processes. Receiving additional funding for WBL is contingent upon demonstrating that WBL/JP 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 & Research Committee to ensure alignment of processes with data collection. Additionally, a subgroup is currently developing a WBL professional development opportunity for faculty members. 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

The San Diego-Imperial Center of Excellence for Labor Market Research (COE) met with each college team and explained the new timeline for the Strong Workforce Faculty Institute. The second cohort of the Faculty Institute will begin in spring 2022. The college research teams will continue to support the current cohort as they implement their action plans this year. Additionally, the COE and Regional Consortium will provide two add-on professional learning opportunities to support the first cohort: The COE will provide labor market information (LMI) training, which will help with program review, biennial review, and the [Regional Program Recommendation Process](#). The region is working with UCSD Extension to provide culturally relevant instructional training. UCSD Extension will host the training 1.5 hours a day for 4 days. The instruction will be recorded for an asynchronous option. UCSD Extension will then facilitate reflection sessions once a month for three months related to the instruction.

Both add-on professional learning opportunities will be offered in April 2021. Each opportunity will be limited to the number of participants from each college in their inaugural cohort. Cohort members will have the right to refuse before other faculty members take their place.

STRONG WORKFORCE PROGRAM NEWSLETTER

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, Biotech, and Supply Chain & Logistics have been presented to the Workforce Development Council. Regional Directors will continue to identify occupations, engage employers, and provide data and recommendations to colleges this year. Regional Directors and regional staff continue to engage and support regional colleges to align with the sector recommendations outlined in the RFA's. As a reminder, the region released a sector strategies RFA that will allow colleges to align their programs with 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 collaborated with the Regional Directors to coordinate the regional K-14 Sector Discussion Forums including the following sectors with industry guest speakers:

- Advanced Manufacturing, February 17, 2021- CESMII, The Smart Manufacturing Institute
- Health, February 18, 2021- Kaiser Permanente and Alvarado Hospital Medical Center
- Information Communications Technologies & Digital Media, February 19, 2021 - Neoboard, Inc. and Insulet Corporation
- Life Sciences & Biotechnology, February 25, 2021 - Pfizer and San Diego Blood Bank

All materials and recordings for the above forums are available on myworkforceconnection.org under [Educator Resources → K14 Professional Development](#). The PD team continues to collaborate with the SWP workgroups to develop spring 2021 activities. The PD schedule can be found here: [2020-2021 Professional Development Schedule](#).