



Regional Oversight Committee

Wednesday, January 13, 2021

3:00-5:00pm

Zoom Meeting

Members Present: Diana Arredondo, Leroy Brady, Sunny Cooke, Michelle Fischthal, Lorenze Legaspi, Jesse Lopez, Daniel Ortiz, Jr., Tina-Marie Parker, Nikki Salgado, Sharon Sampson, Christina Sharp, Minou Spradley, Al Taccone, Denise Whisenhunt

Regional Staff: Molly Ash, Danene Brown, Sally Cox, Tina Ngo Bartel

Guests: Claudia Estrada-Howell, Ben Gamboa, Amertah Perman

Minutes

1. Welcome and introductions

- New ROC Members: Welcome to new members **Lorenze Legaspi**, Vice President, Administrative Services, SD Mesa College, and **Nikki Salgado**, Interim Vice President, Administrative Services, Cuyamaca College

2. Approve Minutes from 11.4.20

- Motion to approve by C. Sharp, second by S. Sampson, **unanimously approved.**

3. SDICCCA Bylaws and Governance Structure: S. Cooke shared the current SDICCCA bylaws and governance structure. The documents outline each constituent group and their associated role. She noted that the Strong Workforce section of the bylaws was recently updated and was approved by SDICCCA in December 2020. M. Fischthal questioned as to whether it was intentional that the funding recommendation processes are not included in the documents. S. Cooke responded that while there are groups who guide those decisions, ultimately, the CEOs are responsible and therefore those processes are not directly addressed in the bylaws. M. Spradley asked if the San Diego- Imperial region is the only region with the extensive structure that has been created. S. Cooke confirmed that ours has been one of the regional models in the state because of our robust collaboration and decision-making processes.

4. Career Engagement Update: B. Gamboa updated the group that the career engagement tool discussion was presented to SDICCCA at the 12.7.20 meeting. The feedback from the CEOs was that more information was necessary on what tools the colleges are currently using and how they are performing, as well as what the regional implementation structure would look like. This information will be brought back to SDICCCA at the 2.1.21 meeting. As a reminder, 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. At the 11.4.20 ROC meeting, members advocated that this information be presented to the CEOs prior to further discussion about regional implementation.

5. Sector Refresh Plan: T. Ngo Bartel presented on the priority and emerging sector selection process that the region will engage in, as new sectors need to be selected. The Chancellor's Office has identified

eleven sectors; our region will use industry and occupational data to determine which sectors are the priority for our area. The selection process is as follows:

1. Region votes on industry & occupational metrics (Jan 2021). Example metrics include:
 - a. Number of establishments
 - b. Percentage of job concentration compared to nation
 - c. Job change
 - d. Average earnings per job
 - e. Annual job openings (labor market demand)
 - f. Jobs multiplier
 - g. Percentage of workers below 35 years old
 - h. Percentage of workers 55+
2. COE conducts analysis basis on metrics selected by the region (Feb 2021)
3. COE presents the analysis to the region (Mar 2021)
4. Region discusses the qualitative & quantitative information and selects Priority & Emerging Sectors (Mar 2021)

M. Fischthal asked if we are using any metrics associated with the level of education attainment needed.

T. Ngo Bartel confirmed that the above list is only a small sample of metrics and that the percentage of jobs within a sector that are middle-skill level is an identified metric. She noted that three data points will be used to examine this: post-secondary education but no degree, associate degree, and bachelor's degree and above.

6. Sector Investments: S. Cox gave an update on the sector projects. The current snapshot of each college's project status is below.

	Business	Health	Adv Man	ICT	Biotech	Logistics	
Cuyamaca			Funded	x			2
Grossmont							
IVC	x	Funded	x	x			4
MiraCosta	x	Funded					2
Palomar			Funded				1
City							
SDCE	x	x	x				3
Mesa		Funded		Funded			2
Miramar	Submitted				x		2
Southwestern	x	x	x	x			4
	5	5	5	4	1		

S. Cox also provided a highlight summary of the sector project proposals which can be found [here](#). She noted that there is an additional round of funding that will be released at the end of February 2021. This funding can be utilized for both new projects as well as additional funding for currently approved projects. She shared the following deadlines:

- New Letters of Intent for Life Sciences & Biotechnology are due **1.13.21**

- Previous proposals will be finalized by **1.15.21**
- New proposals will be finalized by **1.31.21**

7. Marketing – Back2Work Campaign: D. Brown provided an update that the Back2Work campaign launched at the end of December 2020. Digital marketing tactics such as paid social advertising, native advertising and email blasts are live. Printed mailers to lower income households will go out mid-January. Campaign results will be shared with constituent groups beginning in late February. D. Whisenhunt and S. Sampson both highlighted the need for continued diversity not only in imagery, but also in campaign messaging. M Ash encouraged the colleges to ensure they had representation on the marketing committee to help guide these conversation and decisions.

8. Conversation with Workforce Partnership: S. Cooke shared that because the workforce system has been negatively impacted by federal budget cuts, the San Diego Workforce Partnership (SDWP) has experienced significant reductions in their budget. In an effort to become less dependent on federal funding, the SDWP has begun piloting an Independent Service Agreement model. This model provides training and wrap around services to individuals in sector specific competencies, such as computer coding. If the individual completes the program and obtains a job of a certain income, SDWP will pay back a portion of the training costs to the individual. S. Cooke noted that while the university model sounds beneficial to students, it requires substantial entry level testing and is significantly more expensive than the community colleges. There have been some discussion between the SDWP and the community colleges in regards to this, but S. Cooke wanted the region to be aware of this model. T. Ngo Bartel shared an [article](#) published by EdSurge that further explains this model.

9. Other

- 2020/21 ROC Membership: S. Cooke shared the current ROC membership. Vacant positions include district instruction from GCCCD as well as past WDC Chair as D. Brown has moved into the regional chair position.
- Communication to constituents: S. Cooke reminded that group that as ROC representative it is everyone's individual duty to communicate information back to their respective campuses and district offices.

Next Meeting: March 10, 2021; Zoom

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