

STRONG WORKFORCE PROGRAM NEWSLETTER

June 7, 2021 – EDITION 26

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 continues to act as an advisory for regional research projects such as the “sector analysis refresh,” which will assist the Regional Consortium and the San Diego and Imperial Counties Community Colleges with developing sector strategies across the 11 CCCC sectors. The COE analyzed both industry and occupational metrics in the updated draft report 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 COE [presented](#) the [draft report findings](#) to the WDC, ROC, and Deans’ Council. A town hall scheduled for June 4, 2021 at 10:00 a.m. will cover a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis, which will be used in the recommendations section of the final report.

Committee goals include 1) providing data support for existing regional projects such as marketing, pathway navigation or work-based learning; and 2) acting as an advisory for other workgroups on data issues. Members continue to share and demonstrate strategies on how best to use data to inform inquiry and action around student equity. Additional equity-related tools, resources, and documents are being shared to help inform the development of equity goals for regional projects and workgroups. The long-term goal will be to create a toolkit available to assist in these efforts.

MARKETING

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

In an effort to continuously improve the functionality and impact of the regional website (careered.org), some new features have been added.

- In collaboration with the San Diego Regional EDC, the Director of Strategic Partnerships, local employers, and the Regional Directors, an updated employer engagement page will feature success stories from the Advancing San Diego grant, as well as a request for information form that employers can fill out if they are interested in partnering with a community college on a variety of work-based learning opportunities.
- A new blog feature will highlight success stories and best practices across a wide array of meaningful topics. The first is a feature on the Center for Excellence’s recently released Resilient Jobs report for Imperial Valley. Anyone with a topic they would like to see featured can contact molly.ash@gcccd.edu.

Another new project includes the commissioning of a regional Career Education economic impact analysis to be completed by Emsi. The purpose of the analysis is to measure the new economic activity generated as a result of the presence of Career Education programs in the SDICCCA colleges. The report will include an aggregate economic impact study showing the impact of the Career Education programs as a whole, and aggregate investment analysis showing the return on investment to SDICCCA stakeholders, and individual economic impact and investment analyses for each of the ten colleges.

In addition to the updates above, the regional fall 2021 enrollment campaign launched on June 1, 2021. Regional staff and Civilian are working with committee members on a variety of projects including enrollment campaign planning, employer engagement, K-12 support, and public relations efforts.

Marketing updates can be found in the [resources library](#).

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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 Career Pathways workgroup continues its focus on two priority projects: (1) The Program Finder tool and (2) career pathway acceleration through early college credit for both high school students and adult education learners. The Program Finder tool is now live and designed to align career education programs and offerings in regional high schools and their corresponding programs of study in the ten community colleges in San Diego & Imperial Counties. Workshops for specific user groups were held in April and May and more will be scheduled for the fall. Now that this tool is up and running, the workgroup is focused on informing marketing and outreach strategies and systems for ensuring the tool stays up-to-date.

For career pathway acceleration, as part of the region's commitment to supporting K-12, adult education, and community college practitioners to partner on the development of meaningful early college credit opportunities for career pathway completion, the workgroup identified the need for regionally endorsed early college credit definitions. Draft definitions were developed and are currently under constituent review with the goal of finalizing them for regional approval by September. This content will then inform materials for both K-12 and Adult Education partners to support the understanding and awareness of early college credit opportunities. As both project activities progress, the workgroup is committed to showcasing not only the high school to college career pathways, but also adult education to college pathways. To this end, the May meeting focused on acceleration for adult education. The South Bay Adult Education and East Region Adult Education Consortias presented on articulation and alignment, special admit (SB 554), co-enrollment/dual enrollment, transition and support services. In June, Southwestern Community College and Cuyamaca Community College will present on these same partnerships, but from the community college perspective.

The Middle School/High School Engagement workgroup developed and distributed the Career Pathways and K-12 CTE Work-Based Learning (WBL) Needs Assessment. This needs assessment was developed in partnership with the Regional Consortium, the San Diego County Office of Education, the Imperial County Office of Education, and WestEd. The purpose of the survey is to learn more about current WBL activities happening in K-12 classrooms and at school sites, and to identify local needs. The information will be utilized to expand and improve WBL for K-12 students region wide. The workgroup is also working on an "Options After High School" survey for 11th and 12th graders. The survey will help the region gauge high school students' understanding of pathways, Career Education and programs offered at the community colleges. A pilot version will be implemented in the fall within the San Diego Unified School District and through the Imperial County Office of Education.

The Adult Education & Noncredit workgroup had two additional training sessions as part of the Adult Education CTE Course Mapping Training project. Consortia representatives met on March 4, 2021 and April 7, 2021 for an intensive training session facilitated by WestEd, where the group continued identifying, categorizing, and calibrating coding of the CTE courses based on CIP and SOC codes. The goal of the Adult Education Course Mapping project was created to help align adult education CTE courses across the region for the creation of common language, facilitate mobility for students, and ultimately to include Adult Education data into the region's Program Finder tool. Currently, WestEd is gathering the course mapping data in order to create recommendations that will be presented at the larger Adult Education workgroup on June 8, 2021.

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 Pathway Navigation workgroup has been focused on planning their summer Community of Practice (CoP) event being held on Thursday June 17, 2021. This event will include presentations from colleges on ways they use data to examine and begin to close equity gaps in the areas of orientation, career planning before education planning, and student intake. Additionally, the group continues to work on identifying key challenges that students may be experiencing when it comes to onboarding, career planning, and accessing support programs and services. Finally, in an effort to continue to elevate the student voice, video clips

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from the fall CoP student panel are now available to everyone on the [resources library](#) webpage. The next workgroup meeting will be held on August 19, 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 and tracking those services. All colleges in the region have demonstrated their WBL/JP processes during the workgroup meetings and are now further improving their processes through discussion and exploration in a Community of Practice for Work-based Learning Coordinators and Job Placement Case Managers. Additionally, the Regional Consortium has compiled a number of regional resources to develop a [SG21 Framework](#) to support college's development efforts around the MIS data element SG21 and to ensure compliance with SG21. Additionally, a subgroup has been working to develop a WBL professional development opportunity for faculty members. The pilot for the WBL Faculty Professional Development is anticipated to launch June 14, 2021. Each college has been invited to send up to three faculty to participate in the pilot ahead of a larger launch in the fall. 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 Regional Consortium and the San Diego-Imperial Center of Excellence for Labor Market Research (COE) partnered with the San Diego Workforce Partnership and UCSD Extension to provide add-on trainings for current (first) Faculty Institute cohort: In collaboration with SDWP, the COE provided labor market information (LMI) training on May 3-5, with hands-on, guided reflection sessions on May 6, May 27, and June 17, 2021. UCSD Extension provided culturally relevant instructional training on April 26-29, 2021 with guided reflection sessions on May 26, June 15, and July 13, 2021. All webinar presentations and recordings for both the LMI Training and Culturally Relevant Instruction can be found on the Strong Workforce Faculty Institute page: <https://myworkforceconnection.org/educator-resources/faculty-institute/>

The second cohort of the Faculty Institute will begin on March 11, 2022. The college research teams will continue to support the current cohort as they implement their action plans this year.

EMPLOYER ENGAGEMENT

Chairs: Tina Ngo Bartel, COE Director, Region; and, Kevin McMackin, Director of Strategic Partnerships, Region

The region continues to engage with external partners like the San Diego Regional EDC and the San Diego Workforce Partnership on a number of initiatives to further support students and businesses in the region. One of these projects is [Advancing San Diego](#), which has helped programs in our area to align to industry standards, support small businesses, and provide internships to students. 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. As a result of these efforts, [sector profiles and recommendations](#) for Advanced Manufacturing, Health, Business & Entrepreneurship, Cybersecurity, Biotech, and Supply Chain & Logistics have been presented to the Workforce Development Council. Subsequently, the region released a Sector Strategies RFA that allowed colleges to align their programs with up to date labor market information. Regional Directors and regional staff continue to engage and support regional colleges to align with the sector recommendations outlined in the RFA's through Sector Investment Communities of Practice (CoP). These CoP's provide colleges a forum to discuss their sector alignment projects with other regional colleges who are working on similar projects.

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K-14 PROFESSIONAL DEVELOPMENT

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

The Professional Development (PD) team collaborated with the Regional Directors and San Diego County Office of Education during the months of March, April and May to coordinate the regional K-14 Sector Discussion Forums and WBL sessions in the following sectors with industry guest speakers from the following companies:

- Adv. Manufacturing - March 17, 2021 - ElevatEd Classrooms
- Careers in ICT & Digital Media: WBL Session - March 19, 2021 - Band of Hands, HollywoodEditingMentor.com
- Biotechnology & Life Sciences - April 22, 2021 - MiraCosta College Biomanufacturing, Jefferson Institute for Bioprocessing
- Resilient Careers: Explore Your Future in Health & Biotech virtual event in collaboration with SDCOE - April 20, 2021: Fast Track to Careers in Health & Biotechnology - Health Occupations Center, MiraCosta College, Palomar College, San Diego College of Continuing Education, Southwestern College; April 22, 2021: Sharp ThinkFirst Injury Prevention and Careers in Rehabilitation - Sharp Healthcare
- CreaTech virtual event in collaboration with SDCOE - April 29, 2021: Women in Cybersecurity: San Diego State University, Health Sciences High & Middle College, Cibernetika, CDW Corporation
- Cross-Sector: Emerging Occupations in Advanced Manufacturing & Biotechnology - May 13, 2021 - Biotech Online, Dexcom and Microtek, Inc.
- Health Sector Focus: Creative Ways to Teach Diverse Learners - May 20, 2021 - Michele Deck, supported by Health Workforce Initiative
- Careers in ICT & Digital Media: WBL Session - May 21, 2021 - Logically, Inc., TechIT Services LLC
- Adv. Transportation & Logistics - May 26, 2021 - Cymer/ASML Group, Dr. Bronner's, Evergreen Shipping Agency (America) Corp.

All materials and recordings for the above forums are available on myworkforceconnection.org under [Educator Resources](#) → [K14 Professional Development](#).

During the months of April and May, the PD team collaborated with Centers of Excellence for Labor Market Research (COE), UC San Diego Extension, and San Diego Workforce Partnership to host two Faculty Institute add-on training sessions for instructional faculty, counselors and career agents. The add-on trainings were (1) Culturally Relevant Instructional Practice and Leadership to Serve Diverse Adult Learners and (2) Rethinking Labor Market Information (LMI) for the Student Experience. Guided reflection sessions for both trainings are being held during the months of June and July.

The PD team continues to collaborate with the SWP workgroups to develop fall 2021 activities, including the annual K-14 Regional Counselor Conference, which the date is TBD. The PD schedule can be found at [2021 Professional Development Schedule](#).