

Regional Collaboration and Coordination Grant

New SDIC Regional Consortium Employer Engagement Model



ROC Presentation September 8, 2021

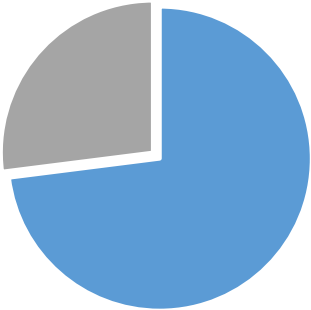
RFA Details

- **Selected the host and fiscal agent for the Regional Consortium & Strong Workforce - GCCCD Foundation**
- **Combines prior Regional Consortium and Regional Director grants**
- **Required new Employer Engagement model**
- **Required Letters of Support from each CEO and CIO in the region**
- **Submitted August 31, 2021**

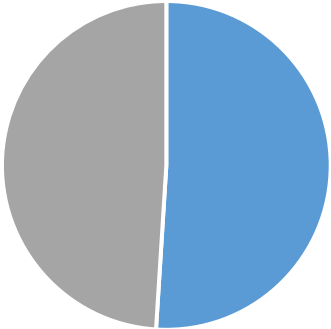
Why is regional employer engagement important?

Employer Engagement Metrics - Regional

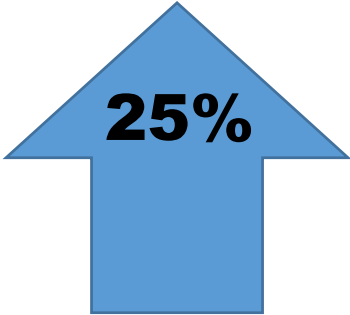
73% of CTE Students Obtain a Job Related to their Field of Study



51% of CTE Students Obtain a Living Wage



Median Change in Earnings

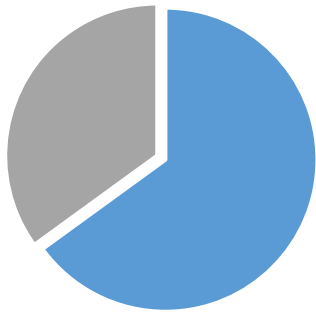


Median Earnings

\$33,876

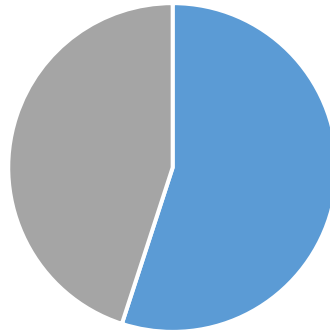
Employer Engagement Metrics - Variations

65% of CTE Students Obtain a Job
Related to their Field of Study



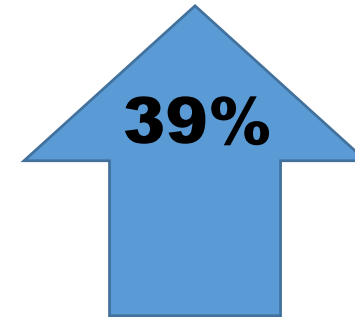
Southwestern

55% of CTE Students
Obtain a Living Wage



Imperial

Median Change
in Earnings



Palomar

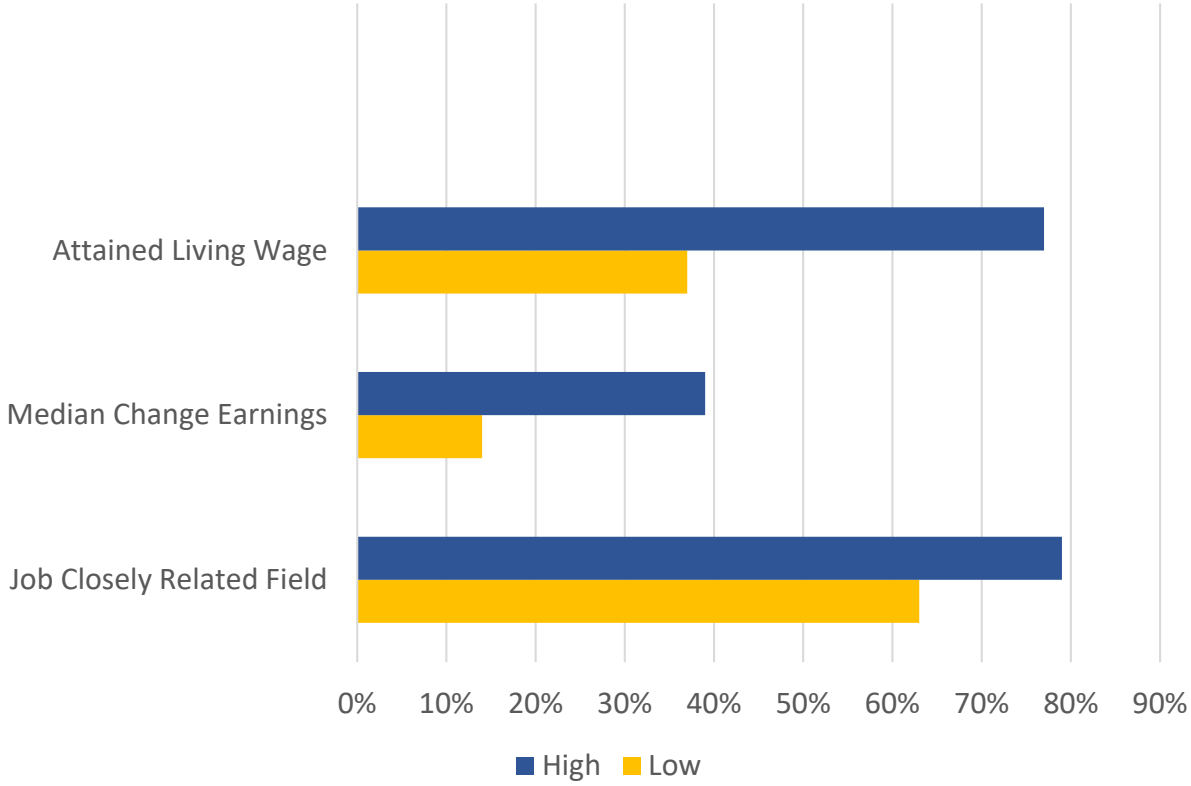
Median Earnings

\$42,986

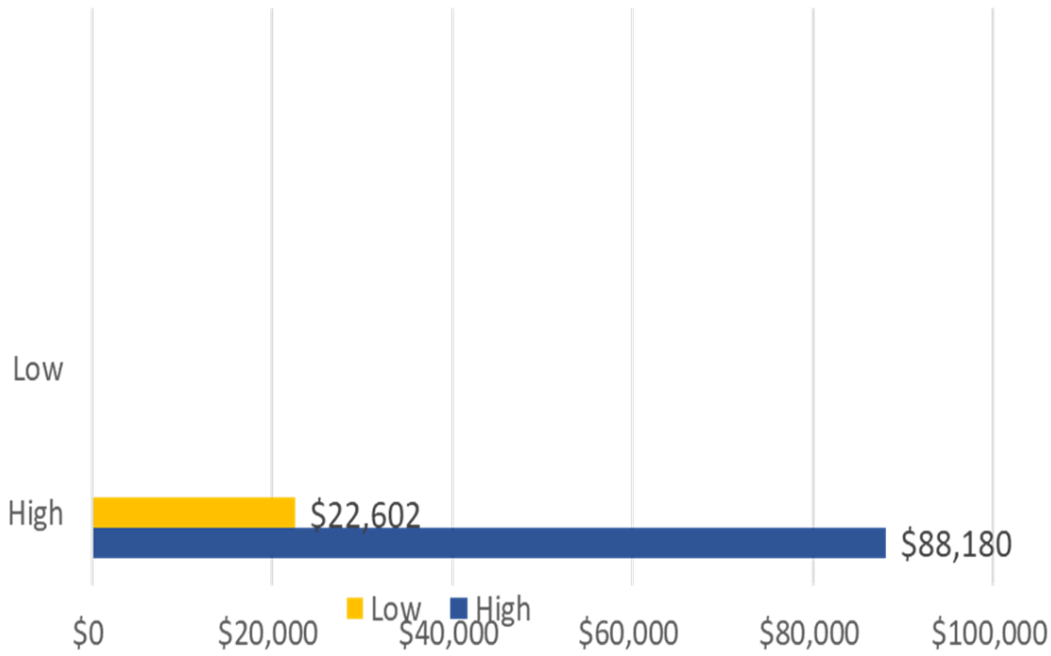
SDCCD

Employer Engagement Metrics - College Comparison

SWP Employment Metrics



Median Annual Earnings



Benefits of Regional EE Model

- **Reduce equity gaps in employment and WBL**
- **Bring best EE practices to all region CTE students**
- **Address each college's unique employer needs**
- **Ability to engage with small employers**
- **Reduce the number of employer touch points**
- **Coordination of shared job leads**
- **Establish regional tracking of KPIs in Hubspot**

Proposed Regional Employer Engagement Team



Director of Strategic Partnerships

- Current Position, funded through FGCC
- Manages Regional Employer Engagement Model
- Maintain and grows relationships with regional economic development organizations, workforce and industry leaders
- Builds capacity with Employer Engagement Team - WBL Coordinators, and Job Placement Case Managers



Employer Relations Liaison (ERL)

- Newly created full-time positions through FGCC
- An ERL will be assigned to *each* college to support employer engagement

ERLs will increase job placement of CTE students by:

- Increasing and improving relationships with employers in the college service area based on college's programmatic needs (College's Ambassador to Employers)
- Building strategic relationships with key college stakeholders to focus on job placement outcomes
- Creating and utilizing a *College-Employer Partner Gap Analysis* to highlight existing college partnerships, and identify areas of need and opportunity
- Collaborate with EE team to maximize efficiency and avoid duplication of efforts



Employer Relations Liaison (ERL)

ERLs' Key Performance Indicators

- Increase job opportunities for students
- Increase work-based learning opportunities for students
- Create the *College Employer Partner Gap Analysis* & support the college in filling the need

Impact

- ✓ Increase student outcomes & social mobility
- ✓ Increase Strong Workforce Metrics
- ✓ Improve results in the Student Centered Funding Formula



Industry Relations Consultant (IRC)

- Professional service contracts through Regional Strong Workforce
- IRCs will focus on regional priority sectors/5 Economies
 - Advanced Manufacturing/Automated Economy
 - Health/Readiness Economy
 - ATL/Logistics/Green Economies
 - ICT/Remote Economy
- Life Sciences/Biotech, Business and other sectors will be supported by the Regional EE team

In collaboration with the Center of Excellence and industry partners, IRCs will develop industry/occupation analyses to:

- better understand the knowledge, skills and abilities essential for employment
- assist colleges with curriculum alignment to industry needs and standards
- inform future Regional investments

