

STRONG WORKFORCE PROGRAM NEWSLETTER

December 6, 2021 – EDITION 28

DATA & RESEARCH

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

The Data & Research Committee recently reviewed the [draft Perkins V Comprehensive \(Regional\) Needs Assessment](#), which is still open for edits and feedback from the region. The San Diego-Imperial COE plans to finalize the study by December 2021. The San Diego-Imperial COE is also working with the San Diego Workforce Partnership on a regional equity gap analysis, which analyzes demographic, employment, enrollment, and completion data in the labor market and community college programs. Once SDWP submits the draft report, the committee will meet and review the findings.

The Data & Research Committee also recently discussed having two quantitative and qualitative workshops. The first workshop will be held December 6 & 8, 2021 and the second workshop will be held December 13, 14, & 15, 2021. The San Diego-Imperial COE invited community college faculty, staff, and administrators to [register on Eventbrite](#). The intent of the Strong Workforce Faculty Institute and the Data and Research workshops is to support a data-informed culture across the San Diego and Imperial Counties Community Colleges.

Committee goals for this year 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. The focus has been on how to take data from research into action. Continued efforts will be pursued to bring forward this dialogue within the regional data committee and in other workgroups to assist in project planning efforts.

MARKETING

Chairs: Monica Romero, Dean, Business & Technology, Mesa College; and, Molly Ash, Program Manager, Region

In collaboration with Mesa, MiraCosta, and Southwestern colleges, the region has developed three additional career education videos highlighting the Public Safety & Government, Education & Human Development, and Retail, Hospitality & Tourism sectors. These videos are available in the regional Career Education [Youtube](#) page and will be used in program marketing at both the regional and local levels.

Using updated LMI provided by the region's Center of Excellence, Civilian has designed new [sector handouts](#) and [2022 Career Education Guide](#). The collateral was presented at the Counselor Conference on December 1 & 2, 2021. Interested colleges and K12 institutions can sign up for printed copies [here](#).

In an effort to continually improve regional marketing materials, Civilian will conduct focus group analysis of the CareerEd.org website. Selected groups including potential students (high school students and incumbent workers), parents of high school students, K12 counselors, and industry partners will examine the functionality, accessibility, and relevance of the information on the website. Each focus group will include a subset of Black and African American participants in an effort to align with the diversity, equity and inclusion research currently being conducted by the region. Findings will be presented in a written report highlighting recommendations. Updates to the site will be made in accordance with the survey findings.

On October 25, 2021, the region released an RFP to identify a new marketing consultant to further the goals of the marketing work. The deadline to respond was December 3, 2021. A selection committee composed of current marketing workgroup members has begun the process to review and score applications and select a new consultant. The goal is to offer the selected agency a contract in January 2022 to begin immediately.

STRONG WORKFORCE PROGRAM NEWSLETTER

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; and, Suzanne Sebring, Manager, Career Pathways, Region

In fall 2021, the K14 Career Pathways Workgroup continued their focus on regional early college credit initiatives, alignment to regional equity efforts, program finder updates and implementation, and creating space for intersegmental partnership across K12, Adult Education, and Community College practitioners for career pathway outreach, alignment, and acceleration.

Early College Credit initiative accomplishments include the regional adoption of [early college credit definitions](#) and the [first ever regional early college credit flyer](#) for high school students, parents, and counselors focused specifically on dual enrollment, concurrent enrollment, and articulation credit by exam. After numerous rounds of feedback and broad constituent engagement within K12, adult education and noncredit, and community college, final early college credit definitions were shared and approved by ROC on November 19, 2021. The purpose of the regional early college credit flyer is to raise awareness of the ways in which our community colleges offer students access to early college credit in order to accelerate their post-secondary goals and their transition into the workforce. The regional early college credit flyer is [customizable](#) to the high school site and will be available in English and Spanish. In spring 2022, the work group will be collaborating with the adult education and noncredit workgroup to create an adult learner focused version of the regional flyer.

The workgroup's focus on alignment of equity goals included a September 2021 presentation from Ben Gamboa, Associate Dean, Career Education at MiraCosta College, on the [Regional Equity Project](#) which prompted meaningful discussion about black student equity through K14 career pathways. The discussion revealed how well the [SDCOE Equity Blueprint for Action](#) aligns with this work.

Pathway alignment and outreach efforts focused on updated data collection for the K12 pathway and CCC programs and integration into the Program Finder tool. During the November 2021 workgroup meeting, the Imperial County Office of Education (ICOE) presented their outstanding implementation and promotion of the Program Finder tool to school site administrators, counselors, and staff including customized QR codes, presentations, and integration of the tool within and across their existing systems.

The presentation inspired a lot of discussion around promising practices for promoting the tool and empowering key stakeholder groups to use the tool. ICOE also presented their current CTE Course Guide, which prompted discussion about tools and resources other K12 districts have developed to help parents, counselors, and teachers look across their career pathways and assess opportunities for growth and improvement. This spring, the workgroup will be inviting others to share their tools and resources as well.

In support of K14 intersegmental partnership activities, the workgroup reviewed and approved an [Options After High School Survey](#), with the purpose of providing the opportunity for the SDICCC Regional Consortium, high school and community college career education staff to gain insight about the current student CTE pathway experience, as well as their plans to continue their pathway journey after high school. This survey will inform us how to improve awareness and promotion of the variety of career education programs offered at the local community colleges and adult schools and how we can better reach students who do not have a post-secondary plan. We plan to disseminate the survey to students via CTE faculty and counselors early January 2022, after returning from the holiday break. Distribution of the survey will be in partnership with the San Diego County Office of Education and the Imperial County Office of Education.

MS/HS Engagement Chairs: Genevieve C. Esguerra, M.S., Associate Dean, Outreach & Community Relations, San Diego City College; Sarah Vielma, Director of Career and Technical Education, San Diego Unified School District; and, Heather Cavazos, Coordinator, Career Pathways, Region

STRONG WORKFORCE PROGRAM NEWSLETTER

In fall 2021, the MS/HS Engagement Workgroup changed their focus to help our K12 partners connect more with the college campuses for intentional middle and high school student engagement and awareness of Career Education programs. Moving forward, the MS/HS Engagement Advisory will be a regional convening, once per semester (fall and spring), of key college outreach staff, K12 Strong Workforce Program Pathway Coordinators, and K12 CTE district leads to plan and work together to create meaningful, hands-on, career education student experiences at the colleges. We also had a great presentation by Luke Menchaca, Acting Dean, Outreach and Student Affairs, San Diego Community College District, presenting on his previous work at San Diego City College. He highlighted their CTE outreach efforts in collaboration with their K12 partners, which was followed by a Jamboard activity led by Genevieve Esguerra to share collaboration efforts throughout the region. A Community of Practice has also been implemented by Leslie Wisdom to facilitate region-wide discussions among community college outreach staff concerning their CTE outreach efforts.

Adult Ed & Noncredit Chairs: Kim Bellaart, Director, Grossmont Adult Education; Beatriz Aguilar, Director, Noncredit and Adult Education Programs, MiraCosta College; and, Suzanne Sebring, Manager, Career Pathways, Region

The Adult Education & Noncredit workgroup met on October 5, 2021 to discuss the coding project worked on during the 20-21 fiscal year and decide on next steps for this work. On November 2, 2021, the workgroup discussed the refinement of its annual goals and expected outcomes for the 21-22 fiscal year and beyond. This included an approach to moving forward with the coding & alignment project and considerations to consider as we move forward with this important work. These [planning documents](#) were shared at the Super Region meeting on November 9, 2021.

Credit for Prior Learning (CPL) Chairs: Nichol Roe, Associate Dean, Workforce Development and Extended Studies, Palomar College; Ben Gamboa, Associate Dean, Career Education, MiraCosta College, Heather Cavazos, Coordinator, Career Pathways, Region

In summer through early fall 2021, colleges were asked to identify faculty leads at each campus who could help develop regional support for local CPL development. Those identified began to participate in CPL Implementation Workgroup activities. Workshops were held in October 2021 and November 2021, with a third scheduled for December 14, 2021. The first focused on an overview of CPL, as well as funding, scope of work and outcomes expected from the workgroup. The second focused on implementation and resources/steps needed for sustaining CPL. In addition, up to three participants per college were invited to attend the Council for Adult and Experiential Learning (CAEL) Conference funded through the region. Beginning in Spring 2022, the region will be funding 0.2 release (\$10K per college) for each faculty lead to assist with the implementation of CPL. The faculty leads will help to create a regionally aligned faculty process for making a course CPL eligible, determining how students apply for CPL, deciding how the colleges will collect data, and collecting baseline data and college data.

Rising Scholars Chairs: Chelsea Esquibias, Regional Coordinator, Rising Scholars, Educational Services and Support, California Community Colleges Chancellor's Office; Suzanne Sebring, Manager, Career Pathways, Region

This is the first year the Rising Scholars Network has been incorporated into the region's Career Pathways work. The San Diego & Imperial Counties already had a regular monthly meeting for those participating in formerly incarcerated/incarcerated education, and Career Pathways was provided a recurring space on their monthly agenda. The goal for this year is to work together to build a repository of industry partners willing to provide work-based learning opportunities and jobs to justice-impacted scholars, including the regional Rising Scholars representative who is the main contact for that resource. The repository also has links to job opportunities for this disproportionately impacted population.

PATHWAY NAVIGATION

Chairs: Claudia Estrada-Howell, Associate Dean, Career Education, Miramar College; Javier Ayala, Dean, Career & Technical Education & Workforce Development, Grossmont College; and, Stephanie Lewis, Dean, Career & College Transitions, San Diego College of Continuing Education

The Pathways Navigation workgroup had a successful [Community of Practice \(CoP\)](#) on Friday, September 24, 2021, from 9 am -12 pm. The CoP highlighted Emerging and Promising Practices for Career Exploration before Education Planning by Dr. Javier Ayala and Renee Nasori, both from Grossmont College. Mona Patel, Miramar College, provided insight on how they are modernizing career services through an equity lens for BIPOC students. The CoP was well attended with lots of energy and

STRONG WORKFORCE PROGRAM NEWSLETTER

enthusiasm. [Equity data](#) was also shared at the CoP that highlighted promising practices across the region. This led to a rich conversation about how to incorporate equity into the work of Pathways Navigation. Sasha Knox, from San Diego City College, shared with the planning leads at each college how data is used for equity purposes on November 18, 2021. The new RFA for Pathway Navigation was released on November 4, 2021. The deadline for colleges to submit their proposals is December 3, 2021. During the October 21, 2021 Pathways Navigation meeting, the leads at each college discussed data metrics that can show regional progress. The final CoP for the region is December 3, 2021.

WORK-BASED LEARNING/JOB PLACEMENT

Chairs: Larry McLemore, Dean, Career & Technical Education, Cuyamaca College; and, Kevin McMackin, Director of Strategic Partnerships, Region

A new [Work-based Learning \(WBL\) RFA](#) was released on November 4, 2021. The RFA will seek to continue the great progress being made at the colleges and in the region around work-based learning. Colleges are asked to develop a plan to address three main components: 1) Develop and diversify WBL opportunities for students, with an intentional focus on equity for all students, 2) Expand faculty and staff awareness and implementation of WBL, through promotion, support, and professional development, and 3) Assist with the college's implementation of student level tracking of WBL experiences to ensure equitable offerings and alignment with the regional SG-21 Framework. A number of resources have been developed to support colleges as they seek to offer equitable WBL opportunities and track them with the [SG21 Framework](#).

The Regional Consortium is completing the first offering of the WBL Faculty Professional Development online course on November 22, 2021. The curriculum is designed to increase awareness and understanding of the WBL continuum, Equity in WBL, the MIS SG21 data points, and how to incorporate more WBL into the classroom. The professional development will be offered in an asynchronous format and provides 20 hours of content, with an additional 10 hours available for faculty seeking step increases. Participants have provided very positive feedback and share they are happy with the learning outcomes and assignments that have been developed.

STUDENT RETENTION, SUCCESS, & SUPPORT

Chair: Tina Ngo Bartel, COE Director, Region

The Regional Consortium and the San Diego-Imperial COE recently released the Strong Workforce Faculty Institute Request for Applications (RFA). Responses to the RFA are due on December 17, 2021. College teams are currently meeting with the Regional Consortium and COE until then to discuss their plans for the second cohort of the Faculty Institute. The RFA timeline is provided below and the [presentation deck for the new RFA can be found here](#).

Date	Milestone
Nov 5, 2021	Letter of Intent due to the Regional Consortium
Nov 8, 2021-Dec 17, 2021	Consultations meetings with the Regional Consortium
Dec 17, 2021	RFA Response Form due to the Regional Consortium
Jan 31, 2022	Letters of commitment to jedwards@miracosta.edu and a list of participating faculty member names in Google Sheet due
Mar 11, 2022	Regional kickoff professional learning event
Sep 14, 2022	Faculty Institute assignments due

STRONG WORKFORCE PROGRAM NEWSLETTER

Sep 15, 2022

Regional wrap-up professional learning event

As for the first Faculty Institute, the COE partnered with the San Diego Workforce Partnership and UCSD Extension to provide add-on trainings last quarter: all webinar presentations and recordings for both the labor market information (LMI) training and culturally relevant instruction can be found on the Strong Workforce Faculty Institute page: <https://myworkforceconnection.org/educator-resources/faculty-institute/>.

EMPLOYER ENGAGEMENT

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

The region continues to collaborate 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 college programs in the area to align to industry standards, support small businesses, and provide internships to students. As a part of the Advancing San Diego collaboration, students in the region were invited to participate in two opportunities in the month of November. On November 12, 2021 community college students were invited to participate in mock interviews with employers who have participated in the Advancing San Diego employer working groups. On November 18, 2021, students were invited to participate in a Career Exploration event to help them learn more about the industries represented in the initiative and explore employment opportunities.

In November 2021, the region sent a team of regional representatives to the 2021 California Economic Summit. The representatives contributed to robust discussions around developing career pathways, supporting minority owned businesses and many more. Additionally, the team was able to network and identify future opportunities for collaboration.

The Regional Directors are reaching out to employers to validate the labor market information for their sectors in a new round of sector projects. 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 the second phase of the Strategies for Priority Occupations, Sectors and Economies that allows 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.

K-14 PROFESSIONAL DEVELOPMENT

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

The Professional Development (PD) team collaborated with the Regional Directors of Advanced Manufacturing, Information Communications Technologies & Digital Media, and the Life Science & Biotechnology sectors to offer industry focused virtual events for educators, administrators and students in fall 2021. The industry professionals who participated in the events represented the following companies: Thermo Fisher Scientific, NASA, Jet Propulsion Lab, The Cybersecurity Manufacturing Innovation Institute (CyManII), U.S. Department of State, Foreign Affairs IT Fellowship, Booz Allen Hamilton, Biocom California Institute, and Society of Manufacturing Engineers. All recordings for past events are available on myworkforceconnection.org under [Educator Resources → K14 Professional Development](#).

Additionally, the Professional Development team assisted with the coordination of a three-series workshop to discuss Perkins V. The goal of these workshops is to create a space to facilitate discussion around promising practices and address challenges with Perkins V. Attendees included deans, associate deans and Perkins V staff at the San Diego and Imperial Counties Community Colleges. The first workshop in September 2021 covered topics such as basic components, new requirements and

STRONG WORKFORCE PROGRAM NEWSLETTER

changes from Perkins IV to Perkins V. The second workshop in October 2021 created a space where each community college presented timelines, applications, rubrics, review processes and technology used. The third workshop will take place in early spring 2022. Recordings, resources and materials are available on myworkforceconnection.org under [SDICCC Regional Perkins V Workshop Series | My Workforce Connection](#)

During the month of October 2021, the PD team, in collaboration with Centers of Excellence for Labor Market Research and UC San Diego Extension hosted a second cohort of add-on Culturally Relevant training along with guided reflection sessions. The add-on trainings included were (1) Instructional Practice & Leadership: Conceptual Framework (2) Communication in Postsecondary Education (3) Instructional Strategies for the Digisphere and (4) Measuring Up: Assessing Instructional Effectiveness. For more information, visit the Strong Workforce Faculty Institute page: <https://myworkforceconnection.org/educator-resources/faculty-institute/>

The PD team continues to collaborate with the SWP workgroups to develop fall 2021 and spring 2022 activities. Upcoming regional activities include the annual K-14 Regional [2021 Counselor Conference: Counseling Students for Future Careers](#) on December 1 and 2, 2021 and the Strong Workforce Faculty Institute 2022 Kick Off event, on Friday, March 11, 2022 at the Sheraton San Diego Hotel & Marina.