

# STRONG WORKFORCE PROGRAM NEWSLETTER

March 7, 2022 – EDITION 29

## 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 completed two quantitative and qualitative workshops in December 2021 and had more than 50 researchers, faculty members, and staff participate. In January 2022, the San Diego County Office of Education presented an electronic K-12 student records system that tracks not only standard high school transcripts, but additional achievements documenting work experience, including work-based learning. The system is still in development.

The San Diego-Imperial COE released the [Certifications and Licenses](#) study for San Diego County in February 2022, which is intended to help colleges develop short-term training programs and revise existing ones that lead to a third-party certification or license. A similar report will be released for Imperial County in the upcoming months. The COE also published the [Comprehensive Regional Needs Assessment](#) for the San Diego-Imperial region. The COE held two webinars to disseminate the information on February 23 and February 25, 2022.

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*

The regional marketing committee is proud to announce the start of a new vendor, 3fold Communications. 3fold will work collaboratively with the region to support our diverse network of educational programs and services, with the goal of making our colleges the top-of-mind destination for career training and upskilling among prospective students and the go-to recruitment hub for regional employers. Thank you to the selection committee who assisted in the vetting and selection process. Immediate steps include information sharing and goal setting with a variety of internal and external stakeholder groups.

In an effort to continually improve processes and outreach to students, Civilian is conducting focus group analysis of the CareerEd.org website. The user testing questions and prompts have been finalized and selected groups (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. Findings will be presented in a written report highlighting recommendations in late May 2022. Updates to the site will be made in accordance with the survey findings.

## 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 December 2021, the K14 Career Pathways Workgroup leads shared the [regionally endorsed early college credit \(ECC\) definitions](#) and [regional early college credit flyers](#) at the annual Counselor Conference. The flyers have been shared, as mentioned in the previous newsletter, in both English and Spanish. Work has begun to translate the flyers into Arabic as well. As a reminder, the purpose of the regional early college credit flyers 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 work group is now partnering with the adult education and noncredit workgroup to create an adult learner focused version of the regional early college credit flyers with the goal of a late spring release. In addition, the workgroup leadership team did an extensive review of the workgroup goals and revised them based on current needs and alignment with priority projects. These updates were shared and vetted with the workgroup members at the February 2022 meeting.

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Efforts to accelerate student completions by improving, aligning, and expanding career education early college credit opportunities for disproportionately impacted students continues. During the February 2022 K14 Career Pathways Workgroup meeting, Mallory J. Stevens, EdD, was introduced to the membership. Mallory has been contracted as the Early College Credit and Transitions Consultant to develop products and services to support expansion of equitable, high quality early college credit programs for the San Diego and Imperial region. The purpose of this work is to advance equitable and intentional early college credit practices for pathway completion in the region including:

- Creation and support of a dual enrollment community of practice (CoP)
- Development of a survey to assess regional dual enrollment needs
- Development of a resource web page focused on identified regional needs
- Presentation at spring regional convening
- Analysis and presentation of community college (special admit) dual enrollment data
- Support of K12 Pathway Coordinators and participation in K14 meetings as a subject matter expert
- Creation of a regional early college credit program matrix

Pathway alignment and outreach efforts continue to focus on K12 pathway and CCC programs and integration into the Program Finder tool. Recent progress includes user enhancements and discussion about tool expansion by adding Adult Education/Noncredit Career Technical Education (CTE) programs into Program Finder in the San Diego and Imperial region. This will allow users to explore career pathway opportunities amongst K12, Adult Education and Community Colleges. The current timeline for completion of this phase rollout is spring 2023.

*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*

In January 2022, in support of K14 intersegmental partnership activities, the [Options After High School Survey](#) was distributed through the County Offices of Education, to regional CTE high school students. The deadline for completion of this survey is February 25, 2022. The results will then be analyzed and shared at the next MS/HS Engagement Advisory Meeting on March 24, 2022. This survey will inform how to improve awareness and promotion of the variety of career education programs offered at the local community colleges and adult schools and how to better reach students who do not have a post-secondary plan.

*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 coding project continues to move forward. The data Community of Practice (CoP) had their first meeting on January 20, 2022 to review project goals and begin work to create process documents and timelines to ensure the data repository remains accurate and up to date moving forward. Once complete, these processes will help to establish long-term sustainability. During the spring, this CoP will review, augment, or refine adult education and community college course selections and data points; and, set the stage for subsequent alignment work within the region. An ad hoc group, composed of adult education representatives from the Super Region, was formed to create an adult learner focused version of the regional early college credit flyers with the goal of a late spring release.

The adult education/noncredit workgroup leadership team created a proposed scope of work (SoW) for Concentric Sky to add Adult Education/Noncredit Career Technical Education (CTE) programs into Program Finder in the San Diego and Imperial region. The SoW was presented to Concentric Sky and our Orange County partners in February 2022. We are expecting to receive a discovery process proposal estimate from Concentric Sky in March 2022. The projected launch of this feature is spring 2023.

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*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*

As of December 14, 2022, the Credit for Prior Learning (CPL) regional implementation workgroup orientation training series was complete. Beginning in February 2022, the workgroup began regular monthly meetings to work on project deliverables including the collection of baseline data. Upcoming specialized sessions will be focused on Student Services/Records (March 2022), Counseling for CPL (April 2022), and Articulation (May 2022), with workgroup members inviting their campus colleagues from each of these areas to participate in the discussion. The workgroup is devising a plan to ensure the student perspective/voice is included in the planning and implementation of this important work.

The CPL Train the Trainer ad hoc group had their first meeting in December 2022. This group is working to develop a professional development multi-module course to ensure faculty/staff/administrators new to CPL have the resources necessary to lead these efforts on their college campus. This will help ensure continued regional alignment, collaboration, and sustainability of CPL. The Vision Resource Center (VRC) has been selected to house this training. This training is projected to be completed in late spring, to be piloted in summer, and to be launched in fall for regional use.

*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*

The Rising Scholars Network continues to build the repository of industry partners and job opportunities for formerly incarcerated students. In addition, a video is being created, led by Edward Pohlert at MiraCosta College, through the Region 10 Rising Scholars collaborative funded by a grant from the Southwestern College Foundation. This piece will highlight the programs at each college, including resources available and student stories. Once edited and finalized, the regional consortium will assist with the marketing/delivery of the video.

## 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*

During this last quarter, the Pathways Navigation Group has focused on Data and Equity in onboarding practices. With this in mind, the Pathways Navigation workgroup had an engaging Community of Practice (CoP) on Friday, December 3, 2021, from 9 am -12 pm. The CoP highlighted the promising practices used by the colleges in the region to support student success. The four presentations focused on data use and equity data. The presenters for the CoP were Marissa Salazar and Michelle Campuzano from Cuyamaca College, Luisa Schultz and Jennifer Lewis from Southwestern College, Rosie Antonecchia from Palomar College, and Karl Cameron and Stephanie Lewis from San Diego College of Continuing Education. The presentations highlighted how the colleges use data to inform and guide their equity-based decision for Career Planning before Educational Planning, Comprehensive Intake Forms, or Differentiated Orientations. The CoP was well attended with lots of energy and enthusiasm. A rich discussion followed in which participants had an opportunity to share any highlights or lessons learned from the presentations. This was the final CoP for the Pathway Navigation group for 2021.

Additionally, colleges wanting to participate in the new RFA for Pathway Navigation submitted their Letters of Intent/Application. These applications submitted by colleges highlighted the areas for effective onboarding that will be the focus for the next two years. Final applications were due January 14, 2022.

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## WORK-BASED LEARNING/JOB PLACEMENT

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

The Work-based Learning (WBL) and Job Placement workgroup recently updated their goals and format to align to the needs of the work moving forward. The goals address the regional need to: focus on equitable processes and services, track WBL opportunities consistent with SG21 requirements, increase student and faculty awareness of the WBL and job placement services available, and increase capacity for employer engagement through collaboration. The new format for the workgroup will allow for alternating workgroup meetings and a Community of Practice to ensure colleges have a forum to share best practices related to the workgroup goals.

The new workgroup goals also align to the new [Work-based Learning \(WBL\) RFA](#) that was released on November 4, 2021. The RFA seeks to continue the great progress being made around work-based learning. Colleges were asked 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 has announced the next three cohorts for the [WBL Faculty Professional Development](#). 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 is 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, one faculty member shares, "What an eye-opener! My basic definition of WBL has not changed drastically but what has grown is the scope of activities that would be included within this definition. This course opened me up to new possibilities that I had never considered in my narrow thinking about WBL activities. There is so much I can include in my class. I love the idea of "sprinkling" in the concepts throughout the term to help to reinforce what is being learned. Thank you for a wonderful learning experience!"

## STUDENT RETENTION, SUCCESS, & SUPPORT

*Chair: Tina Ngo Bartel, COE Director, Region*

The kickoff event for the Strong Workforce Faculty Institute will be held on March 11, 2022 at the Bay Tower, Sheraton Hotel & Marina (1590 Harbor Island Dr., San Diego, CA 92101). Four colleges opted to host separate, virtual kickoff events with their second cohort for the Faculty Institute: San Diego Continuing College of Education, San Diego City College, San Diego Mesa College, and Southwestern College. The agenda for the event is provided below. Individuals interested in attending as guests for the event should connect with their college's designated Career Education Dean and include their name in the second tab of the participant [Google Sheet](#).

March 11, 2022 Strong Workforce Faculty Institute Kickoff Event Agenda	
8:30 - 9:00 a.m.	Check-in and Breakfast
9:00 - 9:15 a.m.	Welcome
9:15 - 10:00 a.m.	Keynote Speaker
10:00 - 12:00 p.m.	College Breakouts

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12:00 p.m. - 12:45 p.m.	Lunch in College Breakout Rooms
1:00 - 1:45 p.m.	Alumni Talks and Panel Q&A
1:45 - 2:00 p.m.	Closing Remarks and Open Networking

## EMPLOYER ENGAGEMENT

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

The region has been diligently working on the new Employer Engagement model designed to increase WBL opportunities for students, increase student jobs and employment outcomes, and develop approaches that are more responsive to industry needs. The team is currently working with representatives from each college to interview and select candidates for the Employer Relations Liaison (ERL) position as a part of the new model. The ERL's will collaborate with and assist colleges to expand employer engagement to accomplish the aforementioned goals. As an additional element of the employer engagement model, the region has contracted with sector experts to address important industry issues like the challenges related to health placements, upcoming vehicle electrification requirements, and industrial automation and maintenance in manufacturing.

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 the funding from JP Morgan Chase comes to an end this year, all partners in the initiative have agreed that the collaborative value established through the initiative is too great to lose. All of the partners participating in the initiative have committed to continued collaboration and work together to improve students outcomes, meet industry needs and overall support the community.

## K-14 PROFESSIONAL DEVELOPMENT

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

The Professional Development (PD) team hosted the 6<sup>th</sup> annual Counselor Conference: Counseling Students for Future Careers on December 1 and December 2, 2021. Over 220 K-14 counselors, administrators and educators from middle school, high school, community colleges and adult education & noncredit in the San Diego and Imperial region joined the two-day virtual conference. Attendees had an opportunity to choose from 24 virtual breakouts across a variety of career education and counseling topics. Attendees also heard from dynamic speakers, Tina Ngo Bartel, Director, Centers of Excellence for Labor Market Research (COE), San Diego-Imperial who presented "Skills, Jobs, and the Pandemic" and D. Ajené Wilcoxson, DMin, MBA, Professor of Business & Entrepreneurship, Riverside City College School who presented "Re-Creating Student Success: The EQ Way". Recordings, resources and materials are available on [myworkforceconnection.org](http://myworkforceconnection.org) under Educator Resources - [Counselor Conference](#).

In addition, the PD team collaborated with the Regional Director of Advanced Manufacturing to coordinate an Introduction to Automation/Mechatronics Training on December 2-3, 2021 at the Palomar College Rancho Bernardo campus. Engineering and manufacturing faculty from Cuyamaca College, San Diego City College, San Diego College of Continuing Education, Palomar College, Imperial Valley College, America's Finest Charter High School and Fallbrook High School participated in the 2-day hands-on training. The training focused on a variety of automation and mechatronics disciplines, such as electrical and electricity, fluid power and control systems.

On January 21, 2022, the PD team assisted with the coordination of the last of a three-series Perkins V workshop. The goal of the workshops was to facilitate discussion around promising practices and address challenges with Perkins V. Attendees

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included deans, associate deans and Perkins V staff at the colleges in the region. The final workshop covered topics including a review of the Perkins V 2022-24 Comprehensive Local Needs (CLNA) regional guide, the Regional Consortium CLNA Form, and an announcement of an additional Perkins V series in spring 2022. The goal of the spring series is to better understand the Regional Comprehensive Needs Assessment and identify which findings and strategies align each college's Comprehensive Local Needs Assessment (CLNA) and program needs. Recordings, resources and materials are available on [SDICCC Regional Perkins V Workshop Series](#).

Lastly, the PD team continues to assist in the coordination of the Strong Workforce Faculty Institute Kick-Off event, which will be an in-person event at the Sheraton San Diego Hotel & Marina on Friday, March 11, 2022. For more information, visit [myworkforceconnection.org](http://myworkforceconnection.org) under Educator Resources - [Strong Workforce Faculty Institute](#).