

# Regional Employer Engagement Model- ERL Update

May 11, 2022



**COMMUNITY COLLEGES**

SAN DIEGO & IMPERIAL COUNTIES

**CAREER EDUCATION**

# New Employer Engagement Model

## ENGAGEMENT DRIVERS

### Regional Employer Engagement Team

Director of Strategic Partnerships  
 Center of Excellence for Labor Market Research  
 Employer Relations Liaisons  
 Industry Relations Consultants

### External Regional Partners

Economic Development Corporations  
 Workforce Development Boards  
 Community-based Organizations  
 Industry, Labor, & Trade Associations  
 Chambers of Commerce  
 Local Education Agencies

### College Employer Engagement Teams

#### Work-based Learning Coordinators, Job Placement Case Managers, & Career Centers at:

Cuyamaca College  
 Grossmont College  
 Imperial Valley College  
 MiraCosta College  
 Palomar College  
 San Diego City College  
 San Diego College of Continuing Education  
 San Diego Mesa College  
 San Diego Miramar College  
 Southwestern College



### COLLEGE OUTCOMES

- Student preparation: knowledge, skills & abilities aligned to industry needs
- Equitable work-based learning
- Careers that lead to social mobility

### EMPLOYER OUTCOMES

- Access to a well-trained talent source
- Early exposure to students in work-based learning
- Training resources for current staff

### Industry Sectors

- |  |  |                                |
|--|--|--------------------------------|
| Advanced Manufacturing                           | Education & Human Development                          | Life Sciences & Biotechnology  |
| Advanced Transportation & Logistics              | Energy, Construction, & Utilities                      | Public Safety                  |
| Agriculture, Water, & Environmental Technologies | Healthcare   | Retail, Hospitality, & Tourism |
| Business & Entrepreneurship                      | Information Communication Technologies & Digital Media |                                |

# Employer Relations Liaison (ERL)

## ERL Responsibilities

- Increase job opportunities for students
- Increase work-based learning opportunities for students
- Assist college to identify industry KSA's for curriculum alignment
- Assist college to identify employer engagement needs (bolster advisories, expand relationships, etc.)

## Important Details

- ERL role is employer facing, not student facing
- Metrics will be tracked in HubSpot
- Metrics/outcomes reported to CTE Dean and Associate Dean monthly

# ERL Onboarding- April 11- 15

- Day One- SWP, CTE, Regional Model, and the Regional Team
- Day Two- Workgroups, Functions/KPI's, College Highlights, WBL and Job Placement
- Day Three- Color Code Test, External Partners, Best practices for Employer Engagement, and WBL Faculty PD
- Day Four- HubSpot (CRM) Deep Dive
- Day Five- COE, LMI, Employer Partner Gap Analysis

## ERL Current Focus-

- ERL's are currently focused on getting to know the colleges
- Meeting with college stakeholders
- Building strong internal relationships

## Regional Focus-

- Finalized MOU based on college feedback
- Has been shared with the colleges for approval and signature

Monica Rosas has worked for the San Diego & Imperial Counties Community Colleges Regional Consortium since 2018. Some of her responsibilities include coordination of middle and high school engagement work-based learning events, professional development for K-14 educators in a variety of topics and other career pathways specific workgroup activities.

Prior to entering the education sector, Monica worked for the U.S. Commercial Service (USCS) at the American Consulate General in Tijuana, Baja California, Mexico. At USCS she helped U.S. companies' export or increase sales to new markets and build and foster relationships with Mexican Government Officials (e.g., Mexican Customs), industry and business organizations and other entities like Economic Development Councils. Monica is bilingual in English/Spanish and enjoys traveling with family and friends.



Jenni Preciado has worked in San Diego's work-based learning space since 2017. Through collaboration with local employers and educators, she regularly creates and coordinates 6-12th grade work-based learning, financial literacy, and other career and work-readiness programs.

Throughout her career, Jenni has made collaboration and positive relationships a priority, as well as sought to do work that makes people's lives better. Jenni loves to see students explore career options, gain new perspectives, and find passion in a career they may not have known existed. She believes work-based learning and career training can truly bridge gaps, build confidence, and give people a path to job and economic stability in San Diego's economy. To keep her life balanced, Jenni gardens, walks, and spends time with family and friends.



Lynn Bigsby is a CTE and Workforce Development professional with over 19 years of experience in Career Education. For the past two years, Lynn has worked with special population high school and first year college students providing post-secondary guidance and workforce preparation. In this role, Lynn has collaborated with local businesses and industry partners providing work-based learning opportunities for the students she served.

Prior to this role, Lynn spent 17 years leading CTE and CTE preparation courses at the middle and high school level. Lynn's experience includes creating a-g, articulated and sequential pathways with liaison supported internships. Cultivating relationships with industry partners, Lynn's pathways were labor market informed and included Work-Based Learning activities and events. During this time, Lynn also served as a CTE District Department Coordinator and Department Chair. In her spare time, Lynn enjoys taking her daughter on adventures and spending time with family and friends.





Rachel Sanchez has worked with various post-secondary vocational colleges since 2011. Some of her responsibilities include developing and maintaining relationships with employers, establishing externship and clinical opportunities, marketing, mentoring, training in career preparation, recruitment, and staffing.

Prior to entering the education sector, Rachel worked in healthcare as a nurse staffing coordinator, medical billing specialist, and medical office administrator. Rachel received her undergraduate degree in Health Administration and is currently working towards her Masters graduate degree in Organizational Leadership and Public Health. Rachel is bilingual in English/Spanish and enjoys spending time with family and her beloved pets (dog-Bridgette, cats-Coco Chanel, Ollie Bear, and Claire -AKA Fatso, and the wild hummingbirds who live in the backyard dubbed Gunner, Otis, & Winston-or-Willamina).



Erica Olmos has worked at Grossmont and Cuyamaca Colleges since 2016. Some of her responsibilities include coordination of hiring events, information sessions, 21st Century Employability Skills Workshops, CTE employer engagement events, and chairing the internship program at Grossmont College.

Prior to entering the community colleges, Erica worked for various for-profit universities in San Diego County. She was responsible for preparing students and alumni for careers in their field of study, and for establishing powerful employer partnerships, which resulted in over 80% of graduates landing full time jobs every semester. Erica is bilingual in English/Spanish and enjoys being a sports mom.



Lance Grob currently serves as Director of Business Development, Workforce Development and Training, for Edmonds College, a WA State Community and Technical College. Some of his responsibilities include the creation and execution of pre-apprenticeship programs for construction, maritime and manufacturing, DVR contract management to help students with disabilities gain meaningful employment, and relationship management with external clients.

Prior to entering the education sector, Lance worked for Chicago Title of WA as Business Development Leader, Multicultural Markets. At Chicago Title of WA, he helped local and regional Escrow and Sales teams recruit and retain bilingual/bicultural staff, design and teach cross-cultural CE classes for professionals, and create strategic partnerships with ethnic/minority trade associations, chambers of commerce and community non-profits. Lance is dedicated to ocean sustainability, is bilingual in English/Spanish, and has returned to his home town of San Diego to be closer to family.



Vanessa Barron has over 10 years of experience in business development, sales, and community relations. Her previous position with Grossmont College allowed her to engage with employers to develop work-based learning activities, coordinate events for Career Technical Education students, and identify jobs/internships for students.

Prior to working in higher education, she worked for private organizations, including the Fortune 500 company Simon Property Group as the Director of Marketing and Business Development where she fostered relations with local and international companies to create new programs and increase awareness. In addition, Vanessa worked at non-profit organizations, such as the San Diego Blood Bank serving as the Marketing and Outreach Project Manager, and Chula Vista's Third Avenue Association where she partnered with many local organizations to help the area thrive.

During her tenure at the South County Economic Development Council, she assisted with the creation of opportunities that expanded and improved the south region's business relations. Vanessa holds a Bachelor's Degree in Sociology from San Diego State University, and a Master's Degree with an emphasis in Marketing from National University.

