

STRONG WORKFORCE PROGRAM NEWSLETTER

June 6, 2022 – EDITION 30

DATA & RESEARCH

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

The San Diego-Imperial COE released the [Certifications and Licenses](#) study for Imperial County in April 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 was released for [San Diego County in January](#). The COE also published the [Perkins V Comprehensive Regional Needs Assessment](#) for the San Diego-Imperial region. Not only did the COE hold two [webinars](#) to disseminate the information, but also presented it at the spring CCCAOE conference on Thursday, April 7, 2022.

The Data & Research Committee had a joint meeting with WG4 and discussed how our members could support pathway navigation efforts. 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

3fold Communications has completed their stakeholder interviews and is in the process of conducting focus groups with the following participants: high school counselors, policymakers/influencers, potential students, parents/caretakers, and employers. Once complete, 3fold will provide the region with a comprehensive report indicating implementation strategies and next steps. An in-person meeting will be held this summer to review all findings.

In early May, the Conveyor Group, located in Imperial County, began working alongside 3fold and the marketing committee to help inform activities and priorities for that area of the region. As the student and employer population is unique to the valley, it is important to have a local partner.

Civilian has completed their focus group analysis of the CareerEd.org website. The report is currently being reviewed and will be made available when final. Findings from the report will be used to inform updates and modifications to the functionality, accessibility, and relevance of the information on the website.

All colleges that received Rd 5 of the College-based Marketing allocation provided progress reports to the region. Colleges are on track to fully expend by June 30, 2022. Examples of college projects include digital and print advertising, professional photography, and direct dedicated communication with students.

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

The K14 Career Pathways workgroup has made significant progress in the development of products and services to support expansion of equitable, high quality early college credit programs for the San Diego and Imperial region. Led by Mallory J. Stevens, EdD, Early College Credit and Transitions Consultant, a regional dual enrollment community of practice (CoP) has formed. To set the stage, Mallory presented a [Project Overview and Introduction to Regional Special Admit Data Analysis](#) at the March K14 Career Pathways meeting followed by a Regional Dual Enrollment convening March 22, 2022, the first event to launch the opportunities available and resources being developed specifically for dual enrollment practitioners. During this event, Zhenya Lindstrom, Dean of Instructional Services at MiraCosta College presented on [Dual Enrollment Practices](#). The

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first dual enrollment CoP meeting was held in May where Mallory focused on COVID-19 relief funding guidance and answered questions from the field. The next CoP is scheduled for June 8, 2022. The topics of each CoP are driven by the stakeholder's responses to the regional dual enrollment needs assessment. Mallory continues to hold monthly open office hours for dual enrollment practitioners to share ideas and ask questions. Suzanne Sebring, Career Pathways Manager at the Regional Consortium, announced an additional cohort of the Dual Enrollment Leadership Academy (DELA) professional development opportunity in spring 2022. This will be the second cohort the region has sponsored for practitioners in the San Diego and Imperial region.

The K14 Career Pathways workgroup continues to share best practices in all facets of career pathways. Sarah Vielma, Director of College, Career and Technical Education at San Diego Unified School District presented the [SDUSD Career Pathways and Partnership](#) highlighting pathway maps/tools and ways to strengthen career pathways with WBL and Early College Credit. Ute Maschke, CAEP Manager at East Region Adult Education highlighted SB554 in her presentation, [Breaking Down Categories of Adult Learning and Adult Learners](#).

An activity to strategically plan for interventions from the Options After HS survey results took place in April to plan for targeted interventions to be led by local K12 school sites, K12 districts, local colleges and/or the region. [Recommendations for Region Level Interventions](#) were shared and discussed at the May meeting. The recommendations for local college, K12 district and local K12 school site level interventions are being compiled and will be reviewed at the June meeting. In addition, the [raw data](#) survey results were made available by K12 district. Also in June, a K12 district-level regional dashboard with a user prompt guide is expected to be available. Districts will have the opportunity, by request, to dive deeper into their data in late August/early Fall with a facilitated intensive session led by WestEd and the Regional Consortium.

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

The Spring MS/HS Engagement advisory meeting took place on March 24. An update from the Outreach CoP was provided by Deanna Shoop, Outreach and Onboarding Services Manager at Palomar College and Luke Menchaca, Acting Dean, Outreach and Student Affairs at San Diego Community College District. The CoP group has been meeting monthly to share resources, technology needs and outreach practices across the ten colleges. The group is currently collaborating to create a Community College Higher Education Week in the fall. More details to come.

In addition, Suzanne Sebring, Career Pathways Manager at SDICCC Regional Consortium, and Greg Hill, Senior Project Manager at WestEd, delivered the [Options After High School Survey results/analysis presentation](#). The Options After High School survey for CTE students, grades 9-12, closed on February 25, 2022 with 6,047 student responses. This survey informs 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 to better reach students who do not have a post-secondary plan. Following the presentation, a facilitated group discussion took place to identify surprising findings and questions and brainstorm for potential interventions. These ideas were then shared at the K14 workgroup meeting on April 19, 2022, where additional strategies were discussed for targeted interventions led by local K12 school sites, K12 districts, local colleges and/or the region.

The MS/HS Engagement advisory group meets one time per semester and will reconvene in fall 2022.

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 data CoP has continued its work to evaluate process documents and timelines to ensure the data repository remains accurate and up to date moving forward. Each consortium has also been asked to provide an alternate CoP member to ensure all consortia are represented at each monthly meeting and have a voice in any decisions as we embark on horizontal alignment work when we reconvene in the fall.

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The ad hoc group, composed of adult education representatives from the Super Region, that was formed to create an adult learner focused version of the regional early college credit flyers completed their task and the [Adult Education College Credit Flyer](#) was shared with the Super Region during the May meeting. As the tool is used in the field, practitioners are asked to provide feedback and revisions will be made as needed.

Suzanne Sebring, Greg Hill, Jr., and Ute Maschke presented at the Spring CCCAOE conference in Sacramento. Their session, [San Diego/Imperial Counties Adult Education CTE Course Mapping & Repository](#) was well attended and provided attendees with an overview of how the region has been working together to align CTE course offerings to occupations (SOC) and community college Taxonomy of Program (TOP) codes. This effort has resulted in a shared repository of Occupational Training Programs, designed as a staging ground for AE data and a resource for promoting coordination and collaboration among AE CTE providers regionwide. Presenters shared best practices, information about their process and goals for the project moving forward, and how regional career paths will provide better options for students.

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

The Credit for Prior Learning (CPL) regional implementation workgroup has continued regular monthly meetings to work on project deliverables including the collection of baseline data. Specialized sessions included a CPL focus in three areas; student services/records (March), counseling (April), and articulation (May). Workgroup members invited their campus colleagues from each of these areas to participate in the discussion. The May session completed the implementation workgroup meetings and the CPL leads at each college were asked to provide a *Spring 2022 College CPL Implementation Update* via a Google form. During this summer, the CPL chairs will review the individual college updates to plan the fall workgroup meetings. In September, the implementation workgroup will reconvene and include faculty from each discipline to gain an increased understanding of CPL and to ensure the student perspective/voice is included.

The CPL Train the Trainer ad hoc group has completed creating the content of 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. The Vision Resource Center (VRC) has assigned an instructional designer to review the content and create the modules. In June, the VRC will begin a weekly rollout where the CPL chairs and ad-hoc group members will meet to review and discuss each module in the VRC. This process will be completed in August. During September, the CPL implementation workgroup will do beta testing and the final version of the training will be launched later 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 share best practices focused on financial resources/funding, campus allies, and engagement. Ideas were shared regarding the Region X Rising Scholars Network Vision for Success grant application, which was due in March. This program's overarching objective is to expand the number of justice-involved students participating and succeeding in the community colleges.

In addition, a first draft of the Rising Scholars video is complete and was previewed at the May meeting. The regional video highlights the programs at each college, including resources available and compelling student stories. This project was led by Edward Pohlert at MiraCosta College, through the Region X Rising Scholars collaborative funded by a grant from the Southwestern College Foundation. Once finalized, the regional consortium plans to assist with the marketing/delivery of the video. The group also continues to share ideas and build the repository of industry partners and job opportunities for formerly incarcerated students.

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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 welcomed new members, based on the colleges' responses to the new Pathway Navigation RFA. Most of the colleges have aligned their pathways work with their Guided Pathways efforts. The workgroup continues to focus on Data and Equity in onboarding practices. The April meeting included Alex Berry, co-chair of the Data & Research Committee. Much discussion took place around how and what data can and should be collected and analyzed. In addition to the workgroup meetings, Pasadena City College presented at our CoP on Thursday, May 19th, 2022. Pasadena City College has long been seen as a guidepost in forward thinking and redesign of the student experience along their pathway. Components of PCC's model include a guided entry process, customizable and equitable pathways through career communities, and coaching models to support students' academic goals. The CoP was well attended by Pathway Navigation workgroup members, as well as college Guided Pathway representatives. This was the final CoP for the Pathway Navigation group for spring 2022.

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 continues to focus on their goals 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 group has been engaging various programs and departments at the colleges to see how they can collaborate to more equitably serve students. Most recently, the group has been working with college representatives to better understand how to support students with disabilities.

As a part of the Region's commitment to work-based learning and job placement, the Region has offered the colleges one-time funding of \$10,000 to support a technology to enhance work-based learning and job placement. Many of the colleges have implemented or are considering implementation of [Handshake](#). The workgroup has started discussing best practices for implementing the tool and recently had a presentation from Southwestern College who is already using the tool to support students.

The summer cohort for the [WBL Faculty Professional Development](#) begins June 17, 2022. 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 Regional Consortium and the COE launched the second cohort for the Strong Workforce Faculty Institute with a kickoff event on March 11, 2022 at the Bay Tower, Sheraton Hotel & Marina (1590 Harbor Island Dr., San Diego, CA 92101). While 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), more than 130 faculty, staff, and administrators were in attendance. The COE sent an eNews summarizing the event, which could be found

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here: <https://conta.cc/3EjmFzZ>. The COE continues to provide technical assistance and support to the 10 college teams as they facilitate the Faculty Institute at their respective institutions.

Between March and September 2022, each college's cohort of faculty members, researchers, and deans will meet monthly to review course-level data and complete reflection questions. The wrap-up event for the Strong Workforce Faculty Institute will be held on Friday, September 16, 2022 at the Bay Tower, Sheraton Hotel & Marina.

EMPLOYER ENGAGEMENT

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

The Region is diligently implementing 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. Seven [Employer Relations Liaisons \(ERLs\)](#) started onboarding April 11, 2022 and are currently working to develop internal college relationships as they prepare to engage employers to 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. Reports for Advanced Transportation and Advanced Manufacturing are anticipated this summer.

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.

Taylor Dunne from the San Diego Regional EDC and the Region's Director of Strategic Partnerships (Kevin McMackin) have presented to a number of organizations regarding the success of the Advancing San Diego collaborative. In April, they presented at the California Community College Association for Occupational Education (CCCAOE) Conference in Sacramento, CA and received a tremendous amount of support and interest in the work. Most recently, in May, Taylor and Kevin joined the Vice President from the U.S. Chamber of Commerce to present to over 700 attendees at the National Career Development Conference for the Coalition for Career Development.