

# STRONG WORKFORCE PROGRAM NEWSLETTER

September 12, 2022 – EDITION 31

## DATA & RESEARCH

*Chairs: Tina Ngo Bartel, Center of Excellence (COE) Director, Region; and, Alex Berry, Associate Dean, CTE, San Diego Mesa College*

The regional data and research committee covered several topics this quarter. First, the COE presented CSU and UC Program Finder Tool, which assists colleges with identifying what baccalaureate programs currently exist to avoid duplication of efforts with the CSU and UC systems. Second, the Regional Consortium presented the CTE/CE economic impact reports, which Lightcast (formerly known as EMSI) completed for the region's community colleges. Third, the COE released the regional Teacher/Education Occupations brief and requested feedback from the committee on their upcoming Childcare Industry Workforce Needs and Student Support Services Experience studies. Last, the committee continued its community of practice, with San Diego College of Continuing Education and Imperial Valley College presenting on their access dashboard and Aspen Institute designations, respectively.

## MARKETING

*Chairs: Monica Romero, Dean, Business & Technology, Mesa College; Julie Lanthier Bandy, Director, Communications, Marketing and Public Affairs, Palomar College; and, Molly Ash, Program Manager, Region*

In collaboration with internal and external stakeholders and members of target audience groups including high school counselors, policymakers/influencers, potential students, parents/caretakers, and employers, 3fold Communications has completed their cumulative market research. The research phase defined the Region's challenges, identified the most effective methodologies for uncovering data and information, synthesized the research findings, and provided the Region with actionable insights to boost public perception and increase the market share of prospective Career Education students in the local community college areas. The marketing committee, along with members from the Implementation Committee and Employment Relation Liaisons team met in-person on July 19, 2022 to review these findings and discuss next steps. A link to the final cumulative report can be found [here](#).

## 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 June, the K14 workgroup had their final meeting of the year where we reviewed the summary of [21-22 accomplishments](#) and discussed the 2022-23 preliminary planning goals and priority projects. The workgroup tri-chairs met in July to work on refining membership, which was followed by emails to the field and a presentation at Deans' Council meeting to emphasize the importance of the workgroup and increase community college participation. The list will be finalized at the September 27, 2022 workgroup meeting. In Early College Credit, dual enrollment office hours and the Communities of Practice continue to be led by Mallory Stevens. Regional articulation data is still being compiled as baseline data, including demographic and completion information. The 7th annual Counselor Conference will be in-person at the Town & Country Resort in Mission Valley, San Diego on Thursday, December 8, 2022. Save the date! More details to come.

*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 regional Pathway Coordinators are working with the Outreach Community of Practice to determine the viability of a "Map Your Path" campaign, focusing on launching careers through Community College education. This campaign would include community college outreach teams highlighting career education programs to high school juniors and seniors, via assembly or classroom presentations at targeted schools with lower college-going rates. The MS/HS Engagement advisory group meets one time per semester and will reconvene in fall 2022.

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*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 workgroup chairs and regional team have decided to merge the AE/NC workgroup with the Data Community of Practice moving forward. This will eliminate duplicate meetings for the majority of the attendees and strengthen the alignment of our work. Identified workgroup goals will continue to be addressed in this monthly meeting. This fall, horizontal alignment efforts and adult ed pathway integration into the colleges and K12's will be a focus.

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

A CPL Train the Trainer course, developed by college practitioners this past winter and spring, is being launched in the CCC Chancellor's Vision Resource Center this fall. This training, offering resources, best practices and guidelines, is for campus facilitators new to Credit for Prior Learning. Implementation progress update presentations are occurring at leadership meetings throughout the region.

*Rising Scholars Chairs: Chelsea Esquibias, Regional Coordinator, Rising Scholars, Educational Services and Support, California Community Colleges Chancellor's Office; Patrice Milkovich, Director, Restorative Justice & Other Off-Campus Programs; Suzanne Sebring, Manager, Career Pathways, Region*

A Rising Scholars [SDICCCA Region X Video](#), funded by the Southwestern College Foundation, features members of the college's professional team and Rising Scholars students that share their journey and how the community college has impacted them personally. Workgroup chairs are meeting to discuss 2022-23 goals and objectives.

## 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 did not convene over the summer. The first fall workgroup meeting will be held on September 15, 2022.

## WORK-BASED LEARNING/JOB PLACEMENT

*Chairs: George Dowden, Interim 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 prioritize their work 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. Additionally, the summer cohort for the [WBL Faculty Professional Development](#) ended August 8, 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 summer participant shares, "I used to think that this was something that would not make sense for my discipline and primarily research WBL to better inform my role as Curriculum Committee Chair. This course has changed my thinking as that with some creative thinking, anyone and any discipline can find ways to incorporate WBL into their courses." The fall cohort begins September 23, 2022.

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## STUDENT RETENTION, SUCCESS, & SUPPORT

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

Instructors across the region's community colleges continued to work with their institutional researchers and Career Education Deans in the Strong Workforce Faculty Institute after the kickoff event on March 11, 2022. A summary of the kickoff event could be found here: <https://conta.cc/3EjmFzZ>. The wrap-up (celebratory) event will be held at the Bay Tower, Sheraton Hotel & Marina (1590 Harbor Island Dr., San Diego, CA 92101) on Friday, September 16, 2022. The keynote speaker at the wrap-up event will discuss how to continue the Faculty Institute work after program completion. The event will also include cross-college breakout sessions by fields of instruction, which will allow faculty members to network with their counterparts from different colleges.

## EMPLOYER ENGAGEMENT

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

The Region continues to collaborate with the colleges as the new Employer Engagement model is implemented 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 in April and are currently working to develop relationships as they engage employers and assist colleges to expand employer engagement to accomplish the aforementioned goals. The Region is in the process of identifying two more ERL's and plans to have them join the team this fall. 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 are engaging with the Boston Consulting Group to develop a strategic plan for continuing this important work.