



Regional Oversight Committee

Wednesday, November 30, 2022

3:30-4:30pm

Zoom Meeting

Members Present: Sunny Cooke, Nikko De Lao, Michelle Fischthal, Brett Houser, Erik Klein, Lorenze Legaspi, Wes Lundburg, Tina Ngo Bartel, Will Olmstead, Tina Recalde, Isabelle Saber, Sharon Sampson, Poly Zweigle

Regional Staff: Molly Ash, Danene Brown, Sally Cox

Guests: Lucy Arias, Julie Lanthier Bandy, Jason Malmberg, Christie Pierce, Monica Romero, Taylor Toledo

Minutes

1. Welcome and introductions
2. Approve [Minutes from 9-28-22](#)
 - Motion to approve by S. Sampson, second by W. Olmstead, **unanimously approved.**
3. [Marketing Update](#): M. Ash and 3fold Communications shared the following [marketing update](#) which included an overview of the campaign, creative concepts and media strategy. 3fold will be on campuses the week of 12.5-12.9.22 shooting video/photography for the campaign. The colleges have recruited student talent in order to showcase the “community crafted” look and feel. Students will be paid for involvement.
4. Regional Updates (20 mins): S. Cox presented an update on the following:
 - [SWP Annual Regional Plan](#): update of the 4-year plan that includes regional accomplishments to-date and future plans
 - Motion to endorse by L. Legaspi, second by B. Houser, **unanimously endorsed.**
 - [SWP Round 7 Budget](#): allocation of \$10.2 million (through June 2024) to include the following:
 - College Funding:
 - Job Placement Case Management - \$150K/college
 - Counselor Institute - \$125K/college
 - Work-Based Learning - \$50K/college
 - Pathway Navigation - \$50K/college
 - Marketing - \$50K/college
 - Sector Investments - ~\$80K/college
 - Regional Funding:
 - Pre-College Pathways
 - Guided Career Pathways

- Regional Marketing
- Employer Engagement
- Labor Market Research
- K12 Counselor Conference, Faculty Institute Showcase, Counselor Institute Conference
- Apprenticeship Project
- Credit for Prior Learning Project
- K-16 Collaborative Grant: the region is seeking a Director to lead the [Border Region Inclusive Talent Pipeline Collaborative](#). The overall goal of the grant is to increase high-wage, high-demand careers for diverse and underrepresented local talent and increase social mobility in San Diego and Imperial Counties in the Business, Computing & Engineering, Education, and Health Care pathways.

5. Announcements

- 400 attendees have registered for the 7th Annual Counselor Conference “Connecting Counselors for Student Success” being held on Thursday, December 8th at the Town and Country Hotel in Mission Valley.
- The WDC Appreciation Brunch will be held on 12.9.22 at 10:30am at Cuyamaca College.

6. Other

[2022-2023 ROC Membership](#): D. Brown shared the current ROC membership

- Communication to constituents: S. Cooke reminded the group that each member of ROC represents their colleges within this committee. As such, it is the responsibility of each member to take the information shared back to their local stakeholders.

Next Meeting: Wednesday, January 25, 2023 via zoom.

Meeting Recoding: https://us06web.zoom.us/rec/share/fMjiwL3G4zWuGQgVgtFdeQKYq-ubN3v9I6Is4rlogjlvIMYyOla13jU_A-p2VT73.ed09VlijrXLu23Im?startTime=1669851580000

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