

STRONG WORKFORCE PROGRAM NEWSLETTER

December 5, 2022 – EDITION 32

DATA & RESEARCH

Chairs: Eddie Matthews, Regional Research Associate, Center of Excellence (COE); and Alex Berry, Associate Dean, CTE, San Diego Mesa College

The regional data and research committee covered several topics this quarter.

In September, SDCCE discussed creating a regional “Promising Practices Repository” that would gather quality information to foster student-centered continuous improvement. This repository would help users identify viable student interventions and research projects. In October, committee members described their priorities for 2023, the top three of which were:

1. Examine more long-term funding opportunities to be able to increase staffing to meet additional project demands regionally.
2. Add capacity to support understanding of MIS Launchboard and internal data product alignments.
3. Develop and maintain a list of curated resources, best practices, and frameworks to support research offices.

In November, the committee provided feedback on potential new research positions and discussed the onboarding and training experience for new hires. The goal is to have a roadmap to help with the learning curve. The committee is in the process of identifying the current process for researcher onboarding across colleges and what resources could be shared among institutions. In December, there will be a Q&A with guest speakers from WestEd to help illuminate the MIS data validation methods the Chancellor’s Office uses.

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

Using the outcomes provided by the in-depth research conducted over several months, 3fold, the regional team, and the marketing committee worked collaboratively to identify the following campaign target audiences for the upcoming awareness campaign set to launch in January 2023: prospective student (young), prospective student (adult), parent/caretaker, high school counselor, and employer. The marketing committee, along with members from the Implementation Committee and Employment Relation Liaisons team met in-person on October 13, 2022 to decide on the creative concepting and media strategy that best fit each audience and that ensures cultural competency. As part of the campaign creative, students from each campus will be hired as talent for the photo and video shoots. The PIOs have been invaluable partners in recruiting interested students and coordinating instructor and classroom availability.

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

This fiscal year, the K14 workgroup refreshed its membership in an effort to engage more community college representatives. The first meeting included a presentation by Danene Brown, regional chair, sharing the regional consortium mission, vision and goals. This was followed by an activity designed to align the Career Pathways workgroup goals with those of the region. Additionally, a facilitated workgroup discussion was led to identify priorities to support high quality CTE pathways in breakouts consisting of each college district and their K12 partners. The results of these activities are being summarized and will be shared back to the workgroup early 2023. The group also changed the structure of the regular monthly meetings to include presentations on themes of interest identified by workgroup members. So far, there have been presentations on Best Practices in [Pathway Development Partnerships](#), and [Pre-Apprenticeship and Apprenticeship Models](#).

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

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The MS/HS Advisory had its fall meeting in November. The group was updated about the pilot *Map Your Path* outreach career education activities taking place in November at select high schools with lower college-going rates. The region solicited feedback on the draft changes to the Options After High School Survey that will be disseminated to K12 CTE students in January 2023. In addition, a best practices presentation about [Higher Education Week](#) was shared by the Imperial County Office of Education.

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 workgroup moved to the next step in the CTE Coding and Alignment project, developed to foster clarity and visibility around career training opportunities across institutions. Phase 1 was completed last year, including the population of adult education CTE courses/programs and integration of noncredit CTE programs into the repository, establishing a data community of practice, and determining how often the data needs updating. Phase 2, which began this year, includes coordination with a developer to include adult education in the regional Program Finder tool, as well as embarking on our horizontal alignment work, by occupational training program (OTP), in a cohort model.

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

The Credit for Prior Learning (CPL) training modules were completed in the vision resource center and workgroup members are reviewing to provide feedback. Once necessary edits are made, the course will be released. The online course is designed to support new CPL Leads in the planning and implementation of CPL. To help each college visualize their goals, activities, and outcomes, an implementation framework template was shared by MiraCosta, and each campus CPL lead was asked to create a logic model. Filming is complete and marketing videos are being developed to showcase the success of the CPL programs across the region. These videos include testimonials from students who benefitted from CPL, along with faculty who offer CPL courses. Completed videos will be available to the region in early 2023.

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

The Rising Scholars Workgroup continues to meet to address how college practitioners can support justice-impacted students. This year we are including a series of presentations to address various topics including student resources available through San Diego Workforce Partnership and ARI Works Advance Reentry Initiative. We have also begun a subcommittee to develop a student workshop series in the hopes to expand the student sense of belonging and community. The workshops will be focused on topics the students have identified as a need in our workgroup meetings. Some examples include securing housing, access to food, navigating the internet, how to send an email, connecting to Zoom, reading a college catalog, legal aid options, time management, and childcare.

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 Pathway Navigation workgroup began the semester with a review of the colleges' Pathway Navigation work - Where We Began/Where We Are/Where We Are Going. The workgroup members discussed how much has been accomplished and how the Pathway Navigation work is being integrated into the colleges' Guided Pathway work. The workgroup is also exploring different types of data to include in a Pathway Navigation Dashboard, that would further highlight the colleges' Pathway Navigation data. In addition, Danene Brown, Region Chair, and the WestEd team have been conducting Pathway Navigation Inquiry & Support Meetings with each colleges' Pathway Navigation team, in an effort to provide technical assistance and

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identify needs and challenges. Based on the Inquiry & Support Meeting findings, topics for Communities of Practices will be selected for colleges to share practices.

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 workgroup is currently collaborating to develop best practices for supporting students, faculty, and employers while using college employment platforms like Handshake, CCN or JAIN. Additionally, dates for next year's [WBL Faculty Professional Development](#) cohorts have been released and a [recruitment video](#) has been developed to support college recruitment and participation. As previously shared, 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 next cohort begins February 24, 2023.

STUDENT RETENTION, SUCCESS, & SUPPORT

Chair: Tina Ngo Bartel, COE Director, Region

As of September 2022, nearly 400 instructors across the region's community colleges participated in the Strong Workforce Faculty Institute in two cohorts. The second cohort attended a wrap-up (celebratory) event 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 discussed how faculty members could continue incorporating the teaching and learning strategies from the Faculty Institute in their courses. The event also included cross-college breakout sessions by fields of instruction, which allowed 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. The Region has hired nine [Employer Relations Liaisons \(ERLs\)](#) who are currently working to develop relationships as they engage employers and assist colleges to expand employer engagement to accomplish the aforementioned goals. 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 like [Advancing San Diego](#), which has helped college programs in the area to align to industry standards, support small businesses, and provide internships to students. Another important project the region is collaborating with is the [Behavioral Health Workforce Initiative](#) sponsored by County Supervisor Nathan Fletcher. Lastly, the employer engagement team has developed [Health faculty recruitment videos](#) to assist colleges when recruiting faculty from industry.