

STRONG WORKFORCE PROGRAM NEWSLETTER

March 6, 2023 – EDITION 33

DATA & RESEARCH

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

In December, WestEd joined the Data and Research Committee to outline the MIS file workflow for student equity plan data. WestEd's goal was to demystify the MIS data conversion process and field questions about the methodology it developed with the Chancellor's Office. Also in December, Jesus Rivas of SDCCE presented a longitudinal dashboard of CTE Employment Outcomes Survey data that allowed for an analysis of employment trends over a five-year period among SDCCE cohorts. In January, Dr. Erik Cooper, Assistant Vice Chancellor for Research, Visualization, and Analytics, discussed the new vision for the Chancellor's Office which is to build more internal capacity to better help colleges mitigate data challenges and identify what is working in data management, research, and analytics. He also provided updates, such as the Chancellor's Office Curriculum Inventory System (COCI) being replaced in the near future. Stephen Bass (SD District) and Greg Hill (WestEd) presented an early college credit/dual enrollment data dashboard that will help the region understand the extent of articulation credit by exam and dual enrollment. In February, the committee explored what it would look like to increase data sharing in our region with the goal of improving student outcomes. Marc Grabiell (SD District) presented on Perkins Title 1C 132 validation and described how these economically disadvantaged students are being calculated, then traced it through the reporting process to identify potential areas of underreporting.

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

The regional marketing campaign has accomplished a lot over the last few months! Utilizing the qualitative and quantitative feedback uncovered during the research phase, 3fold presented the new regional direction, focused on highlighting community colleges and Career Education opportunities as being 'Community Crafted'. During the months of December and January, 3fold, along with their production company, visited each campus (and some satellite campuses) to shoot photography and videography that will be highlighted within the regional assets. The PIOs were extremely helpful in gaining access for 3fold and ensuring that each campus was represented in the best possible way. At the February 9, 2023 Marketing Committee meeting, workgroup members reviewed the new creative and media plan and provided their feedback. The committee and consultant have taken special care to ensure that all campaign messaging and creative resonates with our Spanish speaking communities and our Imperial Valley partners.

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 workgroup has continued working on the 22-23 goals and objectives to clarify the path for students through outreach, alignment, and acceleration strategies. The annual K14 Counselor Conference, held in December, focused on collaboration among counselors to help ensure smooth student transitions between educational segments. The second annual Options After High School survey was distributed to high school CTE students to help us understand the student perspective about their post-secondary options. The survey will close March 17th and the workgroups will analyze the summarized data and provide recommendations for what each educational segment can do to help bridge any identified gaps. The February meeting was spent on updates of work in progress on Early College Credit for Career Education Pathway Completion and Transitions, a demonstration of the new Program Finder tool design, inclusive of community college, adult school, and K12 CTE programs, with requests for feedback, and a final push for Options After High School survey participation.

STRONG WORKFORCE PROGRAM NEWSLETTER

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 MS/HS Engagement Advisory spring meeting will be scheduled for late April, early May. The Community College Outreach Community of Practice (CoP) met on February 21st. Regional Chair Danene Brown shared an opportunity with the Pathway Navigation RFA to support additional outreach needs.

Adult Ed & Noncredit Chairs: Kim Bellaart, Director, Grossmont Adult Education; Beatriz Aguilar, Director, Noncredit and Adult Education Programs, MiraCosta College; and, Suzanne Sebring, Director, Post-Secondary Engagement, Region

The Adult Education/Noncredit workgroup continued its horizontal alignment work completing the work on Health programs. The discussions that occurred between subject matter experts were very beneficial and inspired inquiry and sharing of best practices among participants. The next cohort will analyze the Business programs. Additionally, the group examined [equitable learning across student populations](#) and shared what their successes and challenges have been in this area.

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, Director, Post-Secondary Engagement, Region

The CPL implementation workgroup's final meeting was in December. Since then, regional and CPL leads have been busy putting together a plan for the group moving forward. A Request for Application (RFA) will be put out soon with several options for funding CPL work in FY 23-24. In the meantime, Candace Rose at Palomar College will provide regional support with 1:1 meetings with the CPL lead from each college through the fiscal year. The region is currently working on uploading the CPL marketing videos on the regional websites to share with students, colleagues, and leadership. In addition, the CPL training in the Vision Resource Center will be available soon.

Rising Scholars Chairs: Chelsea Esquibias, Regional Coordinator, Rising Scholars, Educational Services and Support, California Community Colleges Chancellor's Office; Suzanne Sebring, Director, Post-Secondary Engagement, Region

The Rising Scholars Workgroup continues to meet to address how college practitioners can support justice-impacted students. Much of our work has gone into developing a student workshop series that will be offered statewide through the Rising Scholars Network. [The Onward series](#) will be offered via Zoom from 12:00 pm-1:00 pm on [March 2nd](#), [April 18th](#), and [May 16th](#).

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 held its first meeting of the semester on February 16th. During this meeting Danene Brown, Region Chair, and the WestEd team shared the findings from the Pathway Navigation Inquiry & Support Meetings, held in collaboration with each colleges' Pathway Navigation team last fall. Key themes included incorporating Career Planning & Education Planning, making Career an "inescapable" part of students' experience, and ensuring that Career is key in ACPs and Success Teams. Challenges and pain points included obtaining leadership support and getting faculty and leaders to champion the work, access to or use of data or metrics that are needed to show improvement, and utilization of a CRM tool to centralize data and better learn about successes & challenges. These findings informed the topic for the spring Communities of Practice (CoP). The first in-person CoP, in three years, will be held Friday, March 3rd at the North City College of Continuing Education. The CoP will focus on students' journeys and Southwestern College will share the results of their Secret Shopper investment and how they have redesigned student services. Lastly, the region will soon release a new RFA focused on building capacity and continuing the great work from the Pathway Navigation workgroup. This funding will provide support for colleges to evaluate their career services, develop a strategic plan, and implement the plan. An additional RFA will be released to continue the support for Outreach.

STRONG WORKFORCE PROGRAM NEWSLETTER

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. Recent meetings have been focused on providing students with equitable access to internships. With internships in mind, the March meeting will spotlight a regional discussion about the Learning-Aligned Employment Program (LAEP) offered by the California Student Aid Commission. The [meeting](#) is open to any at the colleges who are supporting LAEP and will include presentations from colleges who are actively placing students and developing important local processes. As the Region works to support and ensure equitable work-based learning, the SG21 Framework has been updated and most notably, the title of the work has been changed to [Ensuring Equitable Work-based Learning \(SG21\) Framework](#). Lastly, the Region continues to support equitable work-based learning by offering a [Regional Faculty Work-based Learning Professional Development](#) to support faculty in providing these crucial experiences to students. The spring cohort begins February 24, 2023 and registration information for future cohorts can be found [here](#).

STUDENT RETENTION, SUCCESS, & SUPPORT

Chair: Tina Ngo Bartel, COE Director, Region

The COE recently released the study, [Equity Gaps in Priority Jobs and Programs](#). The COE commissioned the San Diego Workforce Partnership to 1) identify priority jobs and programs and 2) determine what equity gaps exist within those jobs and programs. Priority jobs are occupations that require at least a high school diploma but less than a bachelor's degree; have at least 50 annual job openings in San Diego County; pay at or above the living wage of \$18.43 per hour for a single adult in San Diego County; and typically require fewer than five years of work experience at entry. The report identified 91 priority jobs and found equity gaps in gender, age, and race/ethnicity after comparing the demographic composition of these occupations to the demographic composition of the labor force in San Diego County. Females and males were significantly underrepresented in 56 and 33 priority jobs, respectively. Seventy-two priority jobs differed significantly for at least one black, indigenous, and people of color (BIPOC) race/ethnic group, and 19 jobs were underrepresented by BIPOC women and 14 by BIPOC men. Additionally, 47 occupations were significantly overrepresented by individuals ages 55 and over, suggesting that for over 50 percent of these occupations their workforce is close to retirement. Priority programs are defined as community college TOP codes that train for priority jobs. There are 98 TOP codes with 236 program offerings in Fall 2021. **The study recommends that the colleges use the information to develop recruitment and retention strategies in programs that train for priority jobs.**

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 and will be the foundation moving forward for the [Regional K16 Collaborative Grant Program](#). Two other timely and important projects for the Region are with the Port Of San Diego and San Diego County Lodging Association. The Region is working with the Port of San Diego to facilitate working group discussions for the colleges and the Port tenants to align curriculum and talent needs for in demand sectors as well as organizing a large [career fair](#) that will be hosted on April 7th at the InterContinental San Diego from 10am-3pm. Lastly, the Region, Center of Excellence, and

STRONG WORKFORCE PROGRAM NEWSLETTER

the San Diego County Lodging Association are collaborating to better understand the in-demand, high-wage occupations that present challenges for our hospitality industry. The report is anticipated late August.

COMMUNITY COLLEGES

SAN DIEGO & IMPERIAL COUNTIES

CAREER EDUCATION

Learn More. Earn More. | [CareerEd.org](https://www.careered.org)