

2018

COUNSELOR CONFERENCE

SHERATON SAN DIEGO HOTEL & MARINA | SAN DIEGO

DECEMBER 5, 2018

BRIDGING PATHWAYS:
FROM EXPLORATION TO CAREER



SAN DIEGO & IMPERIAL COUNTIES
COMMUNITY COLLEGES



On behalf of the conference planning committee, we are delighted to welcome all of you to this year's Counselor Conference sponsored by the San Diego and Imperial Counties Regional Strong Workforce Program.

We hope you will enjoy this informative event themed "Bridging Pathways: From Exploration to Career" filled with valuable resources and networking opportunities that will expand your understanding of local career education pathways.

The San Diego-Imperial Center of Excellence (COE) for Labor Market Research projects that between 2017 and 2022, there will be more than 47,000 job openings per year in the area's 100 top middle-skill job categories that earn an average hourly wage of \$26.70 (or \$55.5K annually). Middle skill jobs are positions that require more than a high school diploma but less than a four-year college degree. In response to the middle skills job gap, California took a bold step with the approval of the Strong Workforce Program to create more middle-skill workers. The San Diego and Imperial Counties region knows that in order to get our students into these middle-skills jobs they need to have an awareness of the career pathways that exist in the community colleges; an understanding of how to align their interests, skills, and abilities with the variety of career options that are available in our economy; an infrastructure of interconnected support systems to help them along their journey; as well as ample work-based learning and employment opportunities to directly link them to businesses.

In addition to the great variety of breakout sessions, you will have a chance to connect with community college and other post-secondary representatives to learn what career pathways they offer and which programs prepare students for in-demand middle skills jobs.

Thank you for joining us today. A special thanks to all our partners, volunteers, and presenters who made this event possible.

8:30-9:15am	Check-In & Breakfast
9:15-9:30am	Welcome
9:30-10:15am	Plenary Session
10:15-10:30am	Transition
10:30-11:15am	Breakout Session 1
11:15-11:25am	Transition
11:25-12:20pm	Lunch
12:20-12:30pm	Transition
12:30-1:15pm	Breakout Session 2
1:15-1:30pm	Transition
1:30-2:15pm	Breakout Session 3
2:15-2:30pm	Conference Concludes

★ Please visit the postsecondary tables in the Nautilus Foyer (lower level) 10:00am-1:00pm.

At the conclusion of Breakout Session 3, evaluations will be collected in your breakout session room. You may also turn in your evaluation form at the table in the Harbor Island Ballroom foyer (upper level).



SESSIONS AT A GLANCE

10:30-11:15am Breakout Session 1		
Audience	Title	Location
K-14	Deep Dive: K-12 Component of Strong Workforce	Spinnaker 1
K-14	What's the Big Deal About Priority & Emerging Sectors? What About In-Demand Jobs?	Marina 6
K-14	Yes, You Can Support Student Career Readiness	Nautilus 1
K-12	College and Career Indicators (CCI) and the California Dashboard	Nautilus 2
9-14	Career, Major and Internship Options for Undocumented, DACA, Dreamers and AB 540 Students	Nautilus 3
9-14	Pathway is NOT a Dirty Word: Mapping Student Journeys From High School and Adult School Into Postsecondary Education and the Workforce	Nautilus 4
9-14	Career Peer Ambassadors: Expanding the Reach of Career Services	Nautilus 5
12:30-1:15pm Breakout Session 2		
Audience	Title	Location
K-14	Deep Dive: K-12 Component of Strong Workforce	Spinnaker 1
K-14	What's the Big Deal About Priority & Emerging Sectors? What About In-Demand Jobs?	Marina 6
K-14	Yes, You Can Support Student Career Readiness	Nautilus 1
K-14	Will You Have the Appropriate Skills? – Human Resources Panel Discussion	Nautilus 2
K-14	From Super to Holland to Krumboltz: Applying Historical and Contemporary Theories of Career Development	Nautilus 3
9-14	Pathway is NOT a Dirty Word: Mapping Student Journeys From High School and Adult School Into Postsecondary Education and the Workforce	Nautilus 4
9-14	Dual Enrollment: Overview, Best Practices, Lessons Learned	Nautilus 5
1:30-2:15pm Breakout Session 3		
Audience	Title	Location
9-14	Early College Credit for Career Education: High School to College Articulation and Credit by Exam	Spinnaker 1
K-14	What's the Big Deal About Priority & Emerging Sectors? What About In-Demand Jobs?	Marina 6
K-14	Kitchen Table Conversations: Marketing Career Education to Parents	Nautilus 1
K-14	Will You Have the Appropriate Skills? – Human Resources Panel Discussion	Nautilus 2
9-14	Got Career Resources? What? Where? How Do I Begin?	Nautilus 3
9-14	Pathway is NOT a Dirty Word: Mapping Student Journeys From High School and Adult School Into Postsecondary Education and the Workforce	Nautilus 4
K-14	Ikigai for All - Helping All Students Find Their Purpose	Nautilus 5

Upper Level – Spinnaker 1 and Marina 6 **Lower Level** – Nautilus 1-5

PLENARY SESSION 9:30-10:15AM

PLENARY SPEAKER
Mollie Smith, Regional Chair,
San Diego and Imperial Counties
Regional Consortium

In an effort to develop more workforce opportunity and lift low-wage workers into living-wage jobs, California took a bold step in 2016 to create one million more middle-skill workers. At the recommendation of the California Community College Board of Governors, the Governor and Legislature approved the Strong Workforce Program, adding a new annual investment of \$248 million to expand and improve career education (CE) in the nation's largest workforce development system of 115 colleges.

Join Mollie Smith, Regional Chair, to discover how the San Diego Imperial Counties region made the commitment to create "more and better" career education by creating a region wide infrastructure to include Data and Research, Marketing, Career Pathways, Pathway Navigation, Employment Readiness, Work-based Learning, Job Placement, and Employer Engagement.

She will discuss the strategies and recommendations that are currently being implemented in this region, and how the K-12 component of the Strong Workforce will emphasize a collaborative approach between systems.

CONFERENCE SCHEDULE: BREAKOUT SESSION 1

10:30-11:15AM

Deep Dive: K-12 Component of Strong Workforce

Spinner 1

Mollie Smith, Regional Chair, San Diego
Imperial Counties Regional Consortium

Kathleen Porter, Executive Director,
Career Technical, Adult and Alternative
Education, Poway Unified School District

From Career Readiness Indicators to Guided Pathways to College, come learn about how the K-12 and community college Strong Workforce Programs will align to assist our students on their road to success. In this session you will learn about the regional goals focused on Career Pathways, Career Development, and Middle School and High School Engagement, and how these goals create strategies to engage more students earlier and help them make informed decisions about their career goals. This will be an interactive discussion about how we will work differently and collaboratively to help more students achieve success.

What's the Big Deal about Priority & Emerging Sectors? What about In-Demand Jobs?

Marina 6

Tina Ngo Bartel, Director of San Diego
and Imperial Counties, Centers of
Excellence for Labor Market Research

There is a lot of discussion about sector-strategies in education and workforce development. This session explores how sectors and in-demand jobs can help you and your students navigate the job market. The Centers of Excellence for Labor Market Research (COE) are the number one source of labor market information for the California Community Colleges. Come find out what regional resources, products and services are available.

Yes, You Can Support Student Career Readiness

Nautilus 1

John Merris-Coots, Education
Programs Consultant, California
Department of Education (CDE)

This session will provide an overview of the California Department of Education California Career Resource Network (CalCRN) program's career exploration and planning resources. Session attendees will learn how CalCRN's resources can be used to help students assess their career related interests, identify occupational options, and develop post high school plans. CalCRN resources help students understand how to make informed career choices, and learn about the skills, attitudes, and knowledge necessary to be successful in the world of work. You can visit the CalCRN website at www.californiacareers.info to learn more.

College and Career Indicators (CCI) and the California Dashboard

Nautilus 2

Tracy Wilson, Counseling Coordinator,
San Diego County Office of Education

In this session participants will learn about the College and Career Indicators (CCI) on the California Dashboard and how it applies to the work of a school counselor. We will also look at some best practices we can do as school counselors to increase the number of students who are college and career ready.

Career, Major and Internship Options for Undocumented, DACA, Dreamers and AB 540 Students

Nautilus 3

Kellie Corbisiero, Career Counselor,
Southwestern College

Gain insight and understanding of the undocumented, DACA, AB 540 and Dreamer student experience while learning valuable techniques for assisting this student population with career development. This session will assist you in facilitating career/major selection, internship acquisition and job skill development targeted toward these student populations while gaining knowledge of federal and state laws associated with employment and these populations. Legal and career resources will be available at this presentation.

Pathway is NOT a Dirty Word: Mapping Student Journeys From High School and Adult School Into Postsecondary Education and the Workforce

Nautilus 4

Randy Tillery, Project Director, Workforce
and Economic Development, WestEd

Allie Bollella, Program Coordinator II,
WestEd

K-12 systems, community colleges, and adult schools have been asked to build better models for accelerating student journeys into post-secondary education and the workforce. In this session, we will explore different models for mapping student journeys and tracking how students in high school and K-12 adult schools are progressing in our programs and pathways. Included will be visualization and data points from WestEd's work in the K-12 Adult Education Program and comprehensive pathway maps developed in partnership with the San Diego Imperial Strong Workforce Program.

Career Peer Ambassadors: Expanding the Reach of Career Services

Nautilus 5

Claudia Estrada-Howell,
Transfer & Career Center Supervisor,
San Diego Mesa College

Learn more about the Career Peer Ambassador Program at San Diego Mesa College which was developed to help students make informed education and career decisions that lead to greater economic opportunities and professional success. The program offers high school to college peer to peer connections and valuable Career Services.

CONFERENCE SCHEDULE: BREAKOUT SESSION 2

12:30-1:15PM



Deep Dive: K-12 Component of Strong Workforce *Spinnaker 1*

Mollie Smith, Regional Chair, San Diego
Imperial Counties Regional Consortium

Kathleen Porter, Executive Director, Career
Technical, Adult and Alternative Education,
Poway Unified School District

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What's the Big Deal about Priority & Emerging Sectors? What about In-Demand Jobs? *Marina 6*

Tina Ngo Bartel, Director of San Diego
and Imperial Counties, Centers of
Excellence for Labor Market Research

There is a lot of discussion about sector-strategies in education and workforce development. This session explores how sectors and in-demand jobs can help you and your students navigate the job market. The Centers of Excellence for Labor Market Research (COE) are the number one source of labor market information for the California Community Colleges. Come find out what regional resources, products and services are available.

Yes, You Can Support Student Career Readiness

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Will You Have the Appropriate Skills? – Human Resources Panel Discussion

Nautilus 2

Margie Fritch, Dean of Career Technical & Extended Education, Palomar College

This session will provide insight into what human resources departments assess when hiring new personnel. Attendees will learn about the importance of technical and soft skills, resume and social media (i.e. LinkedIn), industry certifications, etc. In addition, what HR trends we will see for students interested in internships and mentorships, tips on how to get noticed in a pool of qualified candidates, and online applications. Sectors represented in the panel include: healthcare, biotech/life sciences, advanced manufacturing, information communications and telecommunications (ICT). In addition, participants will receive information from the Society of Human Resources Management professionals.

From Super to Holland to Krumboltz: Applying Historical and Contemporary Theories of Career Development

Nautilus 3

Kellie Corbisiero, Career Counselor, Southwestern College

Mona Patel, Career Center Director & Career Counselor, San Diego Miramar College

Some career development theories have been around longer, while others are newly evolving to address emerging issues related to diverse populations. Donald Super's "Life-span, Life-space" theory is based on the belief that self-concept changes over time. John Krumboltz's Happenstance Learning Theory challenges conventional views around indecision. Come learn more about career counseling professional development opportunities and how career theories are actually converging to address career development for persons with disabilities, women, persons of color, immigrants, LGBTQIA+ community and individuals who are formerly incarcerated.

12:30-1:15PM

Pathway is NOT a Dirty Word: Mapping Student Journeys From High School and Adult School Into Postsecondary Education and the Workforce

Nautilus 4

Randy Tillery, Project Director, Workforce and Economic Development, WestEd

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Dual Enrollment: Overview, Best Practices, Lessons Learned

Nautilus 5

Jason Maher, Head Counselor, San Diego Unified School District

Catherine Shafer, Professor/Simulation Lab Coordinator, Nursing, San Diego City College

More and more students are taking college courses for dual credit while in high school. This trend has created enormous opportunities for students, staff, and parents. In San Diego Unified we had 750 students participating three years ago. Today, we have over 3,000 students earning dual credit. Come listen to best practices and lessons learned.





..... 1:30-2:15PM

Early College Credit for Career Education: High School to College Articulation and Credit by Exam

Spinnaker 1

Eric Anthony, Program Support
Technician/CTE Transitions Coordinator,
San Diego Community College District

Early college credit for career education students accelerates college completion and improves career education pathway retention. Learn about high school to community college credit by exam and articulation, and how CATEMA can improve these processes. A panel of representatives from community colleges throughout the San Diego region will explain what their schools offer and answer questions from the audience.

What's the Big Deal about Priority & Emerging Sectors? What about In-Demand Jobs?

Marina 6

Tina Ngo Bartel, Director of San Diego
and Imperial Counties, Centers of
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1:30-2:15PM

Kitchen Table Conversations: Marketing Career Education to Parents

Nautilus 1

Sean Connacher,
Account Supervisor, Civilian

The regional Strong Workforce Program includes a substantial, and sophisticated, marketing push led by a consultant agency, Civilian. With advertising, public relations, and community outreach in place there is an untapped opportunity to engage parents of high school students, who are the strongest influencers in higher education decisions. Understanding how to speak to parents, and what messages they find most powerful, will be critical to winning their hearts and minds. Please join us for an interactive conversation to unearth how messages used in marketing can transform existing perceptions parents have of Career Education, and Community Colleges in general.

Will You Have the Appropriate Skills? – Human Resources Panel Discussion

Nautilus 2

Margie Fritch, Dean of Career
Technical & Extended Education,
Palomar College

This session will provide insight into what human resources departments assess when hiring new personnel. Attendees will learn about the importance of technical and soft skills, resume and social media (i.e. LinkedIn), industry certifications, etc. In addition, what HR trends we will see for students interested in internships and mentorships, tips on how to get noticed in a pool of qualified candidates, and online applications. Sectors represented in the panel include: healthcare, biotech/life sciences, advanced manufacturing, information communications and telecommunications (ICT). In addition, participants will receive information from the Society of Human Resources Management professionals.

Got Career Resources? What? Where? How Do I Begin?

Nautilus 3

Cindy Morrin, Associate Professor,
Counseling & Career, Cuyamaca College

Claudia Estrada-Howell,
Transfer & Career Center Supervisor,
San Diego Mesa

Mona Patel, Counselor/Coordinator,
San Diego Miramar College

Find your passion, find your pathway, find your purpose... Do what you were meant to do! How do we send this message to our students and counselors? Attend this workshop to learn how community college career counselors help students choose a career and then a major through a variety of resources. Learn more about such resources to help your counseling department teams and students learn more about the career development process toward student success. We will share a variety of free and paid resources that will help both counseling faculty and students.

Pathway is NOT a Dirty Word: Mapping Student Journeys From High School and Adult School Into Postsecondary Education and the Workforce

Nautilus 4

Randy Tillery, Project Director, Workforce and Economic Development, WestEd

Allie Bollella, Program Coordinator II, WestEd

K-12 systems, community colleges, and adult schools have been asked to build better models for accelerating student journeys into post-secondary education and the workforce. In this session, we will explore different models for mapping student journeys and tracking how students in high school and K-12 adult schools are progressing in our programs and pathways. Included will be visualization and data points from WestEd's work in the K-12 Adult Education Program and comprehensive pathway maps developed in partnership with the San Diego Imperial Strong Workforce Program.

Ikigai for All - Helping All Students Find Their Purpose

Nautilus 5

Jewyl Clarke, Integrated Curriculum Coordinator, San Diego County Office of Education

We all want students to end up in fulfilling careers that pay a living wage, and there are a number of things we can do to prepare them for this throughout their educational journey. In this session, we will discuss strategies to help students find what they like, what they are good at, what the world needs and what they can get paid for. These approaches can be applied at the classroom, district or regional level, as we work together to help all students discover and pursue their Ikigai, or Purpose.





C U Y A M A C A
· C O L L E G E ·

CUYAMACA COLLEGE | El Cajon

Situated on 165 rolling acres in scenic Rancho San Diego, Cuyamaca College opened in 1978 and serves almost 10,000 students each semester. The school in eastern San Diego County offers 91 degree programs and 74 certificates. Cuyamaca College has renowned career education programs in automotive technology, ornamental horticulture, computer and information science, and engineering.

G R O S S M O N T
C O L L E G E



GROSSMONT COLLEGE | El Cajon

Grossmont College, located on a 135-acre mesa in northwest El Cajon, has been a vital part of the community since 1961. Grossmont serves almost 19,000 full- and part-time students per semester, and offers 95 degree and 73 certificate programs. Grossmont College has highly regarded career education programs in culinary arts, nursing and health, and law enforcement.



IMPERIAL VALLEY COLLEGE | Imperial

In 1962, a handful of people gathered on a 160-acre plot of land in Imperial, CA. It was the first day of classes for what would become Imperial Valley College. Today, 9,000 students learn across dozens of degree, certificate and career education programs each semester. Over the past decade, Imperial Valley College has continued major modernization programs, including construction of state-of-the-art Career Education buildings and labs, and establishment of innovative educational partnerships.



MIRACOSTA COLLEGE | Oceanside

The MiraCosta Community College District includes Oceanside, Carlsbad, La Costa, Encinitas, Olivenhain, Rancho Santa Fe, Cardiff by the Sea, Solana Beach, Del Mar, and Carmel Valley. With its coastal location, beautiful campuses, and strong academic programs, MiraCosta College attracts students from throughout San Diego County, the state, and the country as well as from abroad. Founded in 1934, today, MiraCosta is one of a handful of California community colleges that offers a bachelor's degree. Nearly 15,000 students take class each semester, including military members and veteran community.



PALOMAR COLLEGE | San Marcos

Palomar College is a public, two-year community college. Its main campus is located approximately 30 miles north of downtown San Diego, in San Marcos, California. Palomar enrolls nearly 30,000 full-time and part-time students and gives you the opportunity to choose from over 200 associate degrees, complete certificate training programs, and enjoy career education classes for lifelong learning.

SAN DIEGO CITY COLLEGE | Downtown San Diego

For more than 100 years, City College has been a public, two-year community college serving as the educational cornerstone of downtown San Diego. The college covers 60 acres, taking up 20% of downtown's footprint. By the numbers, the school offers 250 majors and certificate programs, and conducts 1,500 classes each semester for more than 17,000 students. Explore career education at City College.



SAN DIEGO CONTINUING EDUCATION | Across San Diego

Founded in 1914, SDCE is the adult education division of the San Diego Community College District. SDCE provides accessible, equitable, and innovative quality education across more than 70 programs and thousands of free classes. Programs are available at seven campuses in San Diego from the Barrio Logan community in the south, to Miramar in the north. Students also attend classes at over 200 community locations.



SAN DIEGO MESA COLLEGE | Clairemont Mesa

As one of California's largest community colleges, Mesa College ranks as San Diego's top transfer institution, with small classes, award-winning faculty, and a reputation as the leading college of equity and excellence. Conveniently located in central San Diego, Mesa offers Career Education programs in fields such as allied health, Geographic Information Systems (GIS), business, multimedia, hospitality, culinary arts, fashion, architecture, and interior design along with a four-year baccalaureate degree in Health Information Management.



SAN DIEGO MIRAMAR COLLEGE | Mira Mesa

Founded in 1969, and located in Mira Mesa, Miramar College enrolls 15,000 students annually, in both online and on-campus classes. The school offers 117 degrees and certificates across 16 career education programs. Partnerships with local industries help prepare students for high-demand and well-paying jobs in the highly-competitive labor market, including biotechnology, paralegal, aviation, automotive, diesel and advanced transportation and energies.



SOUTHWESTERN COLLEGE | Chula Vista

Since its inception in 1961, Southwestern College has shaped the lives of hundreds of thousands of South County students through higher education. Nestled on a 156-acre campus in the heart of Chula Vista, the school provides a supportive environment, with over 320 associate degree and certificate programs available for a highly diverse traditional and non-traditional student population. Whether your goal is a certificate, degree, transferring to a four-year college, or pursuing career education, SWC offers extensive opportunities to meet educational, career and personal improvement goals with five locations throughout the South Bay.



CAREER EDUCATION RESOURCES



SAN DIEGO & IMPERIAL COUNTIES COMMUNITY COLLEGES

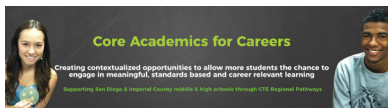
The regional career education website for the San Diego and Imperial Counties Community Colleges. Includes career and college exploration as well as information about fees and how to apply. careered.org/



DEC 5TH, 2018 COUNSELOR CONFERENCE

Bridging Pathways: From Exploration to Career Links to breakout session handouts, PowerPoints, and more.

myworkforceconnection.org/counselor-resources/



CORE ACADEMICS FOR CAREERS

A project of SB1070 CTE Regional Pathways, this website provides resources that expand college pathways into the middle and high school setting through professional development, curriculum, and industry connections. careeracademics.org/



CALIFORNIA COMMUNITY COLLEGES WORKFORCE AND ECONOMIC DEVELOPMENT

Regional interactive resource map, top 10 sector priority handouts, career pathways and guided pathways toolkits, and more.

doingwhatmatters.cccco.edu



CALIFORNIA COMMUNITY COLLEGES MY PATH

About colleges, explore careers, choose a college, apply for college, pay for college. cccmypath.org



CALIFORNIA COMMUNITY COLLEGES CAREER COACH

Discover majors and in-demand careers and education based on your interests. Take a career assessment, browse careers, or browse programs. Offers Military Search. Powered by EMSI. <https://ccc.emsicc.com/>



CTE MODEL CURRICULUM STANDARDS

A program of study that involves a multiyear sequence of courses that integrates core academic knowledge with technical and occupational knowledge to provide students with a pathway to postsecondary education and careers. cde.ca.gov/ci/ct/



CALIFORNIA CAREER ZONE

Career exploration and planning system designed especially for students. Jobseekers, educators, and counselors will benefit from the wealth of information on 900 occupations from the Occupational Information Network (O*Net) database cacareerzone.org

CAREER EDUCATION RESOURCES

CALIFORNIA CAREER CENTER

California Career Center is a virtual counselor for career and college exploration and planning resources to help students map their futures. The Career Center is focused on students but also contains resources for counselors, teachers, and parents/guardians. calcareercenter.org/



CAREER SURFER

Career Surfer is CalCRN's mobile application that can be downloaded for free from AppStore or Google Play. Basic information about the 900 occupations detailed on the California Career Zone. calcareercenter.org/Home/Content?contentID=404



SALARY SURFER

To help students and their families make important decisions about investing time and money in a college education, the California Community Colleges Chancellor's Office, through Salary Surfer, is providing comparative information about the earnings of recent California community college graduates who received an award in a specific program of study. salarysurfer.cccco.edu/



HERE TO CAREER

The Here to Career app is an easy way to find careers that match your interest and get connected with tools to be successful. With Here to Career, you can view salary information and high-demand career opportunities in your area and find a local community college with a program to help you achieve your goals. heretocareer.org/



CALIFORNIA CAREER CAFÉ

A virtual career center for California community college students. cacareercafe.com/



O*NET INTEREST PROFILER

The O*NET Interest Profiler can help you find out what your interests are and how they relate to the world of work. You can find out what you like to do. The O*NET Interest Profiler helps you decide what kinds of careers you might want to explore. mynextmove.org/explore/ip



STATEWIDE CAREER PATHWAYS

Creating School to College Articulation provides a statewide framework to assist high school and college faculty to collaborate and develop programs of study that include articulation of high school coursework. statewidepathways.org/



WHO DO U WANT 2B?

Info on California high school and community college courses, career options and financial assistance. Includes a link to the Industry Sector Pathways Poster: A one-page document that lays out all 15 of the California Industry Sector Pathways in a unique, colorful way. whodouwant2b.com/



THANK YOU

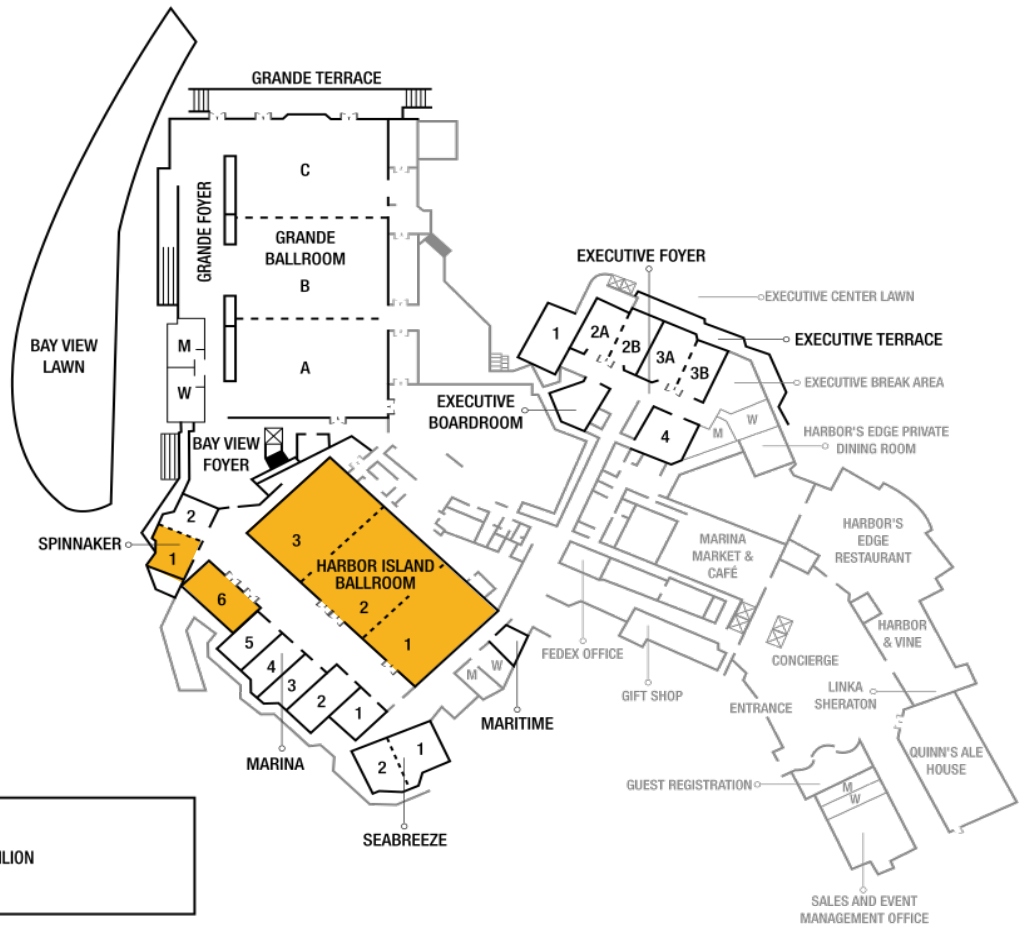


SAN DIEGO & IMPERIAL COUNTIES COMMUNITY COLLEGES

IN PARTNERSHIP WITH



MARINA TOWER LOBBY LEVEL



MARINA TOWER LOWER LEVEL

