



SDIC COMMUNITY COLLEGE WORKFORCE DEVELOPMENT COUNCIL MEETING

February 19, 2021
10:30 am - 12:00 pm

Zoom Minutes

VOTING MEMBERS:

Javier Ayala, Dean, Career Technical Education/Workforce Development, Grossmont College
Ruishan Chow, Regional Director, Advanced Manufacturing
Jonathan Kropp, Regional Director, Advanced Transportation and Logistics
Connie Lafuente, Regional Director, Health
Jennifer Lewis, Dean, School of Continuing Education and Workforce Development, Southwestern College
Jennifer Patel, Regional Director, Business & Entrepreneurship
Tina Recalde, Dean, Health Sciences, SD Mesa College
Duane Rinehart, Regional Director, ICT/Digital Media
Cassandra Storey, Dean, Healthcare Careers & Community Education
Al Taccone, Dean, Career & Technical Education, MiraCosta College
Keau Wong, Regional Director, Life Sciences and Biotechnology

NON-VOTING MEMBERS:

Molly Ash, Manager, Regional Consortium
Brandi Bass, Work-Based Learning Coordinator, Southwestern College
Alex Berry, Program Manager, SD Continuing Education
Danene Brown, Chair, Regional Consortium
Victor Brown, Student Employment Services Specialist, Southwestern College
Heather Cavazos, Coordinator, K14 Professional Development, Regional Consortium
Pavel Consuegra, Work-Based Learning Specialist, Grossmont College
Rob Corona, MSAP Resource Teacher, San Diego Unified School District
Sally Cox, Executive Director, GCCCD Foundation
Robert Crowell, Career Pathways Coordinator, Vista Unified School District
Svetlana Darche, WestEd
George Dowden, Career Education Program Coordinator, Cuyamaca College
John Edwards, Research Analyst, Center of Excellence for Labor Market Research
Claudia Estrada-Howell, Supervisor, Career Center, SD Mesa College
Todd Evangelist, Coordinator, Imperial County Office of Education
Priscilla Fernandez, Research Analyst, Center of Excellence for Labor Market Research
Tasha Frankie, Assistant Professor, SD Mesa College
Ben Gamboa, Associate Dean, Career Education, MiraCosta College
Josolyn Hill, Department Supervisor, Counseling & Personal Growth, SD City College

Hải Hoàng, Research Analyst, SD Mesa College
Christine Jensen, K12 SWP Pathway Coordinator, Southwestern Community College District
Julie Lanthier-Bandy, Director, Marketing, Communications and Public Affairs, Palomar College
Stephanie Lewis, Dean, College and Career Transition, SD Continuing Education
Philip Lutgen, Principal, North County Trade Tech High School
Kevin McMackin, Director of Strategic Partnerships, Regional Consortium
Dean Merrick, CTE & Testing Administrator, North County Trade Tech High School
Kelly Metz-Matthews, Work-Based Learning Coordinator, SD City College
Tina Ngo Bartel, Director, Center of Excellence for Labor Market Research
Alex Ortega, Jr., Job Placement Coordinator, SD Miramar College
Amertah Perman, Dean, Career Education and Workforce Development, SDCCD
Amy Pimentel, Career Education Pathways Coordinator, MiraCosta College
Jennifer Prado, K12 SWP Pathway Coordinator, Palomar Community College District
Bruce Reaves, Job Placement Coordinator, Palomar College
Monica Romero, Associate Dean, CTE, SD Mesa College
Monica Rosas, Coordinator, K14 Professional Development, Regional Consortium
Nancy Saks, Senior Dean, Allied Health and Nursing, Grossmont College
Luisa Schultz, Project Coordinator, Southwestern College
Suzanne Sebring, Acting Dean, Workforce & Extended Studies and Director of Occupational & Noncredit Programs
Victor Torres, Associate Dean, Workforce Development and Non-Traditional Instruction, Imperial Valley College
Marjorie White, Career Specialist, Ramona Unified School District
Clark Wilson, Job Placement Coordinator, SD Continuing Education
Leslie Wisdom, K-14 TAP, Regional Consortium
Christopher Yerkes, Program Specialist, Regional Consortium

D. Brown called the meeting to order at 10:31 am

1. Welcome/Introductions
2. Approval of January 8, 2021 Minutes
 - Motion to approve by J. Ayala, second by B. Gamboa, **unanimously approved.**
3. Programs approved by the Deans' Council: A. Taccone announced that the following programs were recommended at the Deans' Council meeting.
 - MiraCosta College:
 - [Software Development \(AA and COA\)](#)- Modification- AA and CoA
 - [Laboratory Skills](#)- New- CoA
 - [Associate in Arts: Bookkeeping and Certificate of Achievement: Bookkeeping](#)- Modification- AA and CoA
 - City College:
 - [Computer Programming](#)- New- CoA
 - [Computer Programming](#)- New- AS
 - [Freelance Photography](#)- Modification- CoA
 - [Photography](#)- Modification- CoA
 - [Photography](#)- Modification- AA

- [Alcohol and Other Drug Studies](#)- Modification-AA
- [Alcohol and Other Drug Studies](#)- Modification- CoA
- [Studio Arts Entrepreneur](#)- New- CoA
- Mesa College:
 - [Neurodiagnostic Technology](#)- Modification- AS
 - [Neurodiagnostic Technology](#)- Modification- CoA
- Palomar College:
 - [Multimedia Production 1](#)- New- CoA
 - [Drone Operator I](#)- New- CoA
 - [Screen Printer 1](#)- New- CoA
 - [Graphic Designer 1](#)- New- CoA
 - [Geographic Information Systems](#)- New- CoA

4. Sector Investments Update: S. Cox gave an update on the region's sector investments. She said that the region had fully committed its spending on round four projects and had begun to fund projects from round five. There is \$1.5 million remaining to be allocated for round five projects. She reminded the committee that projects funded in round four must be fully spent by the end 2021 calendar year. Additionally, she stated that round four projects with a phase two, projects focused on priority sector reports, and sectors that were underrepresented in round four would be prioritized in round five.

5. Job Sharing Process: K. McMackin presented the new regional job sharing process. The goal in creating this new job sharing process is to enhance the service to employers and students. K. McMackin and R. Chow built the process collaboratively, with the input of the Job Placement Case Managers (JPCMs) and Regional Directors (RDs). R. Chow walked the committee through the shared spreadsheet, which the JPCMs and RDs will use to share employment opportunities. It is designed to be flexible to the unique processes of each college and employer. An example of the regional job sharing spreadsheet can be found [here](#).

6. SWP Implementation Update:

- Data/Research: A. Berry shared that the Data & Research committee has been focused on creating goals for the year. Broad goals include providing data support for regional projects, supporting investments with data informed decision making, and serving as an advisory to regional projects. Additionally, he mentioned that one of the focuses for the committee is delivering value back to the college representatives. Other projects include the Sector Analysis Refresh and the Faculty Institute, which are led by T. Ngo Bartel and the Center of Excellence for Labor Market Research (COE).
- Marketing: M. Ash informed the committee that the region had started year four of its marketing campaign in January 2021. She said that the Back2Work campaign, which began in conjunction with the release of the CoE's Resilient Jobs Report, has ended. It generated 11 million impressions and 30,000 visits to the microsite. Currently, there is a marketing effort for CTE Month, which is highlighting the recently released Impact Report and the Resilient Jobs Report. Other ongoing projects include adding a K-12 landing page to CareerEd.org, PR efforts around the Preferred Provider program, and an Op-Ed that highlights the resources available to the students in the region.
- Career Pathways (K-12): A. Perman shared that the Career Pathways workgroup has two priority projects in 2021. The first is the Program Finder tool, which is launching in March 2021. There

will be a live demo on March 16, 2021. A. Perman said that anyone who would like to participate in the demo can reach out for an invitation. The second is the early college credit efforts. They are working on the development of a regional handbook for early college credit for career pathway completion and common definitions to help clarify early college credit terms and opportunities for pathway completion for K-12 and the community colleges. Additionally, she shared that the Middle School/High School advisory group would be meeting in March.

- Career Pathways (Adult Ed & Noncredit): S. Sebring shared that the Adult Ed & Noncredit workgroup is supporting the development that K-12 Career Pathways workgroup is doing. They are contributing to the regional handbook and common definitions for early college credit for career pathway completion. Additionally, they are working to align all the CTE courses in Adult Education with SOC codes and place the information in a shared repository. The second train the trainer event for this project on March 4, 2021.
- Pathway Navigation: C. Estrada-Howell shared that the Pathway Navigation group is focused on the upcoming community of practice (CoP) event on March 5, 2021. Additionally, she said that on February 18, 2021 all the colleges had been informed that they could request their next round of funding. They can reach out to S. Cox for the requisite form.
- WBL/Job Placement: K. McMackin shared that the WBL & Job Placement workgroup has been engaged with three major projects. The first project is the development of WBL & Job Placement processes at each college. Colleges are mapping out these processes and demonstrating them at the WBL & Job Placement workgroup meetings. The second project is the drafting a SG21 framework. The framework will be a resource to help colleges understand SG21 and is centered around the WBL glossary and a strong definition for WBL. The third project is WBL professional development for faculty. The sub-group working on this project is collaborating with Southwestern College, which developed its own WBL Institute and has already had its first cohort.
- Employer Engagement: K. McMackin informed the committee that the workgroup is focusing on internal practices for employer engagement. The development of the new regional job sharing process is a direct result of that focus. The RDs and JPCMs are meeting monthly to develop the job sharing process, share contacts, talk about best practices, and discuss needs of the colleges and RDs. Additionally; the group has been working to support the colleges in the application process for the sector RFAs and meeting with employers.
- Retention, Success & Support: T. Ngo Bartel shared about the ongoing work of the Strong Workforce Faculty Institute. With the first cohort completing their projects in 2020, 2021 is a year of implementation and experimentation with different teaching practices to increase student retention. The Regional Consortium and the COE will be offering two add-on trainings to support the faculty members in April 2021. The first is a Culturally Relevant Instruction training hosted by UCSD extension. This will take place in the last week of April. Faculty who wish to attend must apply through the CE Deans. The second is a Labor Market Information (LMI) Institute. This will take place in the second week of April. It is specific to faculty but anyone is able to attend.

7. Legislative Advocacy: D. Brown shared that the college CEOs do advocacy with state legislators during the final week in January. This year the meetings were virtual due to Covid-19. During that week, the region sent materials for advocacy efforts to local legislators, members of the budget committee and chancellor's office leadership. Those materials can be found [here](#). D. Brown highlighted the SWP Metrics Infographic which was used by the CEOs in their advocacy efforts. She encouraged the committee to use the materials provided.

8. ROC Membership Follow-up: D. Brown provided additional information in response to a question about the terms of ROC membership. She shared that Dr. Cooke will bring the question to the CEOs, but wants everyone to understand that college and position representation will be considered with ROC membership. The CEOs make appointments for ROC membership.

9. Sector Refresh Survey: T. Ngo Bartel presented the Sector Analysis Refresh Process. She shared what the sector refresh process is, the two ways to define sectors, and why it is important to look at sectors from occupational and industrial perspectives. She also polled the committee on which labor market metrics are most important. The full presentation can be found [here](#).

The meeting adjourned at 11:47 am

Next meeting: **Friday, March 12, 2021. Zoom.**