

pathways to 
SUCCESS

Excellence in Career, College and Life Preparation

SAN DIEGO COLLEGE OF
CONTINUING EDUCATION





Agenda

San Diego College of Continuing Education (SDCCE) Overview

- Career and College Transitions (C&CT) and Work Based Learning (WBL) Teams
- How do we define WBL?

Work-Based Learning

- Faculty Engagement

Job Placement

- How Students are Identified for Job Placement/Career Services
- Student Pathway into C&CT
- The Student Journey to Employment
- Employer Engagement Process

Challenges and Opportunities





SDCCE Overview

San Diego College of Continuing Education (SDCCE) is the adult education division of the San Diego Community College District (SDCCD) 45,000 students and the largest provider of noncredit education in California.

- SDCCE's mission is to provide accessible, equitable & innovative quality education & career training to adult students.
- SDCCE's short-term free career training programs in over 70 different career pathways as well as High School Diploma/Equivalency, & English as Second Language
- Programs are available at 7 campuses and over 200 community locations.
- We have six career centers housed within our seven campuses
- To serve students we have three job developers, a job placement coordinator and a career counselor who work in the six career centers
- We also have two WBL coordinators





Job Placement Team

Stephanie Lewis, Dean of Career & College Transitions

slewis003@sdccd.edu

Clark Wilson, Job Placement Coordinator

All Career Pathways

cwilson@sdccd.edu

Jennifer Kennedy, Job Development & Placement Specialist

Business and Accounting, Digital Media and Programming and information Technology

jkennedy@sdccd.edu

Sandy Hamel, Job Development & Placement Specialist

Automotive and Skilled and Technical Trade

chamel@sdccd.edu

Zuri Williams, Job Development & Placement Specialist

Child Development, Health Care, Clothing and Textiles and Hospitality and Culinary Arts

zwilliams@sdccd.edu

Karl Cameron, Career Counselor

kcameron@sdccd.edu

SAN DIEGO COLLEGE OF
CONTINUING EDUCATION





Worked Based Learning Team

Deborah Roth

Work Based Learning Coordinator

droth@sdccd.edu

Richard Weinroth

Work Based Learning Coordinator

rweinroth@sdccd.edu

Alex Berry

CTE Program Manager

aberry@sdccd.edu



How we define Work Based Learning

What is it?



Career Awareness and Exploration

Informational interviews
Guest speakers
Industry speakers
Workplace/company
tours



Career Preparation

Job shadowing
Mentorships
Service learning
Volunteering



Career Training

Internships (paid & unpaid)
On-the-job training
Apprenticeships



WBL: Faculty Outreach

Faculty Requests Outside Speaker

WBL sends faculty:

1. Outreach letter offering assistance and options*
2. Potential topics or focus form to faculty
3. PDF fillable request form
4. Faculty completes PDF* session description, questions, and goals

WBL: Identifies potential presenter(s) or host

Zoom Meeting w/faculty

Create Session Request

1. Faculty confirm content
2. Checklist for Session
3. Pre-tech session
4. Faculty contact presenter
5. WBL attends live session
6. Faculty provided student feedback form and faculty feedback form.

Post-Session

1. Faculty returns* student feedback PDF
2. Faculty provides* post-session feedback: challenges, recommendations, opportunities for improvement.
3. Thank you sent to presenter.
4. Testimonial from faculty to promote WBL



WBL: Faculty Outreach

WBL - Leveraging professional relationships to actively participate in the classroom WBL experiences (i.e., project review.)

- Guest speakers for classrooms
- Workplace / company tours
- Skill demonstrations
- Career pathways
- Health and Safety
- Essential Employment Skills





WBL: Faculty Outreach

Work Experience Education

Oct 30, 2020, Kelly Qian, project manager at eWorld Enterprise Solutions via NEPRIS visited the classroom; confirming the importance of critical thinking, decision making , and problem solving in a team environment.

“ It was thrilling. The students were engaged in this interactive conversation. The biggest takeaway: Complete your certificate program and grab opportunities to get hands on experience.

Kelly returned as a reviewer for the capstone presentations.”

—Deborah Roth, SDCCE Project Management Instructor



WBL: Faculty Outreach Industry Advisory Board



SDCCE IAB Planning Meeting Kickoff*

- Receive request from Dean or Program Chair
- Assess Current State
 - Current Membership List
 - Member Roles & Responsibilities
 - Partnerships
 - Review Assessment Results
- Review meeting logistics

SDCCE Internal Preparation*

- Establish goals & agenda
- Engage Industry chair/co-chair
- Identify & expand industry & employer membership
- Conduct internal prep meeting with program faculty, student services, student representatives
- Confirm required committee materials are identified and prepared
- Send invites, agenda
- Add meeting to SDCCE Master Calendar

Convene IAB*

- Attend – or Facilitate meeting
- Present – or provide - labor market information data to support discussions

Member Development & Maintenance*

- Seek Employer & Industry Participation
- Ongoing Consultation
- Engage IAB Partners in WBL in the classroom
- Identify & promote work-based learning opportunities
- Recognize Committee Members
- Provide PD opportunities



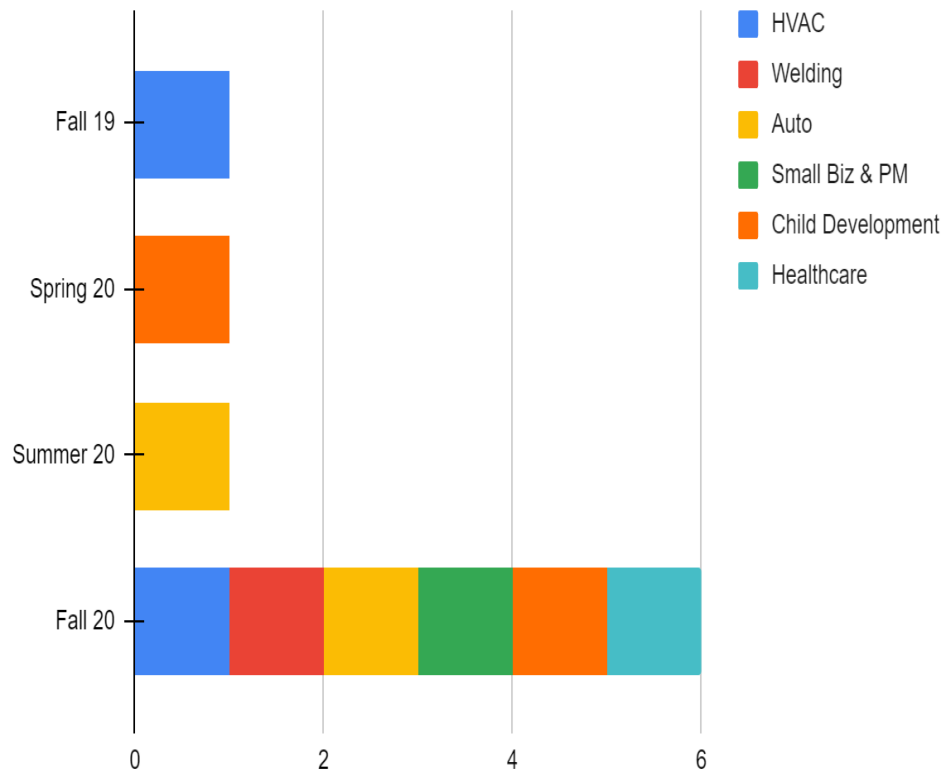
WBL: Faculty Outreach for Industry

Advisory Boards

- Developed & delivered PD Workshops to communicate updates to the Industry Advisory Board (IAB) Handbook
- Increased the convenings of Industry Advisory Boards across almost all SDCCE CTE programs
 - Some weren't meeting at all
 - Some were underutilizing the opportunity
- Increased # of industry chairs for Industry Advisory Boards
 - Programs reaching out to industry professionals for dynamic and robust representation
 - Burning Glass reports identified employers for IAB (i.e., Digital Media, Child Development, Health Careers)



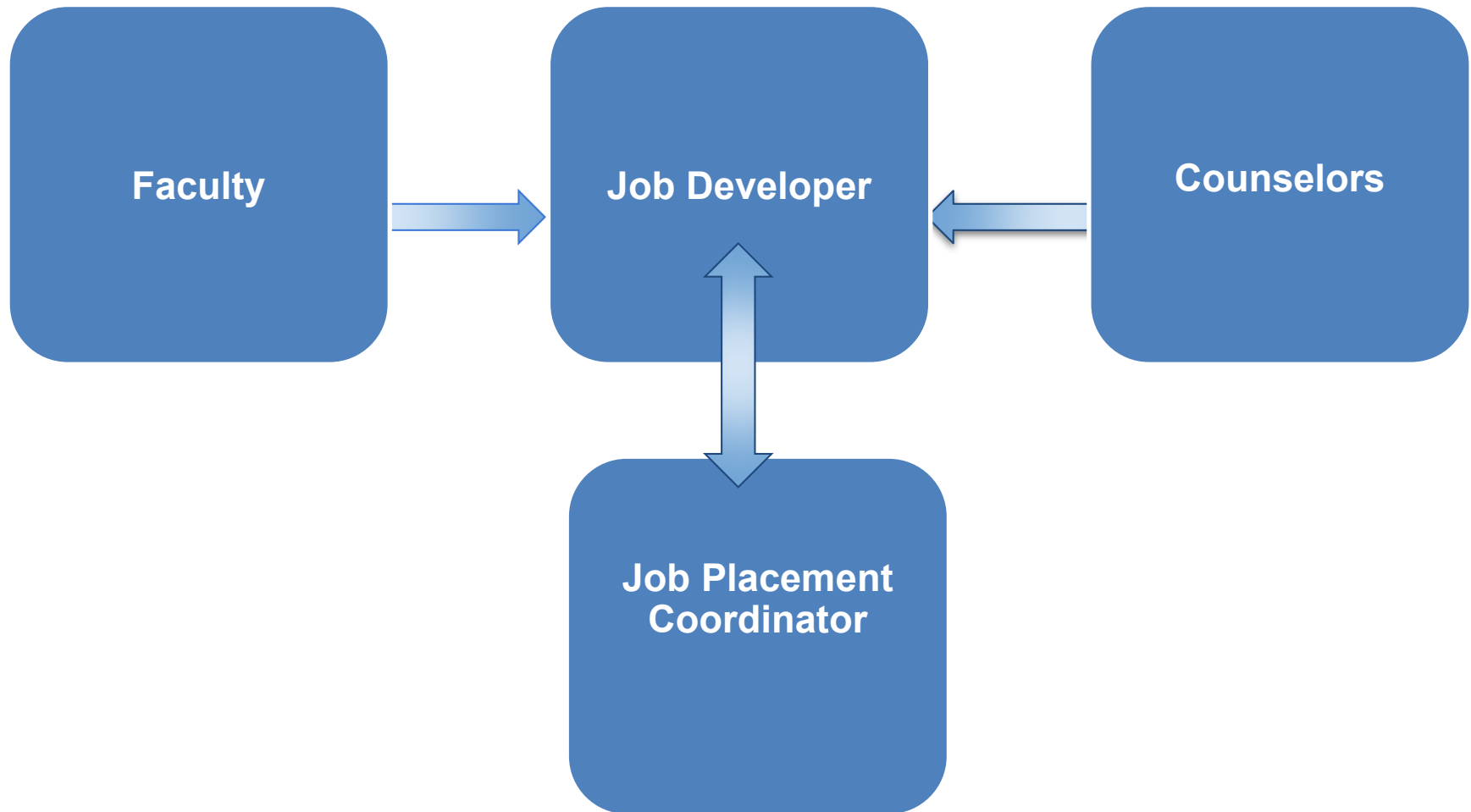
WBL Coordinator IAB Engagement Transformation



Observations

- Graph shows # of requests by program for WBL Coordinator support
- Upward trend indicates wider acceptance

The Student Pathway into C&CT



How students are identified for job placement services

Student Self Refers

- Students drop into career center *
- Visit C&CT webpage
- Visit C&CT Ready to Work YouTube Channel
- Reach out to pathway assigned job developer

Students referred by faculty or counselor

- Student completes training
- Student needs internship opportunity
- Student needs necessity job employment
- Student indicates to counselor they need work readiness support
- Counselor refers for support with resume, interviewing, etc.

Student Referred through C&CT activities

- Bi-weekly Work Readiness Workshops *
- Employer Spotlights *
- In Classroom Presentations *
- In Classroom Marketing *
- Career Fairs
- C&CT Ready to Work YouTube Channel

The Student Journey to Employment

Student assessed by JD for readiness - if ready JD assists with resume and job search - Student progress and milestones are tracked *

If student needs higher level of service student referred by referral form to JPCM, Career Counselor, or back to Faculty *

Student is ready - JD assists with job leads or and JPCM supports students with job leads, mock interviews, additional supports *

Student is followed and data is tracked from initial contact, through milestones, to placement with excel database and forms *



Job Placement Employer Outreach

Employer Reaches out to College

- Employers referred to C&CT
- Employer needs are assessed
- College services are discussed and offered
- Employer information is entered into database *

Building New Contacts/Fostering Existing Relationships

- Reach out to faculty
- Burning Glass LMI Reports
- Indeed and other employment sites
- Regional Directors
- SDWP and other CBO's

C&CT Reaches Out to Employer

- College Services are discussed (Job Placement and, WBL Activities, IAB)
- Employer needs are assessed
- Partnership established
- Employer entered into database *





Successes and Challenges

Successes:

- Increased collaboration among departments
- Non-paid internships, on the job training, and job shadowing
- Created stronger partnerships between WBL Coordinators (Instructional Services) and C&CT (Student Services)
- Provided more employment opportunities to students
- Increased employer opportunities (Spotlights, Hiring events, Classroom Presentations, Partnership, Industry Advisory Boards)

Challenges:

- Technology System, Website presence
- Non-credit not able to offer Work Experience course
- Enrollment and Retention versus Career Placeme^{nt}





Resources

Career & College Transitions Website

<https://sdce.edu/services/cctc>

Career & College Transitions YouTube Channel

<https://www.youtube.com/channel/UCAwRgDAE26PnuK7qUCaW0mA>

