Synthesis of Reflections on Equity Gaps in Priority Jobs and Programs

At the April 25, 2023 meeting of the K14 Career Pathways WorkGroup, Tina Ngo-Bartel of the Center of Excellence (COE)[1] for Labor Market Research presented results from their recent study of [Equity Gaps In Priority Jobs and Programs](#).

After hearing highlights from the report, breakout rooms of college and their feeder K12 and AE partners met to discuss the results for their colleges and how to work together to address their equity gaps. Below are themes that emerged from the breakout rooms. Many of the Clubs, Marketing, and Other themes ultimately return to the main theme of recruiting and doing outreach to a wider or targeted range of students.

Direct Recruitment/Outreach of Specific Populations into Specific Programs at CC

- Direct recruitment of men into nursing, women into construction, etc.
- If there's no specific college program that students in a given K12/AE pathway could go into, think laterally about programs with equity gaps and see if they might align
- Put on events (Men in Nursing Conference, Women in Public Service event, etc.)
- Targeted outreach through Advancing San Diego
- Outreach to all K12/AE Computer Science students about the benefits of attending a community college rather than a 4-year institution
- Outreach to most K12/AE programs (e.g., Child Development, Entrepreneurship, intro classes in most pathways, financial literacy, even math) by college Accounting students to let them know what accountants do and how it connects to *all* pathways, and that there are short-term accounting program options as well. Connect the skills to students' family-owned businesses
- Targeted outreach/recruitment to the low-enrolled populations of each program
- Targeted outreach/recruitment to programs leading to jobs with age 55+ overrepresentation because they are a retiring workforce

Clubs, CTSOs

- Create camaraderie, engagement, and mentorship opportunities
- Make use of the members of Girls in Coding, Black Professionals in IT, STEM Chapters, Women in Non-Traditional Careers, Latinx Coding Clubs at K12/AE and college levels for outreach and recruitment
- Requires faculty support
- Faculty must also represent the target population

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[1] The COE is part of the state Workforce and Economic Development Division. It supports the community colleges by providing customized data on high growth, emerging, and economically critical industries and occupations.

Marketing

- Include pictures and video of underrepresented individuals in all marketing (e.g., social media, videos, photos) – Change out the pictures periodically
- Convey the "why" of the career: the living wage in health programs; the connection to children in Child Development programs; the travel, commitment, or flexibility in various careers
- Use slogans, e.g., for Accounting: "Work with money, make money"

Other

- What to do when there is no K12/AE pathway to a community college program? Partner to develop one
- Diversify faculty hiring
- Examine student demographic composition of K12/AE programs too, not just between colleges and the workforce. One conclusion is likely to be to begin with younger students, because by the time they are ready for college, it's too late in many cases. Outreach/awareness needs to start early
- K12/AE retention and completion in pathways needs to be examined—who are we losing along the way who could we retain?
- Community college pathway retention and completion – colleges must support them to completion
- Guided Pathways approach: courses like First Aid/CPR serve as bridges to multiple pathways, this can be used to target outreach
- General guided campus tours with emphasis on programs with equity gaps
- Once on campus, introduce students to (equity gap) programs they might not have considered
- Show the COE report data to K12/AE partnerships and administrators