



## **SDIC COMMUNITY COLLEGE WORKFORCE DEVELOPMENT COUNCIL MEETING**

September 13, 2019

10:30am-12:00pm

San Diego Mesa College, Center for Business and Technology, Room 101

Minutes

### **VOTING MEMBERS:**

**Danene Brown**, Dean, School of Business & Technology, Mesa College

**Ruishan Chow**, Regional Director, Advanced Manufacturing

**Margie Fritch**, Dean, Career Technical and Extended Education, Palomar College

**Jon Kropp**, Regional Director, Advanced Transportation and Logistics

**Connie Lafuente**, Regional Director, Health

**Jennifer Lewis**, Dean, School of Continuing Education and Workforce Development

**Larry McLemore**, Dean, CTE, Cuyamaca College

**Jennifer Patel**, Regional Director, Business and Entrepreneurship

**Duane Rinehart**, Regional Director, ICT and Digital Media

**Efrain Silva**, Dean, Economic and Workforce Development, Imperial Valley College

**Cassandra Storey**, Dean, Healthcare Careers and Community Education, SDCE

**Keau Wong**, Regional Director, Life Sciences and Biotechnology

### **NON-VOTING MEMBERS:**

**Molly Ash**, Manager, Regional Consortium

**Eric Anthony**, Program Technician, SDCCD

**Alex Berry**, Program Manager, SDCE

**Jon Caffery**, Prop 39 Director/Regional Director, ECU

**Sally Cox**, GCCCD Foundation, Executive Director

**Svetlana Darche**, WestEd

**George Dowden**, Coordinator, Career Education, Cuyamaca College

**Benjamin Gamboa**, Associate Dean, Strong Workforce, SD Miramar College

**Sylvie Hale**, WestEd

**Claudia Estrada-Howell**, Supervisor, Career Center, SD Mesa College

**Tasha Frankie**, Strong Workforce Faculty Liaison/Assistant Professor, CISC, SD Mesa College

**Julie Lanthier-Bandy**, PIO, Palomar College

**Zhenya Lindstrom**, Associate Dean, Career Education, MiraCosta College

**Ute Maschke**, CAEP Manager

**Kevin McMackin**, Director of Strategic Partnerships, Regional Consortium

**Tina Ngo Bartel**, Regional COE Director

**Alex Ortega, Jr.**, Job Placement Coordinator, Miramar College

**Terri Quenzer**, Sector Navigator, Life Sciences and Biotechnology

**Tina Recalde**, Dean, Health Services, SD Mesa College

**Bruce Reaves**, Job Placement Coordinator, Palomar College  
**Monica Romero**, Associate Dean, CTE, SD Mesa College  
**Mollie Smith**, Regional Chair  
**Angela Tilley-Ruiz**, Job Placement Case Manager, Cuyamaca College  
**Jeanie Tyler**, Associate Dean, Strong Workforce, SD City College  
**Christopher Yerkes**, Program Specialist, Regional Consortium  
**Kim Zant**, Pathway Manager, Regional Consortium

#### **D. Brown called the meeting to order at 10:38 am**

##### 1. Welcome/Introductions

##### 2. Approval of August 9, 2019 Minutes

- Motion to approve by M. Fritch, second by B. Gamboa, unanimously approved.

##### 3. Programs approved by Dean's Council

- No programs were presented at the Deans' Council for recommendation.

##### 4. Business and Entrepreneurship: J. Patel and T. Ngo Bartel gave a presentation on the gig economy. The presentation included the following recommendations for colleges:

Offer a short-term noncredit program for gig workers. The program would include business, finance and legal issues, and how to transition into a new career. The recommendation is to offer the program with flexible hours. The full presentation can be viewed [here](#).

##### 5. SWP Implementation Update

- Career Pathways: K. Zant said that the Career Pathways goals were approved by the workgroup on 8.23.19. J. Tyler stated that the MS/HS workgroup approved the goals and workplan on 8.27.19. She also shared that the group has moved to an advisory format that will meet twice a year.
- Adult Ed. /Noncredit: M. Smith stated that the workgroup goals would be presented at the 10.8.19 Adult Education/Noncredit Super Region meeting. She shared that T. Ngo Bartel is gathering data regarding the geographic distribution of need in San Diego and Imperial Counties to show pockets of poverty and high unemployment. The information will be used to inform the K-12 SWP application process as well as programming for Adult Education/Noncredit.
- Pathway Navigation: C. Estrada Howell said that the workgroup met on 9.4.19 to plan the 10.4.19 Community of Practice (CoP). There was a virtual CoP on 9.11.19 that focused on education planning before career planning. She shared that the next quarterly report for activities from July 1- September 30 is due on October 15, 2019.
- WBL/Job Placement: B. Gamboa said the Jobspeaker pilot is scheduled to be completed in November. The Miramar College Career Center is enlisting employers to view student profiles to help give industry perspective on the ease of access, use and visibility of student profiles through Jobspeaker. J. Kropp will assist with the pilot by working with his industry contacts within the region to assess the effectiveness of the tool. B.Gamboa provided the update that all but one college in the region has hired their Work Based

Learning Coordinators (WBLC), and that all of the Job Placement Case Managers (JPCM) have been hired. He said that the workgroup has almost completed mapping all of the work processes. A Breakthrough episode highlighting Mesa Colleges' WBL activities has been released and can be viewed [here](#).

- Retention, Success & Support: M. Smith said the RFA will be released on 9.23.19 and responses will be due on 11.22.19. T. Ngo Bartel said the first in-person convening will be held on 2.28.19. CE deans are asked to submit a list of their faculty who will be attending. The RFA includes a \$250K investment in research at each college.
- Employer Engagement: K. McMackin said they are creating consistent methods for reporting employer engagement opportunities for the Regional Directors. J. Caffery introduced himself as the interim Regional Director for Energy, Construction and Utilities.
- Data/Research: Z. Lindstrom asked that committee participants respond to new dates on Doodle poll for an upcoming Regional Deep Dive on Comprehensive Needs Assessment meeting.
- Marketing: D. Brown said that Year 2 of the marketing campaign started on 6.1.19. She shared that all photos used in promotional materials are students from the ten colleges. M. Ash stated that Civilian is working with each college to collect enrollment data using Google Analytics. The purpose of the data is to establish ROI on our marketing investment.

6. Social Media: C. Yerkes presented on how to use hashtags and create a profile on Twitter.

7. CCCAOE Update: T. Recalde reminded the group that the conference is being held 10.16.19-10.18.19 in Rancho Las Palmas. She encouraged everyone who is planning to go to register. There is a faculty scholarship available, but she cautioned that if a person receives a scholarship and does not attend the conference, the college will be responsible for the full cost.

8. Other

- WBL Summit: K. Zant said that registration has closed and that over 200 people have registered.
- Counselor Conference: M. Ash said that over 100 people have registered and asked the group to continue to share the event.

The meeting adjourned at 11:54 am

Next meeting: October 17, 2019; CCCAOE; Omni Rancho Las Palmas