



**SDIC COMMUNITY COLLEGE WORKFORCE DEVELOPMENT COUNCIL
MEETING**

September 11, 2020

10:30 am - 12:00 pm

Zoom

Minutes

VOTING MEMBERS:

Javier Ayala, Dean, Career Technical Education/Workforce Development, Grossmont College
Danene Brown, Dean, School of Business & Technology, SD Mesa College
Ruishan Chow, Regional Director, Employer Engagement, Advanced Manufacturing
Margie Fritch, Dean, Career & Technical Education, Palomar College
Jonathan Kropp, Regional Director, Advanced Transportation and Logistics
Connie Lafuente, Regional Director, Health
Rose LaMuraglia, Dean, School of Business and Information Technology & Cosmetology, SD City College
Jennifer Lewis, Dean, School of Continuing Education and Workforce Development, Southwestern College
Larry McLemore, Dean, Career & Technical Education, Cuyamaca College
Jennifer Patel, Regional Director, Business and Entrepreneurship
Duane Rinehart, Regional Director, ICT/Digital Media
Al Taccone, Dean, Career & Technical Education, MiraCosta College
Keau Wong, Regional Director, Employer Engagement, Life Sciences and Biotechnology

NON-VOTING MEMBERS:

Robin Allyn, WBL Liaison, MiraCosta College
Megan Arias, Director of Secondary Education, Carlsbad Unified School District
Molly Ash, Manager, Regional Consortium
Teresa Collis, CTE Coordinator, Oceanside Unified School District
Rob Corona, MSAP Resource Teacher, San Diego Unified School District
Sally Cox, Executive Director, GCCCD Foundation
Svetlana Darche, WestEd
Jamie Davenport, K12 SWP Pathway Coordinator, GCCCD
Margie de Ruyter, Coordinator, College & Career Readiness, SDCOE
George Dowden, Career Education Program Coordinator, Cuyamaca College
John Edwards, Research Analyst, Center of Excellence for Labor Market Research
Kristen Ereno, Career Counselor, Coronado Unified School District
Claudia Estrada-Howell, Supervisor, Career Center, SD Mesa College
Tasha Frankie, Assistant Professor, SD Mesa College
Norma Gamez, Teacher, ICOE
Janette Gomez-Lamadrid, Teacher on Special Assignment Sweetwater Union High School District
Sylvie Hale, WestEd

Sheri Johnson, Principal, Health Sciences High and Middle College
Julie Lanthier-Bandy, Acting Director, Marketing, Communications and Public Affairs Office
Stephanie Lewis, Dean, College and Career Transition, SD Continuing Education
Zhenya Lindstrom, Associate Dean, Career Education, MiraCosta College
Ute Maschke, CAEP Manager, ERAE
Kevin McMackin, Director of Strategic Partnerships, Regional Consortium
Kelly Metz-Matthews, Work-Based Learning Coordinator
Kimberly Mills, K12 Strong Workforce Program Coordinator, Coronado Unified School District
Nicole Moersch, K12 Coordinator, Carlsbad Unified School District
Esteban Monge, Work-Based Learning Specialist, GUHSD
Tina Ngo Bartel, Director, Center of Excellence for Labor Market Research
Alex Ortega, Jr., Job Placement Coordinator, SD Miramar College
Tracy Penrod, Adjunct Professor, SD Mesa College
Amertah Perman, Dean, Career Education and Workforce Development, SDCCD
Amy Pimentel, Career Education Pathways Coordinator, MiraCosta College
Ian Pumpian, Health Sciences High and Middle College
Cindy Purnell, Program Support Technician, SD Mesa College
Nichol Roe, Associate Dean, Workforce Development and Extended Studies, Palomar College
Monica Romero, Associate Dean, CTE, SD Mesa College
Nancy Saks, Senior Dean, Allied Health and Nursing, Grossmont College
Suzanne Sebring, Acting Dean of Workforce and Extended Studies & Director of Occupational and Noncredit Programs
Mollie Smith, Chair, Regional Consortium
Leslie Wisdom, K-14 TAP, Regional Consortium
Christopher Yerkes, Program Specialist, Regional Consortium
Sarah Vielma, CTE Director, SDUSD
Kim Zant, Career Pathways Manager, Regional Consortium

A. Taccone called the meeting to order at 10:37 am

1. Welcome/Introductions
2. Approval of August 14, 2020 Minutes
 - Motion to approve by A. Taccone, second by J. Ayala, **unanimously approved.**
3. No programs were recommended for approval at the Deans' Council.
4. The Labor Market – Economic Recovery: T. Ngo Bartel presented the Regional Consortium Continuous Improvement Model. This model is a visual of what the process for continuous improvement looks like in the region including assessment, research, validation, planning, sharing, creation, and application.
 - Health: C. Lafuente shared the sector profile and strategic recommendations for the Health sector in San Diego and Imperial Counties. She provided a description of the Health sector, the methodology behind the sector analysis, regional trends for the sector, and specific recommendations to the colleges. The full presentation can be found [here](#).
 - New Sector Strategy: M. Smith shared that when new investments are put out to the region, the process will be simplified and targeted. The investments will be based on the sector strategies of the Regional Directors. She said that a generic RFA will be provided for each investment, which colleges will have the option to apply for. The colleges will be able to customize their responses

based on their baseline data. Once a college submits their intent to apply, a consultation will take place with college stakeholders and members of the regional consortium to ensure that the RFA outcomes will be achieved.

5. Technology: M. Smith facilitated a discussion on implementing a common technology for the region to serve the employers and students. She reminded the group that the region previously agreed to use a shared technology for career engagement and employer engagement, and that they need to come to a resolution on how to move forward. She also shared the Career and Employer Engagement Guiding Principles, which provide the basic tenets of adopting a common tool to serve employers and students. She strongly requested that anyone with feedback on the technology share it in order to move the discussion to the ROC, the VPIs, and the CEOs.

- HubSpot: K. McMackin gave a brief presentation on HubSpot, which will serve as the Customer Relationship Management (CRM) tool for the regional staff and regional directors. He highlighted HubSpot's flexibility for user development, ability to manage employer contacts, and capability to log key components and data points. K. McMackin will give a demonstration at the next Work-based Learning/Job Placement (WBL/JP) workgroup meeting. C. Yerkes will send out the invitation, so anyone who wants to preview can attend.

6. Regional Professional Development: H. Cavazos presented the regional professional development schedule for Fall 2020/Spring 2021. She noted the calendar had been developed in collaboration with each of the regional workgroups in an effort to discover what their professional development needs are. M. Rosas shared a series of Advanced Manufacturing professional development events that will be taking place during "Manufacturing Month 2020," which is held in October. These events will serve students, educators, and parents.

7. CCCAOE Update: J. Patel shared that it is important for everyone who plans on attending CCCAOE in the fall to register as quickly as possible. This will help CCCAOE as they test their systems for the new virtual format. She also noted that the CCCAOE Leadership Academy #1 is currently taking place and that Leadership Academy #2 will take place 10.26.20 through 11.20.20.

The meeting adjourned at 12:04 pm

Next meeting: **Friday, October 9, 2020. Zoom.**