

STRONG WORKFORCE PROGRAM NEWSLETTER

September 11, 2023 – EDITION 35

DATA & RESEARCH

Chairs: Eddie Matthews, Regional Research Associate, Center of Excellence (COE); and Alex Berry, Associate Dean, CTE, San Diego Mesa College

One goal of the Data & Innovation Committee is to provide spaces for the regional workgroups to get the data they need. Therefore, the regional marketing workgroup joined to discuss how to get accurate data on Veterans for a marketing campaign and the researchers explained the process for getting veterans and military-affiliated student data in the June meeting. Also in June, there were breakout sessions for the district receiving new CTE Research Experts to provide input on their onboarding and training process. In July, the committee discussed how they define “innovation” in a research context and how this definition should influence the work of regional workgroups and regional investment. The consensus involved being willing to take risks on the right opportunities and creating a culture of ongoing improvement based on what we learn from failure. Center of Excellence presented on the Faculty Showcase, a time for alumni of the Faculty Institute to present on the outcomes of their research interventions and for researchers to present new data tools. In August, WestEd presented on the specific criteria involved in the definition of a Strong Workforce Program student. MiraCosta College researchers shared how there is a need for greater transparency on living wage data for students who exited the community college system. WestEd committed to advocating for greater transparency with the Chancellor’s Office on this point, something that would help the region capture better wage data.

MARKETING

Chairs: Monica Romero, Dean, Business & Technology, Mesa College; Julie Lanthier Bandy, Director, Communications, Marketing and Public Affairs, Palomar College; and, Molly Ash, Program Manager, Region

The regional awareness campaign, Community Crafted, officially launched in late May. As of the end of July, the cumulative summary boasts 18,884,041 total impressions, 22,228 clicks to the careered.org website (including 10,707 new users), and 440,485 views of the streaming video ads. When the campaign concludes in mid-September, 3fold will lead the marketing committee through an evaluation of campaign results and recommendations for further optimization for increased impact. The military-affiliated micro-campaign is off to a strong start. We have completed one set of photo/video shoots, with another to be completed by the end of September. We recently participated in an exciting partnership opportunity with the San Diego Padres which included outreach at two home games celebrating military communities, in-field and Padres website advertising, and co-branding of a special sweepstakes opportunity. Future military- affiliated outreach includes a monthly segment with ABC10’s Hometown Heros and San Diego Fleet Week.

CAREER PATHWAYS

Chairs: Amertah Perman, Dean, Career Education and Workforce Development, San Diego Community College District; Al Love, Senior Director, College and Career Leadership, San Diego County Office of Education; and, Denise Cabanilla, Director, Higher Education and Adult Learning, Imperial County Office of Education; and, Suzanne Sebring, Manager, Career Pathways, Region

In June, the workgroup focused on equity, [a recap of our work in FY 22-23](#), and created [goals for FY 23-24](#). Ben Gamboa, Associate Dean at MiraCosta College, shared the [Black Student Success presentation](#) based on the [Regional Black Student Equity Report](#). Al Love and Margie De Ruyter shared the work that San Diego County Office of Education (SDCOE) has been doing around the [Equity Blueprint](#). The Regional Consortium released a K-14 Dual Enrollment Capacity Building RFA to support the regional colleges in the development and implementation of a dual enrollment strategic plan. The region’s K14 TAP (Technical Assistance Provider) is contracting with a consultant to provide additional support to colleges and their K12 partners to streamline their articulation credit by exam processes and data tracking. The K14 TAP is also supporting the continuation of the early college credit data project which will soon have a regional dual enrollment data dashboard for practitioners to access.

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Adult Ed & Noncredit Chairs: Ute Maschke, CAEP/East Region Adult Education Program Manager; Kelly Henwood, Special Projects Manager, SDAERC Director, San Diego College of Continuing Education (SDCCE); and, Suzanne Sebring, Director, Post-Secondary Engagement, Region

The Adult Education/Noncredit workgroup has new co-chairs, Ute Maschke, representing K12 adult education, and Kelly Henwood, representing community college noncredit. Work continues around horizontal alignment, keeping the adult education CTE data repository current which informs the new Program Finder tool, and discussion around strategies to track student transitions.

Credit for Prior Learning (CPL) Chairs: Nichol Roe, Associate Dean, Workforce Development and Extended Studies, Palomar College; Ben Gamboa, Associate Dean, Career Education, MiraCosta College; Suzanne Sebring, Director, Post-Secondary Engagement, Region

Each credit college in the region has been awarded funds through a Credit for Prior Learning (CPL) RFA to keep CPL work moving forward. Candace Rose, from Palomar College, is providing regional support/coaching through 1:1 meetings with the CPL leads to guide them in implementing CPL practices; answer any questions they may have; and offer hands-on CPL training/professional development workshops for faculty, staff, and administrators on a case-by-case basis aligned with college specific goals. The [course](#) developed through the Community of Practice is now housed in the CCCCO's Vision Resource Center. This course will support system professionals in the planning and implementation of a local CPL program.

Rising Scholars Chairs: Chelsea Esquibias, Regional Coordinator, Rising Scholars, Educational Services and Support, California Community Colleges Chancellor's Office; Suzanne Sebring, Director, Post-Secondary Engagement, Region

The Rising Scholars Workgroup did not meet during the summer. Monthly meetings to address how college practitioners can support justice-impacted students will resume in September.

CAREER NAVIGATION

Chairs: Claudia Estrada-Howell, Acting Dean, Career Education, Miramar College; George Dowden, Dean, Career Technical Education, Cuyamaca College; and, Kevin McMackin, Director of Strategic Partnerships, Region

All of the region's colleges have submitted their applications for the [Career Navigation RFA](#), which provides support for colleges to evaluate and develop a strategic plan for their career services. On September 14, 2023, the Career Navigation workgroup will officially launch their collaborative work to align aspects of the important work that started in the Pathway Navigation and Work-based Learning and Job Placement workgroups. The year's first Community of Practice will provide an overview of the year's work - an outline and timeline for responding to the NACE Standards, schedule for technical assistance with WestEd, and suggestions for writing a Career Services strategic plan. The workgroup goals for this year include: (1) create a career services experience that gives all students, especially populations of DI students, multiple opportunities for career awareness and career exploration throughout their student journey, (2) increase participation of students in work-based learning, (3) embed career navigation processes into all community college coursework, and (4) successfully implement colleges' unique Career Services Strategic Plans over three years with support and technical assistance from the Regional Consortium. Additionally, colleges will participate in monthly workgroup meetings and Community of Practices to discuss best-practices and work through opportunities.

STUDENT RETENTION, SUCCESS, & SUPPORT

Chair: Tina Ngo Bartel, COE Director, Region

In July, the COE published the [Equity Gaps in Priority Jobs and Programs for Imperial County](#), a report that analyzed labor market and postsecondary education data to identify priority jobs and priority programs in Imperial County and equity gaps within these occupations and academic programs based on age, gender, and race/ethnicity. Priority jobs are defined as occupations that: 1) require at least a high school diploma but less than a bachelor's degree, 2) have at least 10 annual job openings, 3) pay above the living wage of \$15.24 per hour and 4) typically require fewer than five years of experience. Priority programs are programs that train for priority jobs. COE presented this report to the Imperial Valley College leadership in July.

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The Strong Workforce Counselor Institute's advisory group finalized the curriculum in August and each college's leadership team is currently recruiting. Letters of Commitment are due in September, with the regional Kickoff Event (which serves as the orientation) taking place on October 27th. COE is partnering with each district to design the assignments locally in Canvas to ensure a fluid learning experience for each cohort.

EMPLOYER ENGAGEMENT

Chair: Kevin McMackin, Director of Strategic Partnerships, Region

The Region continues to collaborate with the colleges as the [Employer Engagement Model](#) is implemented to increase WBL opportunities for students, increase student jobs and employment outcomes, and develop approaches that are more responsive to industry needs.

Collaboration with external partners like the San Diego Regional EDC and the San Diego Workforce Partnership continues on a number of initiatives to further support students and businesses in the region. Most recently, the team has been collaborating with our partners to address the concerning talent shortages around ship building and ship repair. Over a year and a half ago, the Director of Strategic Partnerships (DSP) and one of the Region's Industry Relations Consultants met with a representative of the Navy to discuss opportunities in the region related to nuclear submarines. Given the serious talent pipeline challenges, the region looped in the San Diego Regional EDC who is now leading a major initiative to address the Navy's needs and released a report to support the work. Additionally, the DSP recently joined the San Diego Tech Hub Consortium and helped to draft an application for the U.S. Economic Development Administration's Regional Technology and Innovation Hubs grant.