

# STRONG WORKFORCE PROGRAM NEWSLETTER

December 4, 2023 – EDITION 36

## DATA & RESEARCH

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

In the Data & Innovation Committee, colleges in the region provided the team that built the Early College Credit Dashboard – Leslie Wisdom (Regional Consortium), Greg Hill (WestEd), and Stephen Bass (consultant) – with data on dual enrollments. The dashboard uses 2021-22 data, they would like to update it with more current data. A request will come to the research offices at each college for 22-23 data. Palomar College and Mesa College compared strategies for research request forms, showing the user-end and the back-end of the tool. Colleges also shared their data dashboards built for the Counselor Institute, with San Diego College of Continuing Education sharing their design concept and intended user experience. The committee discussed the new Financial Value Transparency legislation and its potential impact on CTE certificate programs and how to prepare for the legislation's implementation. Also related to collaborations between CTE and Institutional Research, Mesa College discussed the creation of its CTE Research Agenda, which required collaboration across six deans and synthesis by a single CTE point of contact. Throughout the past several meetings, the committee has discussed the concept of "innovation" in a research environment and how the shift toward innovation in the field of Institutional Research should reframe the purpose of Institutional Effectiveness.

## 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 wrapped in mid-September. The marketing committee looks forward to an evaluation of campaign results and recommendations for further optimization for increased impact at the next committee meeting on 12.14.23. 3fold and our research partners, Stitch Market Research are currently performing post-campaign research which will be used to measure current awareness and perception level since prior to the launch of the campaign. The military-affiliated micro-campaign continues to make a strong appearance in local media markets including TV, digital advertising, and social media content. We have completed the second set of photo/video shoots, which included hired talent on location at Palomar and San Diego Mesa College. The purpose of this photo/video shoot was to create imagery that very clearly portrays what military-affiliated campus life looks like. The colleges were invited to participate in three days of outreach with Fleet Week San Diego over Veteran's Day weekend. One exciting component was the skywriting advertising Career Education in the San Diego & Imperial Counties Community Colleges that flew over the San Diego bay as part of the region's involvement in this event.

## 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*

*K14 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, Director, Post-Secondary Engagement, Region*

This fall the primary focus of the workgroup has been a [K14 Equitable Career Pathways Project](#) to take a career pathway from start to job, while focusing in an intentional manner and documenting the process as we move through it. At the end of the project the group will have pathway recommendations for a specific pathway (ICT for San Diego County; Health Sciences and Medical Technology for Imperial County), along with a model to use for future pathway work. The sector focus was determined based on comparing the [Black Student Success Report](#) recommendations, [Equity Gaps in Priority Jobs and Programs](#), and [Equity Blueprint for Action](#) from the San Diego Office of Education and finding the overlap in disproportionate impact jobs/programs in the priority sectors identified by the Center of Excellence (COE).

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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 continues work 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. The K14 Program Finder tool, to be launched in November, will be inclusive of K12, Adult Education, and Community College CTE programs. An interactive presentation and User Guide will be released at the Counselor Conference on December 8th, with presentations to various user groups following.

*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*

Candace Rose, from Palomar College, is providing regional support/coaching through 1:1 meetings with the CPL leads, at each of the credit colleges, 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 is working on creating a two-sided one page document to be used to inform the community of the resources available to students throughout the region. There are also activities underway to continue to connect with partner programs at the CSUs and UCs to publish events, share resources, and help facilitate seamless pathways for students. Additionally, the group is creating student workshops that will be shared with the Rising Scholars Network throughout the state on March 12th, April 19th, and May 7th at 10:00 am via Zoom.

## 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*

The Career Navigation workgroup held its first meeting on September 14, 2023, beginning the collaborative work to align aspects of the important work that started in the Pathway Navigation and Work-based Learning and Job Placement workgroups ([Career Navigation RFA](#)). The colleges have eagerly jumped into the process of reviewing the NACE standards as a team to discuss how the career services offered at the colleges align to the standards. 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 Communities of Practice to discuss best-practices and work through opportunities.

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## STUDENT RETENTION, SUCCESS, & SUPPORT

*Chair: Tina Ngo Bartel, COE Director, Region*

The COE held the kickoff event for the Strong Workforce Counselor Institute on October 27, officially launching the regional professional development program with 182 community college counseling faculty, researchers, staff, and administrators in attendance. The kickoff event established expectations for the following learning outcomes: 1) fostering understanding and awareness of Career Technical Education/Career Education (CTE/CE); 2) learning how to use labor market information (LMI) and career exploration in advising students; 3) using inquiry, evidence-based decision-making, and continuous improvement to examine services provided to students; 4) supporting counseling faculty in building relationships and collaborating with CTE/CE instructional faculty and institutional researchers; and 5) inspiring counseling from a culturally inclusive perspective. The event included a keynote presenter, followed by college breakout sessions and a wrap-up activity.

All 10 colleges are participating in the Counselor Institute, with as few as seven and as many as 25 participants per college. Of the 154 counselors participating in the Counselor Institute, 52 are adjunct vs. 102 full-time; 76 are general counselors, 11 are career counselors, 55 are specialty program counselors, seven are transfer counselors, and five are other counselors. Until May 3, 2024, participants will meet in their college cohorts, review support services student data, and complete an assignment on Canvas, reflecting on what they learned.

## 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. As a part of this work, the DSP scheduled meetings with the Navy and all the region's welding programs to discuss how the colleges can increase capacity to meet the Navy's growing need for welders. As a result of these meetings, the Navy awarded the San Diego College of Continuing Education \$1.175 million dollars to expand the capacity of their welding program.