

**COMMUNITY COLLEGES**

SAN DIEGO & IMPERIAL COUNTIES

**CAREER EDUCATION**

# Employer Engagement Update – Regional Oversight Committee

May 22, 2024



# SAN DIEGO & IMPERIAL COUNTIES STRONG WORKFORCE EMPLOYER ENGAGEMENT MODEL

## ENGAGEMENT DRIVERS

### Regional Employer Engagement Team

Director of Strategic Partnerships  
 Director of Apprenticeships  
 Center of Excellence for Labor Market Research  
 Employer Relations Liaisons  
 Industry Relations Consultants

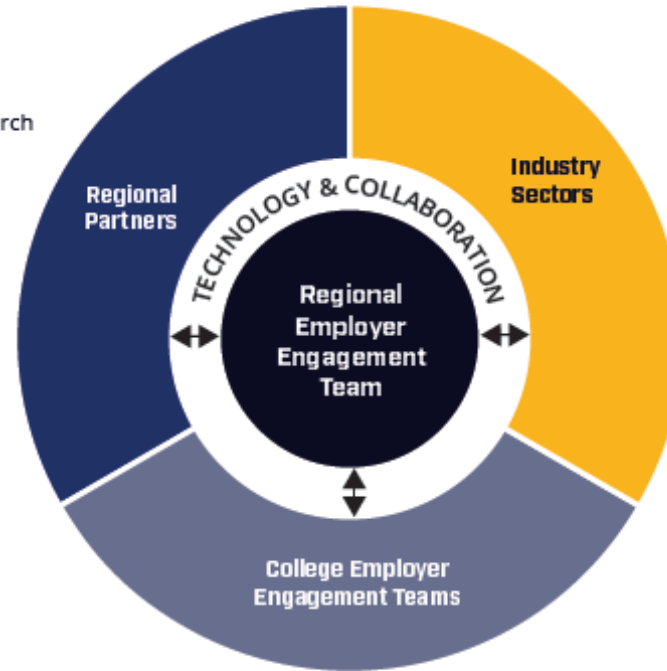
### Regional Partners

Economic Development Corporations  
 Workforce Development Boards  
 Community-based Organizations  
 Industry, Labor, & Trade Associations  
 Chambers of Commerce  
 Local Education Agencies

### College Employer Engagement Teams

**Work-based Learning Coordinators,  
 Job Placement Case Managers, & Career  
 Centers at:**

Cuyamaca College  
 Grossmont College  
 Imperial Valley College  
 MiraCosta College  
 Palomar College  
 San Diego City College  
 San Diego College of Continuing Education  
 San Diego Mesa College  
 San Diego Miramar College  
 Southwestern College



### COLLEGE OUTCOMES

- Student preparation: knowledge, skills & abilities aligned to industry needs
- Equitable work-based learning
- Careers that lead to social mobility

### EMPLOYER OUTCOMES

- Access to a well-trained talent source
- Early exposure to students in work-based learning
- Training resources for current staff

### Industry Sectors

- Advanced Manufacturing
- Education & Human Development
- Life Sciences & Biotechnology
- Advanced Transportation & Logistics
- Energy, Construction, & Utilities
- Public Safety
- Agriculture, Water, & Environmental Technologies
- Healthcare
- Retail, Hospitality, & Tourism
- Business & Entrepreneurship
- Information Communication Technologies & Digital Media



# Employer Relations Liaisons (ERL)



Monica Rosas–  
Cuyamaca College



Jenni Preciado–  
Grossmont College



Miguel Gutierrez–  
Imperial Valley College



Lynn Bigsby– MiraCosta  
College



Karen Overklift– San  
Diego City College

# Employer Relations Liaisons (ERL)



Rachel Sanchez– Health Occupations



Erica Olmos– San Diego Mesa College



Lance Grob– San Diego Miramar College



Vanessa Barron– Southwestern College



Angela Tilley-Ruiz– Palomar College

# Responsibilities and Important Details

## ERL Responsibilities

- Increase job opportunities for students
- Increase work-based learning opportunities for students
- Assist college to identify industry KSA's for curriculum alignment
- Assist college to identify employer engagement needs (bolster advisories, expand relationships, etc.)

## Important Details

- ERL's are employer facing, not student facing
- Metrics/outcomes reported to CTE Dean/Associate Dean monthly
- Metrics tracked in HubSpot
  - Dashboards

# ERL Metrics and Data

How frequently and in what ways were employers engaged this period?

FROM 7/1/2023 TO 6/30/2024 FILTERS (1)

EMAIL SENT TO CONTACT

20,664

MEETING

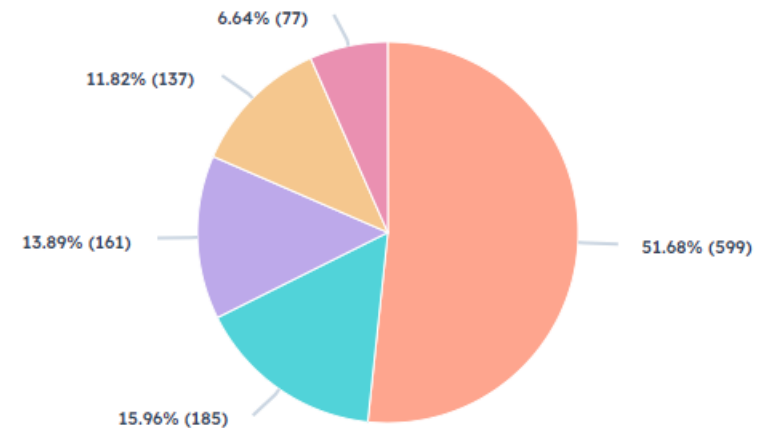
2,346

What kinds of college meetings / events were attended?

FROM 7/1/2023 TO 6/30/2024 FILTERS (2)

Internal College Team Meeting College Leadership Meeting College Event Faculty Meeting Regional/College Advisories

Total Count of Activities: 1,159

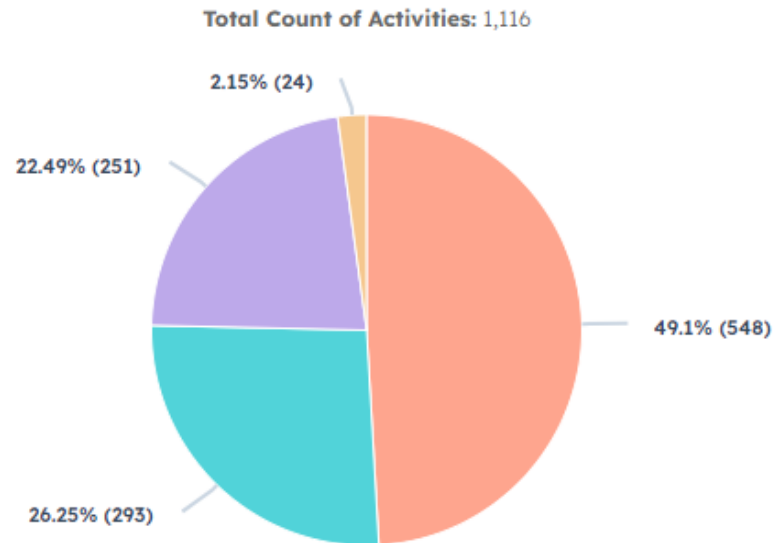


# What kinds of employer meetings / events were attended?

FROM 7/1/2023 TO 6/30/2024

FILTERS (2)

- Developing New Employer Relationship
- Maintaining Employer Relationship
- Networking/Employer Event
- Employer Visit



**2023–24: 1,116 Employer Meetings**

**2022–23: 959 Employer Meetings**

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CareerEd.org

What progress has been made toward increasing WBL or Job Opportunities for Students?

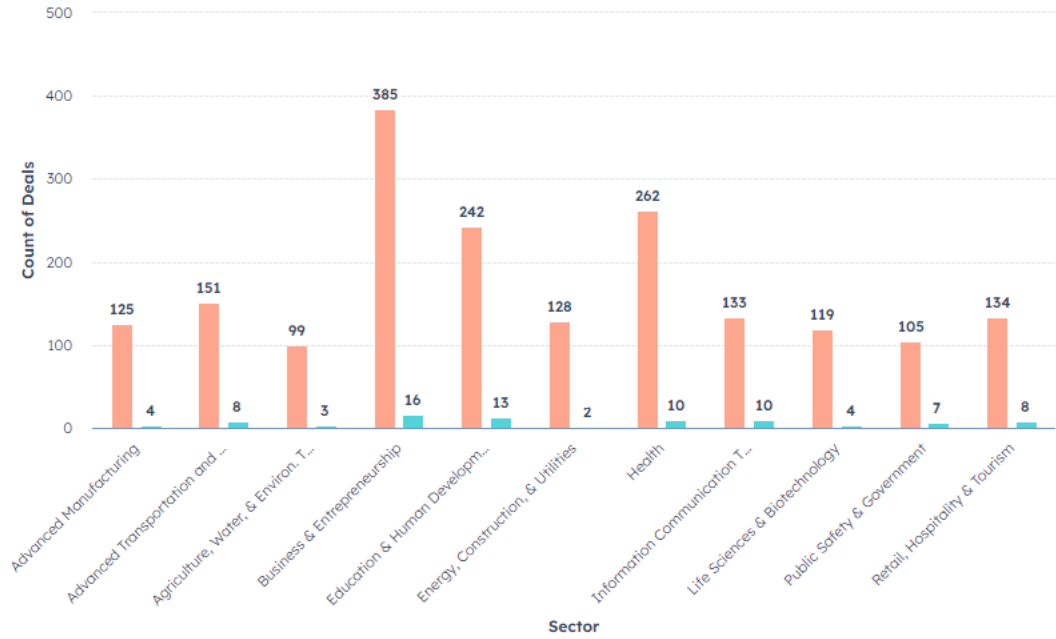
Deals to Date ⓘ

COUNT OF DEALS

**1,472**

Deals as Owner or Collaborator by Sector ⓘ

As Owner As Collaborator



COMPANY CONTACTS ⓘ

COUNT OF COMPANIES

**1,066**

COMPANIES WILLING T...

COUNT OF COMPANIES

**319**

WBL/JOB OPPORTUNIT...

TOTAL OPPORTUNITIES

**3,408**

WBL/JOB OPPORTUNIT...

TOTAL OPPORTUNITIES SHARED

**2,863**

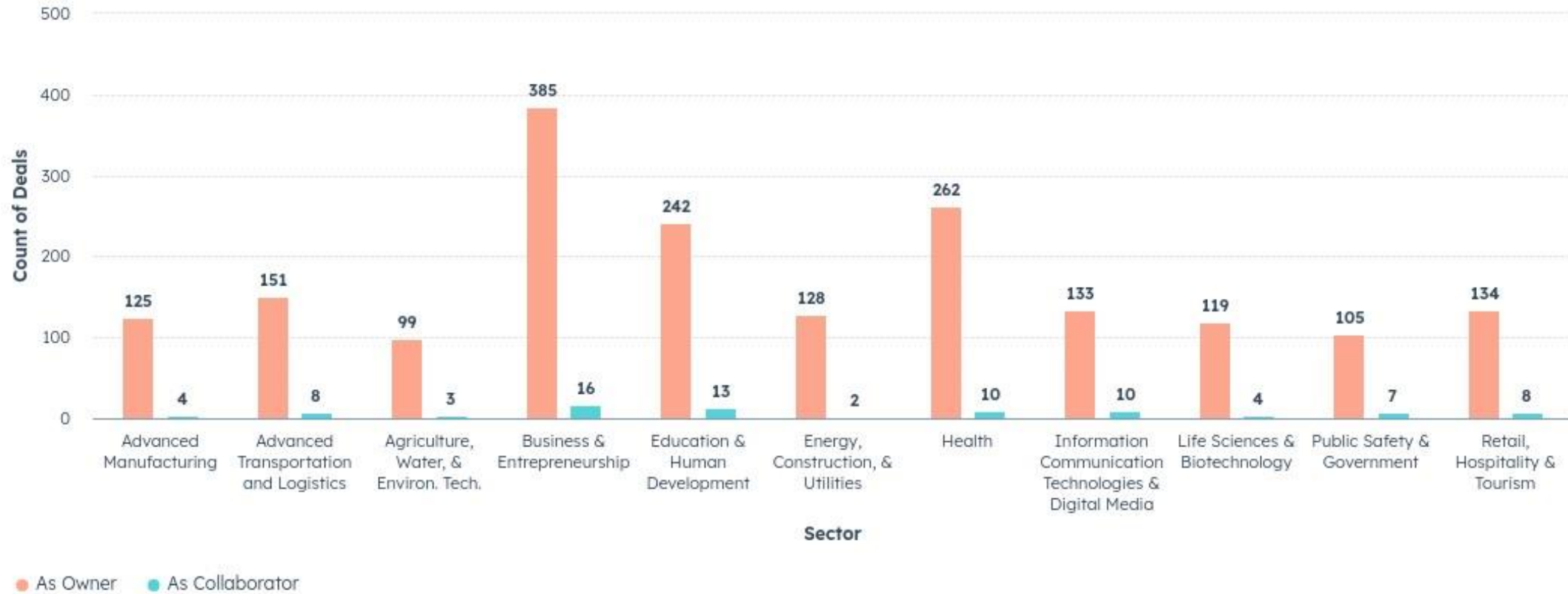
WBL/JOB OPPORTUNIT...

OPPORTUNITIES POSTED

**2,106**



## Deals as Owner or Collaborator by Sector



- Experiences are tracked by SG21 classifications
- 2023-24: 3,408 WBL experiences and Jobs
  - 2022-23: 1,726
- 226 Industry Professionals added to advisories

### What kinds of activities have employers shared?

NAME	SUM ( QUANTITY )
(a) apprenticeships	19
(a) capstone projects	3
(a) clinical experiences	8
(a) cooperative work experience education	6
(a) internships (paid)	335
(a) internships (unpaid)	175
(a) on-the-job training	45
(a) research- based & field experiences	16
(b) classroom projects or challenges with industry involvement	7
(b) job shadowing (individual)	23
(b) mentorships with industry professionals	16
(b) service learning	172
(b) simulated workplace experiences	13
(b) student-run commercial or social enterprises	1
(b) volunteering/ community service	55
(c) career fairs	402
(c) career speakers	175
(c) field trips	26
(c) informational interviews with industry professionals	29
(c) mock interviews	8
(c) workplace/ company tours	52
added member to college advisory	226
jobs	1,593
upskilling/contract ed referral	3
(No value)	0
<b>Report Total</b>	<b>3,408</b>

**Connie Lafuente,**  
Regional Director of Health  
Workforce Initiatives

- SD Nursing Consortium transition
- Improve relationships with health facilities
- Nursing, Allied Health, Clinical Placement Communities of Practice
- **CLINICAL PLACEMENT SUPPORT!**

**Ruishan Chow,**  
Industry Relations  
Consultant- Advanced  
Manufacturing

- Supporting transition to Industry 4.0
- Supporting apprenticeship discussions with GKN
- Helping with Navy projects

**Jon Kropp,**  
Industry Relations  
Consultant- Advanced  
Transportation & Logistics

- Secured San Diego Miramar a 3-year NSF grant for zero-emission vehicle capacity building and high school summer boot camps
- EV/Auto Community of Practice
- Supply Chain and Logistics Community of Practice



# THANK YOU!

**Dr. Kevin McMackin**

Questions?