

# San Diego Mesa College Strong Workforce Committee Meeting Minutes

April 9, 2020  
3:00 p.m. – 4:30 p.m., Zoom

ATTENDEES	In Attendance	Absent
	Ailene Crakes	Amanda Horner
	Amanda Johnston	Janue Johnson
	Claudia Estrada-Howell	Karla Trutna
	Corrine Huber	Leticia Lopez
	Danene Brown	Mariam Kushkaki
	Ed Helscher	
	Hai Hoang	
	Jeaneal Davis	
	Johanna Aleman	
	Katlin Choi	
	Mark Manasse	
	Melanie Baeza-McCray	
	Michelle Toni Parsons	
	Monica Romero	
	Pavel Consequera	
	Rachel Russell	
	Raquel Sojourner	
	Robert Wong	
	Sahar King	
	Shawn Fawcett	
	Tara Maciel	
	Tasha Frankie	
	Tina Recalde	

**CALL TO ORDER:** By Monica Romero at 3:04pm on Zoom

- Welcome & Check-in
  - Tasha will be taking more of an active role as co-chair of the committee
- Review and Approval of Minutes from 3/12/2020:
  - Tasha called for review of the Minutes: Claudia motioned to approve and Sahar seconded, minutes approved

**ACTION ITEM(S): N/A**

**CONTINUING BUSINESS:**

- Budget & Allocation Workgroup – Incentive Funding, Timeline & Rubric (handout): The committee met earlier in the day.

- They reviewed the SW round 4 incentive funding of \$279,740. This is an increase from last year of approximately \$11,000. As a reminder, incentive funding is based on SW Metrics achieved by the college. These funds are allocated to use for the new Fermentation program and NDTE programs. Tasha reviewed the supplemental questions for the SW Program Budget Allocation Request form, and discussed how the responses were to be scored using the rubric. The process will be to email departments that have unfunded BARC requests and are eligible for SW funding. Anyone filling out form is welcome to reach out to the committee for assistance and additional information. Letter will go out at the end of the month and is due July 15<sup>th</sup>
- Rachel asked to communicate to those who do not receive funding will.
- Program Review follow up: At the February SW meeting, we had an activity where we asked for feedback, what would CTE like to see for program review. This information was provided to the Program Review Committee. The recommendation that CTE programs to submit their various reporting (specialized accreditation, Perkins, Strong Workforce, etc.) in lieu of the Program Review was received with a positive response. We will wait to see if this requested is approved formally.
  - Mona noted that the next meeting will focus on resource forms.

**ACTION ITEM(S):** Budget workgroup to include communication to those whose requests are not funded by SW.

**NEW BUSINESS:**

- CTEOS: Career Technical Education Outcomes Survey; Discussion on how to use results of the survey and how to outreach to students to encourage them to complete survey. CTEOS surveys students a year after they have stopped attending if, they have completed 9 or more units or received a degree or certificate in CTE program. The CTEOS process is administered by Santa Rosa district, last year 1960 students were reached out to and 502 responded to survey, survey provides info on our programs, only place we can find out from students used for SW Funding Metrics
  - Monica explained what information is collected from the survey and the summary report
  - Displayed the website ([cteos.santarosa.edu](http://cteos.santarosa.edu)) How does Mesa want to use this data on campus and in our programs? Hai noted a drawback is not all data elements captured in survey can be broken down by college, response rate. Though it is a statewide survey the challenge is that we can't make meaning when the data is narrowed down by program and top code. Though there are a lot of metrics there isn't enough data to represent each program at every college. By combining multiple years of data we can get a better representation of the responses and what's happening.
  - Danene said that having to wait until students are out of the program for a year makes it more difficult to get back in touch with them to get responses and number of responses are skewed by program and not necessarily representative of all programs.
  - It would be good if SWC could discuss the data, what questions we have, how we can utilize the data on campus.
  - Recently CTEOS has created a marketing tool kit with two different marketing pieces. One for faculty to encourage students to participate in survey and the other for students. The call center is having a difficult time reaching students as the call numbers don't come from local area codes. Using marketing tool for students, we could share on our social media to Mesa College alumni.
    - We will have a discussion and follow up activity or conversation at next meeting. Monica will send out information for follow up at the next meeting.
  - Claudia asked if CTEOS discussed bringing the survey back to campuses. We have the Destinations survey which includes all majors and programs. Hai said they don't have plans to pass it back to campus, as having one host for the data helps maintain consistency in collection and analysis as it is tied to funding, but acknowledged that the current method of collecting the data does not yield a very good response rate.

- This past year SDCCD piloted a program with all colleges to make calls to students trying to increase the response rate. Trying to increase the response rate has been one of the most difficult challenges.
- Hai – not just a problem with Mesa, but with all Higher Ed across the country, alumni surveys
- Monica asked if we should discuss at next meeting? Rachel says yes, Mona and Tasha Tara and Danene Amanda say yes
- Shawn asked if when students petition to graduate with a CTE degree or cert at Mesa, can we pull this data and trigger an email to them with information about the survey and what to expect?
- Hai suggested a Linking group for an alumni network to tie in with alumni follow up
- Employer Engagement: Career Services and Work-Based Learning teams have been discussing best practices for Employed Engagement, as well as discussion among the region (workgroup 4). We will share a poll to gather some information from the group and better include SWC moving forward in future discussions and how we can make it a campus effort to provide the best services to students as they graduate.
  - Raquel asked for clarification on the definition of Engagement and Employment activities for those who aren't CTE faculty.
    - Employment is beyond CTE, is for all students, but there is a stronger focus in career education – one of the big metrics.
    - Employment activities refer to actually getting students employed.
  - Lots happening at regional level regarding employment and placement.
  - Working on processes between WBL and Career Center for handling employers that come to us and outreach to employers. We need to have a discussion with faculty who also do this work to inform the process as it grows.
  - Toni noted that it doesn't necessarily make sense for STEM fields faculty to be actively engaged in helping students find employment right after Mesa as they mainly discuss options for transfer degrees after Mesa. She would like to encourage teaching as a career with a STEM degree. Claudia responded that faculty want to engage with employers.
  - Hai, pathways conversation: If faculty talk with students about potential career in their field does it count?
    - Claudia responded that it does if the faculty member is connecting students with employers.
  - Employer engagement is everyone's business, it doesn't just reside with career center and WBL.
  - Mark said getting tutors into teaching field pipeline, get them interested in education.
  - Poll results showed people are interested in an Employer Engagement SW workgroup (16 respondents)
    - Will return to conversation
    - Claudia said to follow up with everyone with an email to collect further info on who to invite to workgroup.

**ACTION ITEM(S): Monica to pull information for CTEOS to be discussed in more detail at next SWC meeting (follow up activity) and send out the summary report to everyone, Corrine to add summary report to website. Monica to follow up with everyone with an email to collect further information on who to invite to Employer Engagement workgroup.**

Let us know of other meeting elements that would make SWC more valuable, other methods for sharing Standing Items

#### **STANDING ITEMS:**

- Master Planning Taskforce – “Mesa 2030” (Russell): will meet again April 21th, will report at next meeting
- Perkins V Update (Recalde): working down for rest of the funding for this year, seeing how much funds are remaining, lots of cancelled conferences, looking to see how much refunds from conference registrations, will

attempt to purchase more from BARC list after; already past purchasing deadline; Next year funding – allocation committee submitted yesterday, next meeting will be April 24; trying to get all question answered ahead of time; money allocate based on tentative funding; district has given college their top code application worksheet which matches which needs to go into new NOVA

- Each of the item spending money on, have to align to student success metrics, as we make purchases, have to identify which goals of student metrics you are identifying and under that, which specific metrics, can determine where it is the best fit
- Core indicator reports, district will take them signed electronically, will be contacted when they are available
- Regional Workgroup Updates
  - Strong Workforce Institute (Frankie): continues to move along, still has the deadline of end of July, but each college can set their own intermediate deadlines. Had a meeting this morning and came up with new deadlines **Monica will send out updated information** – talk to Danene with any issues with new deadlines
  - Pathways Navigation (Estrada-Howell): Have not met in a while but have meeting next Thursday (4.16); shifting timelines, supposed to host Community of Practice on May 1st in person, were going to ask students to also attend – will ask workgroup to postpone until it can be in person, do something smaller via zoom on May 1<sup>st</sup> (theme is Career Planning before Ed Planning), will update more as workgroup meets; not aware of any funding changes,
    - Progress report due on 15<sup>th</sup>
    - Working on 90-day action plan
  - Data/Research (Hoang): 2 updates from Regional - Perkins: contract with USD for interview assistance, not able to finish, no change so keeping the April 16<sup>th</sup> deadline
    - K-12 sector and pathways, shows college with that program, still working on the dashboard
  - Marketing (Brown): RFA is coming out for internal marketing campaign (50,000) coming out next week
  - Work-Based Learning/Job Placement (Fawcett): regional workgroup has been working on process maps and employer engagement, working to review our current practices, will reach out to faculty for their input; yesterday (4.08) had a retreat to review goals for WBL, looking further at processes
    - Is it possible to have success stories to bring it from big picture to Mesa? Monica likes the idea
    - Architecture

**ACTION ITEM(S): Monica will send out updated information regarding new Mesa deadlines for Faculty Institute**

#### **QUICK PROGRAM UPDATES/ROUND TABLE**

**Tasha:** It could be fun for Faculty to get together and talk about what they're doing as they transition to online, talk about challenges they're facing and brainstorm some solutions, the focus should be on CTE.

- **CTE is more similar in some of the ways that they teach, not a Canvas tutorial but bigger picture of how we are working to engage students and are there additional tools you are using other than Canvas and Zoom that are working really well.**
- Rachel is interested and suggested having a discussion of the challenges the students are facing and how we're helping them overcome and succeed.
- Shawn suggested a discussion around the equity component, she and Claudia attended a great webinar training about Student Services and one last week about Faculty. They can share out the recording with the group.

**Claudia** asked about data recovered from Students basic needs survey. What we have learned about what students going through. Students are having lots of trouble with employment.

- Johanna noted that they have received over 2,000 applications for the emergency fund and are working on how to support the requests. Students are suffering from income reduction, can't find safe jobs. If

you know of people hiring for online work or other work, let's connect them with people looking for work.

- Hai indicated that they have received over 10,000 survey responses. 63% responded they are experiencing job loss as their biggest challenge of COVID-19. 28% responded they are unable to pay their mortgage/rent, not having enough food.
- Claudia said Career Center and WBL are working hard to make sure there is information on the website same day support for students same day career counselling appointments by availability. They are also running list on website of remote work opportunities.
- Pavel still helping with internships.
- Johanna asked that when students reach out please send them information about services offered. Send them to the stand. She also noted that peer navigators are working with students suffering from isolation.

**Jeaneal:** The new name for Animal Health is Veterinary Technology program starting in Fall 2020.

**Pavel:** Provided an update on Advancing San Diego internships for CISC students. They are getting ready to start recruitment process in next few weeks. They will identify students from computer science program as soon as possible and are working with Tasha, Allan, Duane, and Danene to coordinate the software development piece. We are hoping to identify 10-15 strong candidates.

**Mona:** Program Review is meeting Friday and on May 1<sup>st</sup> meeting to finalize the content of program review and implementation, start working on Taskstream and create the shell during the summer.

**Monica:** A huge thank you to everyone who presented on Strong Workforce at the President's Cabinet meeting via Zoom. The team did a great job presenting (Tasha, Jeaneal, Shawn, Pavel, Katlin, Rachel, Claudia, Hai, Melanie). She will send out copy of PowerPoint to the committee. It was great to highlight all the amazing work from the committee, subgroups, and CTE office.

**ACTION ITEM(S):** Tasha and Monica will work to arrange a time for faculty to talk about their teaching and online environment with Career Education and then another time to discuss students' needs and experiences. Monica will send out a copy of the SW President's Cabinet PowerPoint.

#### **ADJOURNMENT**

- Meeting was adjourned at 4:22pm

Meeting Dates for 2020  
3:00 pm – 4:30 pm, Zoom  
- May 14

Submitted by: Corrine Huber

Approved on: 5/14/2020