

Regional Strong Workforce Program

President's Cabinet

Mesa College

May 7, 2019



**SAN DIEGO & IMPERIAL COUNTIES
COMMUNITY COLLEGES**



- Set Regional Priorities
- Data/Research
- Career Pathways
- Employment Readiness
- Work-based Learning
- Job Placement
- Marketing

Developed Regional Recommendations

Approved Regional Recommendations

- Implement Regional Recommendations
- Career Pathways
- Middle/High School Engagement
- Pathway Navigation
- Work-based Learning
- Job Placement
- Employer Engagement
- Marketing

Develop the regional model



Strong Workforce Program Implementation

*1: J. Patel, Region
 K. Porter, Poway USD
 B. Lane, Imperial Valley

*2: L. Wisdom, Region
 J. Lewis, Southwestern
 J. Lopez, Miramar

3: C. Estrada, Mesa
 J. Ayala, Grossmont

4: B. Gamboa, Miramar
 L. McLemore, Cuyamaca

5: M. Romero, Mesa
 D. Brown, Mesa

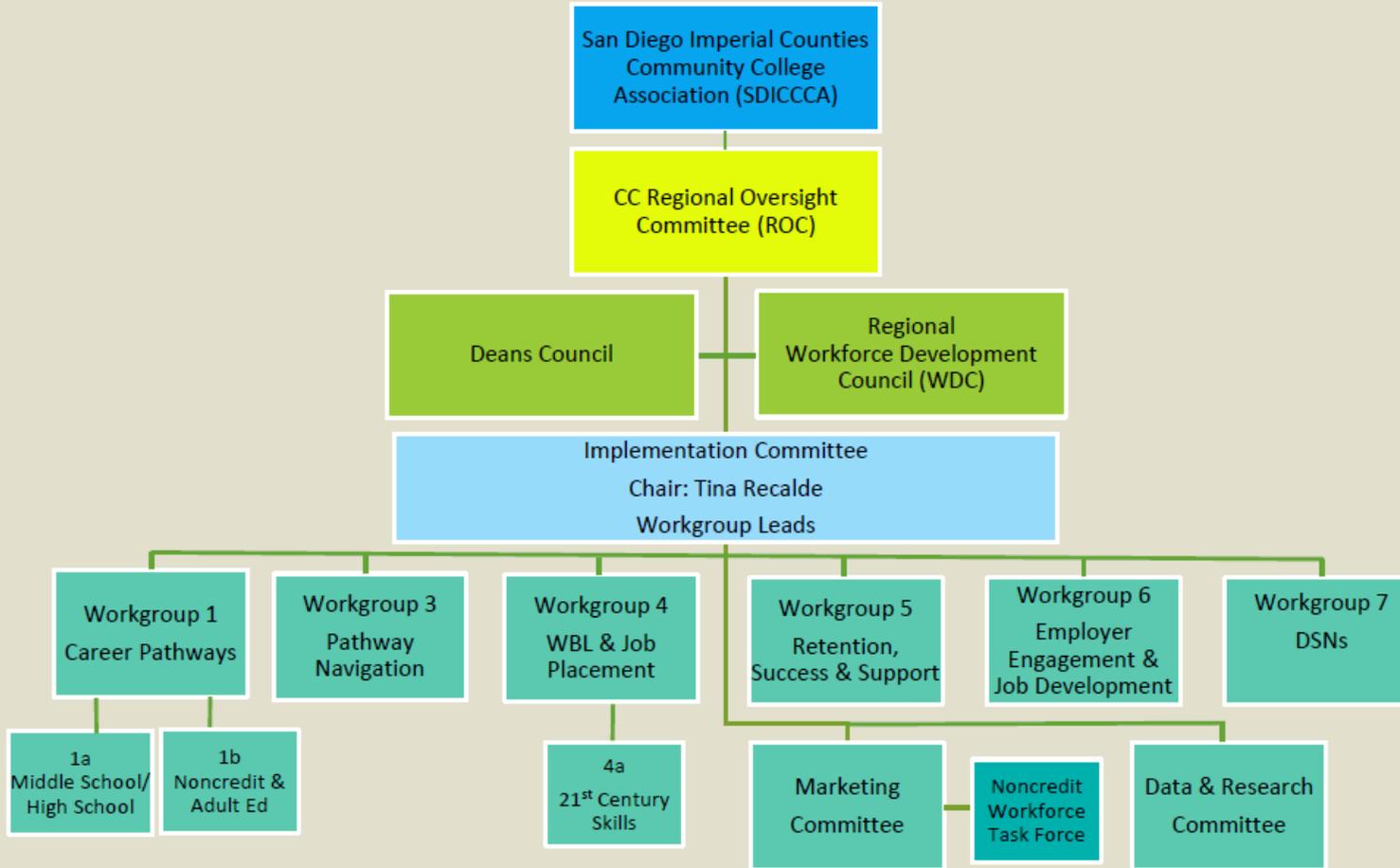
6: M. Fritch, Palomar
 C. Storey, SD Continuing Ed

7: M. Smith, Region

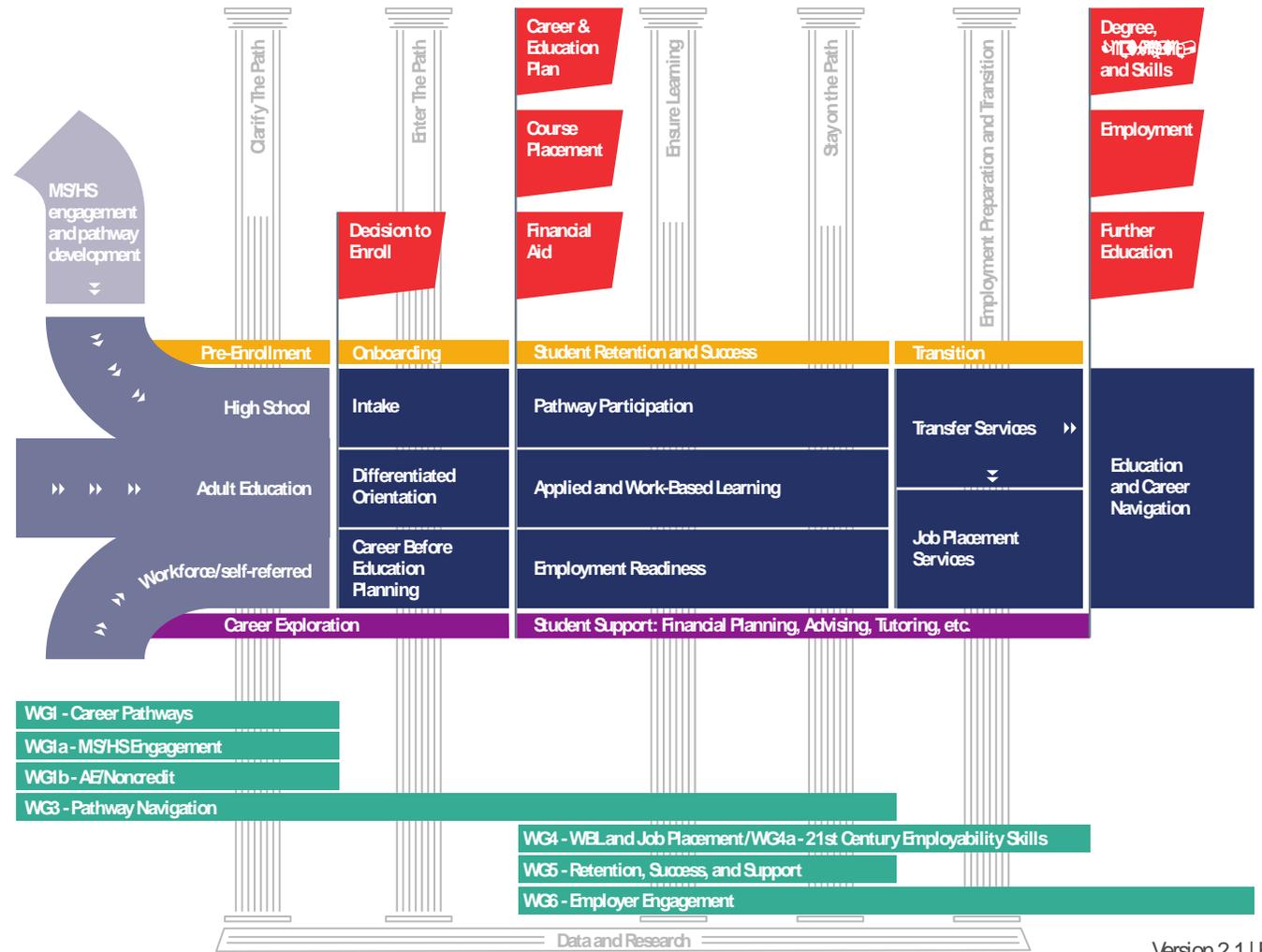
Marketing: D. Brown, Mesa

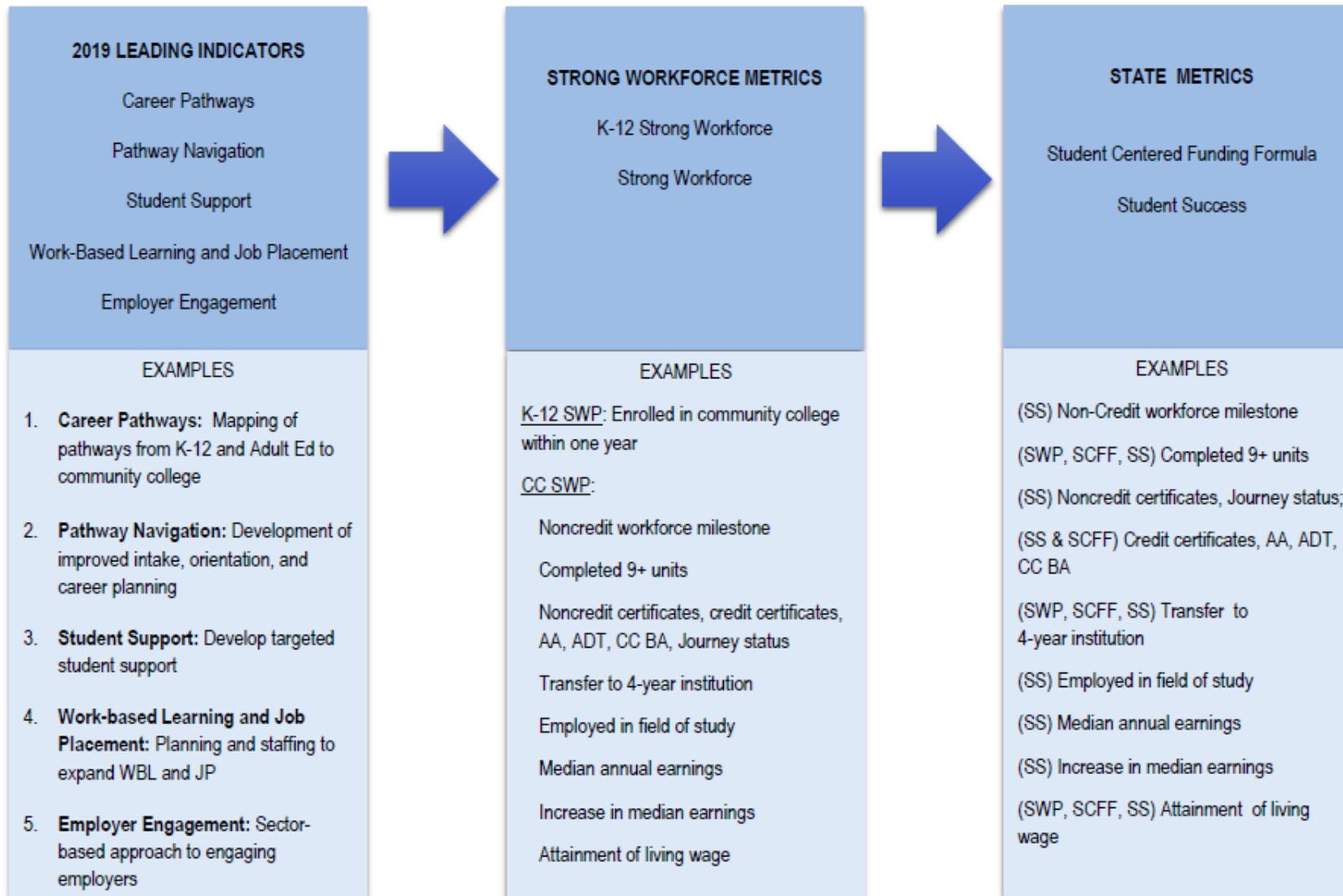
Data/Research: Z. Lindstrom, MiraCosta
 T. Ngo-Bartel, Region

*K12 Participation



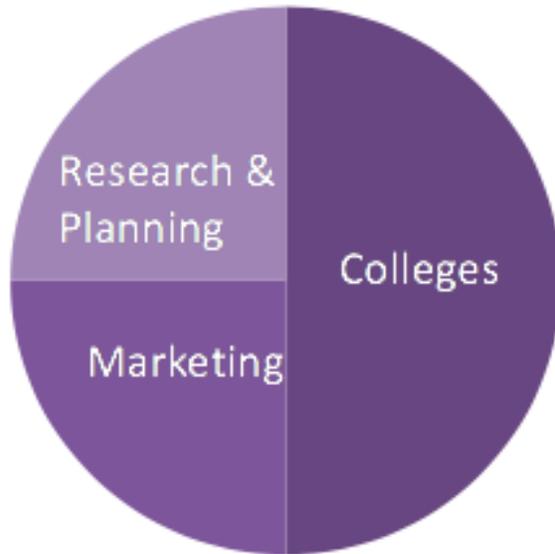
A Community College Student's Road to Success





2016-19 Budget Projections

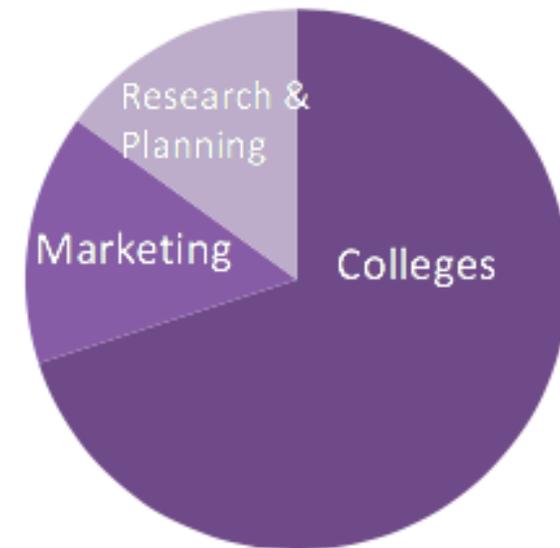
2016-17



2017-18



2018-19



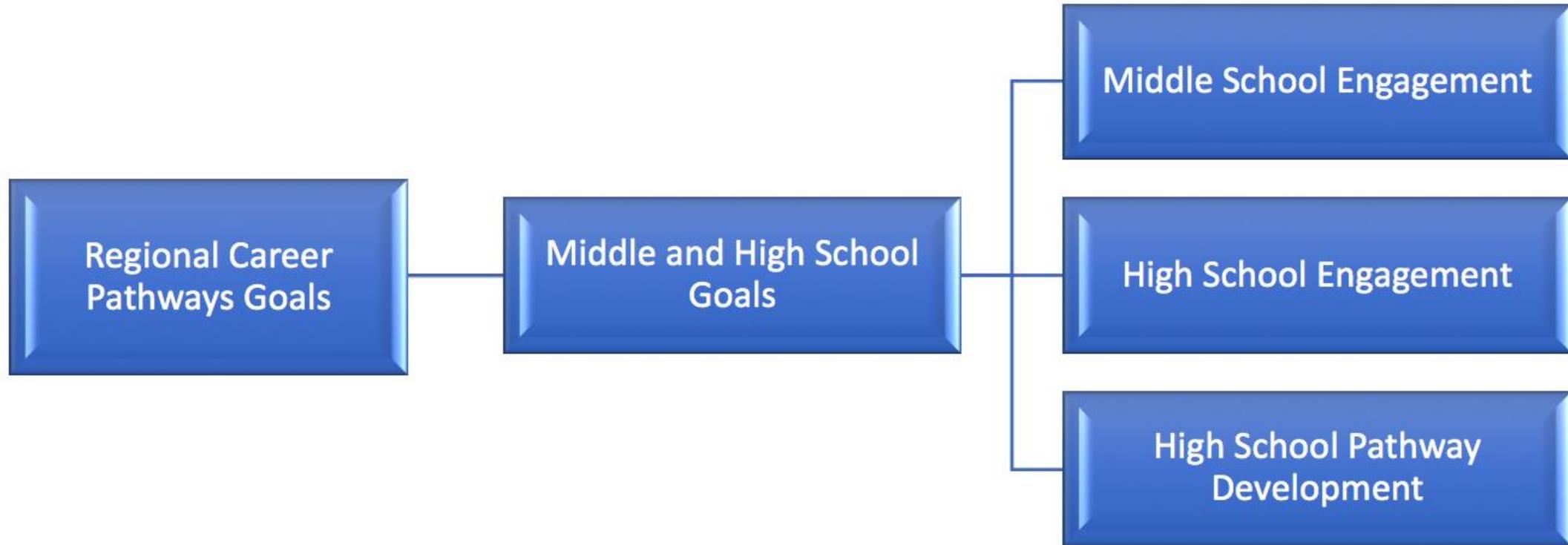
Data and Research: Goals

- 🎯 Advocate for a data-driven culture in program development and student success
- 🎯 Act as advisory group for regional research projects

Data and Research: SWP Outcomes

SWP Metric	14-15	15-16	16-17	17-18
Unduplicated Number of Students Who Enrolled in One or More Courses	100,666	-1%	+1%	N/A
Number of Full-Time Equivalent Students (FTES)	26,711	-5%	+6%	N/A
Course Retention Rate	87%	No change	+1%	N/A
Course Success Rate	75%	+1%	No change	N/A
Number of Students Who Earned a Certificate or Degree	8,771	+6%	+2%	N/A
Median Change in Earnings	36%	+5%	N/A	N/A

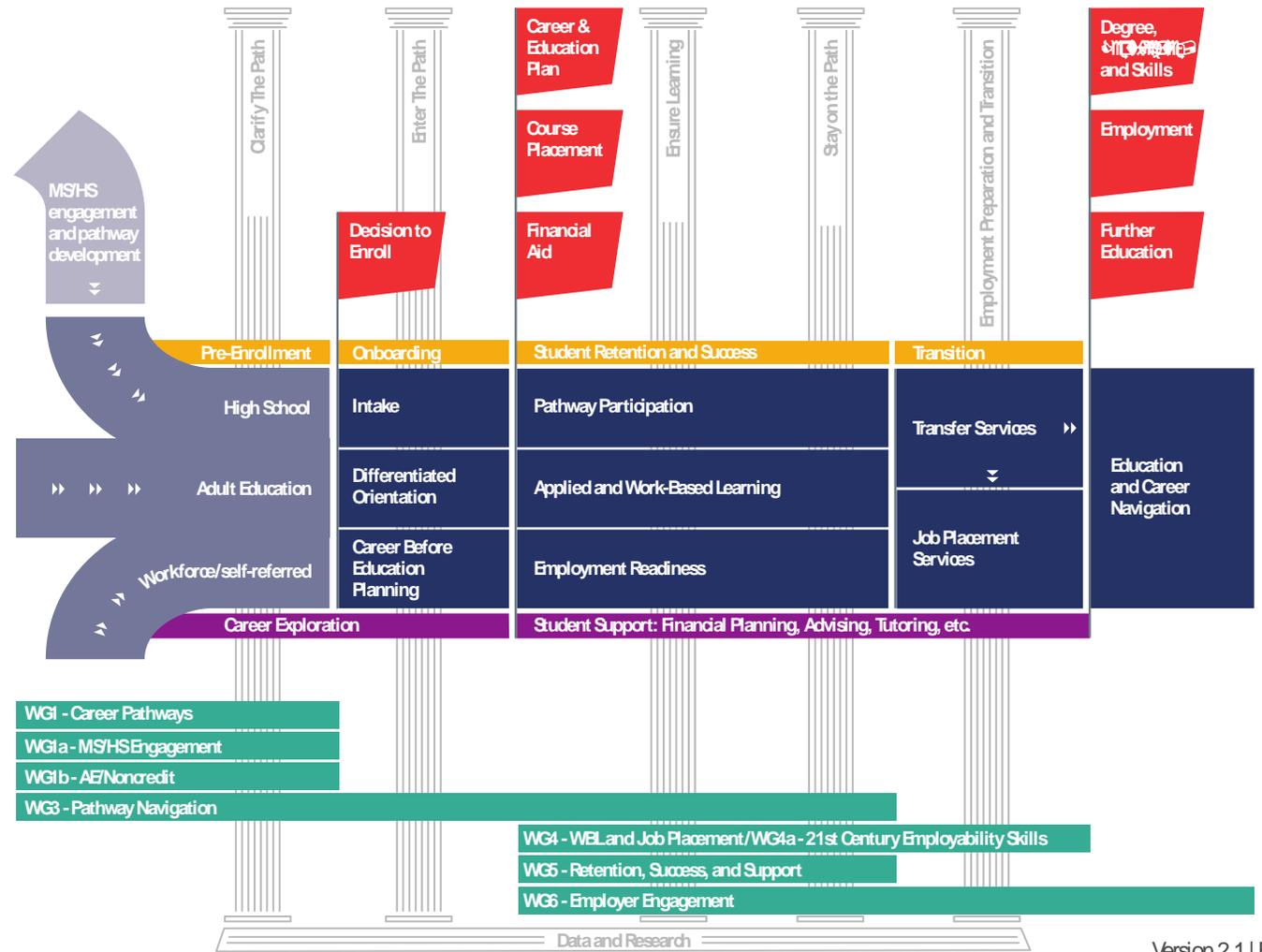
Career Pathways: Goals



Pathway Navigation: Goals

- 🎯 Comprehensive Intake
- 🎯 Differentiated Orientation
- 🎯 Career Planning before Education Planning
- 🎯 Professional Development Framework
- 🎯 Technology Adoption

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Pathway Navigation: Leading Indicators



Intake



**Career planning
before education planning**



**Differentiated
orientation**

Pathway Navigation: Next Steps



Community of Practice

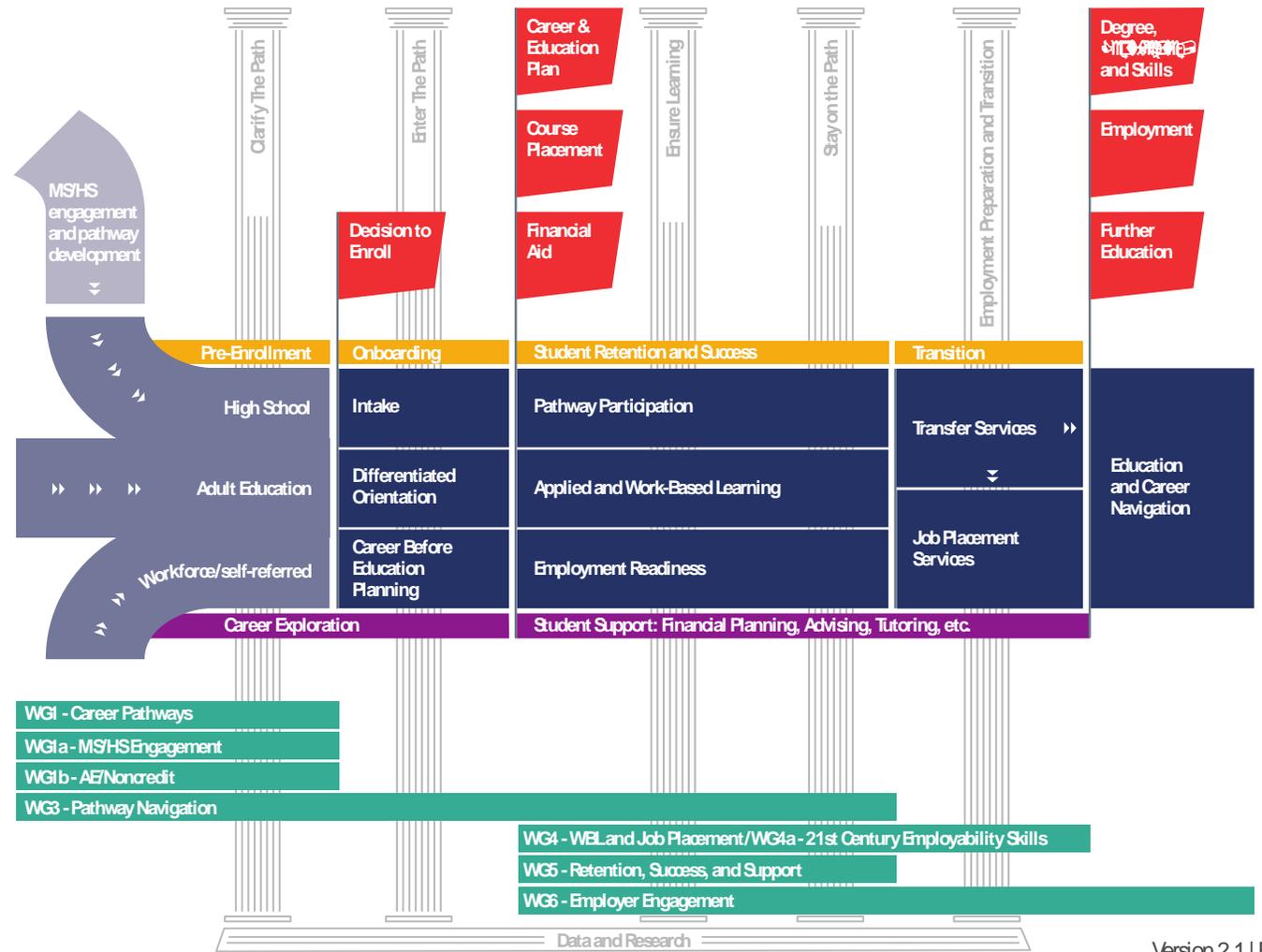


Technology options



Best practices repository

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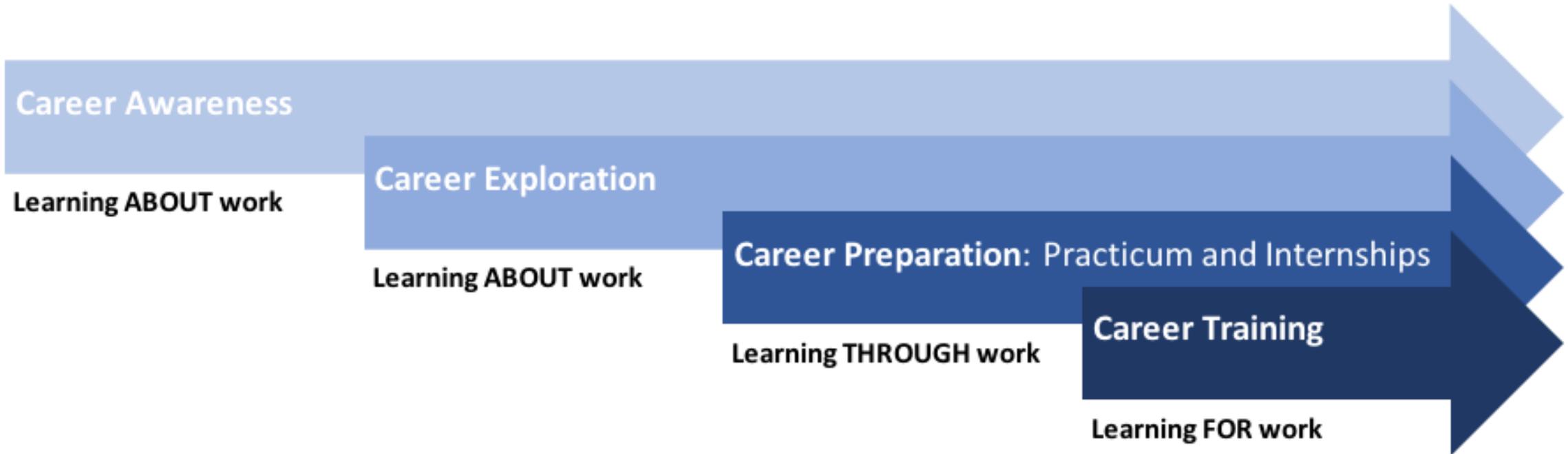


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Work-Based Learning and Job Placement: Goals

- ① Assess WBL and 21st century employability skills opportunities
- ① Build college and regional infrastructure
- ① Support development and expansion of WBL and job placement practices

Work-Based Learning and Job Placement: Goals



Work-Based Learning and Job Placement: Leading Indicators



Work-Based Learning



Job placements



Increased wages

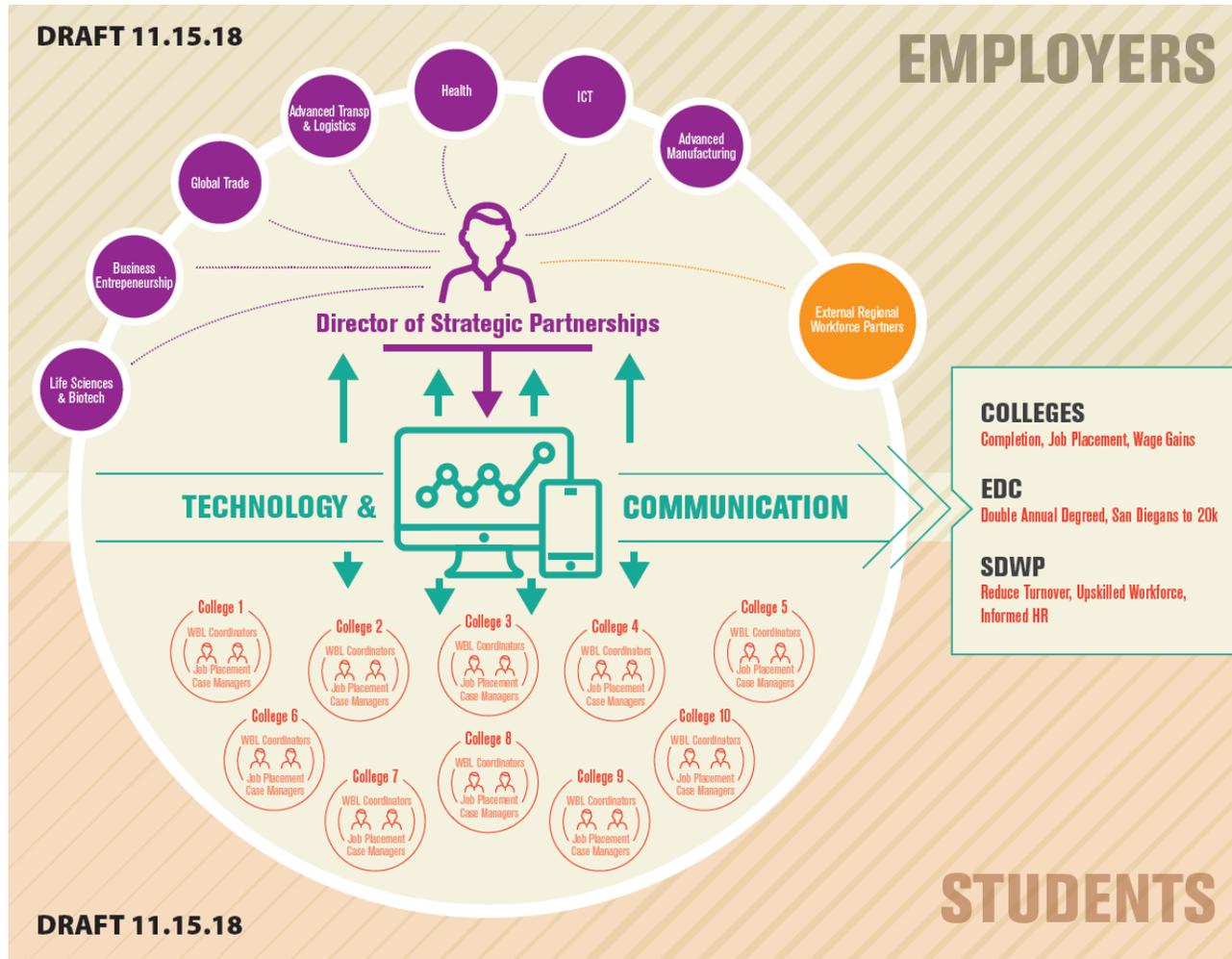
Work-Based Learning and Job Placement: Accomplishments

- ✓ Assessment completed
- ✓ Results analyzed and shared
- ✓ Hiring of WBL Coordinators
- ✓ Hiring of Job Placement Case Managers
- ✓ Community of Practice
- ✓ Jobspeaker pilot

Work-Based Learning and Job Placement: Next Steps

- 🔗 Complete hiring of WBL Coordinators and Job Placement Case Managers
- 🔗 Mapping the infrastructure
- 🔗 Complete and study Jobspeaker pilot

Employer Engagement: Goals



MARKETING

SAN DIEGO & IMPERIAL COUNTIES
COMMUNITY COLLEGES

HOME | CAREERS | COLLEGES | FEES | APPLY | ESPAÑOL

f i t y in



LEARN MORE. EARN MORE.
GET TRAINING FOR IN-DEMAND CAREERS



SAN DIEGO & IMPERIAL COUNTIES



CAREER EDUCATION FOR THOSE WHO HAVE SERVED
TRANSFER YOUR SERVICE TO A NEW CAREER

FIND YOUR PROGRAM



Marketing: Leading Indicators

-  Over 43 million impressions
-  0.43% click-through rate
-  86,000 website visitors
-  4,100 leads to individual college websites

New Investments

- **Knowledge Dissemination**
- **Noncredit/Adult Education Pathways**
- **Sector Strategy**
 - Understand the labor market
 - Examine retention and success
 - Develop student support

Thank you & Questions