

# WORK-BASED LEARNING at Mesa College *A year in review*

**Work-Based Learning Coordinators:**

Katlin Choi  
Shawn Fawcett

**Internship Coordinator:**

Pavel Consuegra

**Employment Engagement Coordinator:**

Melanie Baeza-McCray

[www.sdmesa.edu/WBL](http://www.sdmesa.edu/WBL)

# FALL 2018 - Ramping Up

- WBL at Mesa College was established in August 2018
  - *San Diego Mesa College Work-Based Learning is the unifying force that launches lifelong career journeys through cultivating a culture of career by integrating a continuum of academics and real-world experiences for students, faculty, classified professionals, employers, community partners, and alumni.*
- **85** Faculty/Campus Collaborations
- **319** Employer Connections
- **56** WBL Campus Events
- **367** Students Engaged in WBL/Career Readiness

# SPRING 2019 - Campus Driven

- 47 Campus Partners: 30 Faculty and 17 Classified Professionals
- 4 Faculty Presentations: 109 Faculty in attendance
- 4 FLEX Workshops: 64 Faculty in attendance
- 63 Faculty Meetings: 101 Faculty actively involved
- **321** Faculty/Campus Collaborations
- **261** Employer Connections

# SPRING 2019 - Student-Centered

- 117 Individual Student Appointments
- 26 Student Presentations: 606 Students in attendance
- 4 Campus Tabling Events: 239 Students actively involved
- 10 Student Workshops: 273 Students actively involved,  
21 Employer Engagements

# SPRING 2019 - Student-Centered

- 10 Employer Panels: 513 Students, 31 Employer Engagements
- 2 Industry Immersion Events: 35 Students, 37 Employer Engagements
- 27 Work Experience Courses : 100 Students Enrolled, 77 Employers Engagements
- **169** WBL Campus Events
- **1,885** Students Engaged in WBL/Career Readiness

# WBL Highlights

## HEIT/HIMS 21st Century Skills Series

- 4 workshops required as DCP hours
- Focus on 21st Century Professional Skills:
  - *Collaboration & Teamwork | Communication | Critical Thinking | Adaptability | Self-Awareness | Cultural Competence*
- Students learn about skill and gets hands-on training in DCP
- Industry employer panel at each workshop to share how skills are relevant in the workplace, diverse career options, and how students can stand out in the labor market

# WBL Highlights

## HEIT/HIMS 21st Century Skills Series

- **95%** of students have an increased knowledge of 21st Century Skills
- **95%** of students have an increased confidence in their 21st Century Skills and ability to pursue a career with their HEIT/HIMS degree
- **94%** of students gained an awareness of career preparation strategies and how to stand out in the labor market
- *“Workshops are providing valuable input. There are many things I am learning to get myself ready for future HEIT/HIMS career opportunities.”*

# WBL Highlights

## *Hands-On Student Business Research Report*

- Students investigate an industry problem to develop new ideas and recommendations for resolving a need for an organization (ie: new product, increase sales, outreach to a demographic, etc.)
- Network and engage with real professionals to get exposure to companies, organizational structure/needs, and industry trends
- Students learn about relevant topics in BUSE 119 class that will assist them in developing a research report and proposal (ie: Effective business messages, readability with design, social media strategies, etc.)
- Final reports shared with company partners for them to utilize creative ideas and solutions within a real-world context



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# WBL Highlights

## Work Experience

- **100** students enrolled for hands-on training and real-world experience
- **94%** of students have an increased knowledge of career opportunities
- **77%** of employers would consider offering their WE intern a full-time position
- *“I was learning new things every day and was able to be hands on and part of the team” -WE Student*
- *“This program is perfect for grooming industry leaders.” -WE Employer*

# WBL Highlights

Sponsored by Strong Workforce Program



## REGIONAL WORK-BASED LEARNING SUMMIT



**FREE**  
PROFESSIONAL  
DEVELOPMENT

Open to ALL K-14 teachers, faculty, counselors and administrators

Questions? Contact Monica Rosas at  
[monica.rosas@gcccd.edu](mailto:monica.rosas@gcccd.edu)

FRIDAY, SEPTEMBER 20, 2019 | 9:00 A.M. - 3:00 P.M. | SAN DIEGO MIRAMAR COLLEGE

10440 BLACK MOUNTAIN RD, SAN DIEGO, CA 92126 | L-105 AUDITORIUM

REGISTER TODAY! [HTTPS://TINYURL.COM/REGIONALWBLSUMMIT](https://tinyurl.com/REGIONALWBLSUMMIT)

complimentary continental breakfast and lunch provided

CONNECT CLASSROOM LEARNING TO  
REAL-WORLD EXPERIENCES

HELP STUDENTS GROW 21ST CENTURY  
PROFESSIONAL SKILLS

PROVIDE OPPORTUNITIES FOR STUDENTS  
TO EXPLORE CAREERS

SHARE BEST PRACTICES & IDEAS TO  
IMPLEMENT WBL ACTIVITIES

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# WBL Highlights

## *Internship- Areas of Focus*

- **Student** and Academic Department Relations
- Internship Development and Coordination
- Employer Relations

**Cross-campus collaboration!**

# WBL Highlights

## *Internship- STEM Core*

**STEM Core** is a one-year STEM preparatory program with an emphasis in math, designed to help students finish pre-requisite courses in order to major in the science.

**45 students from STEM Core 18-19 cohort participated in 18-19 WBL Activities**

- **34%** majoring in Engineering
- **30%** majoring in Biology
- **58%** identified as Female
- **39%** identified as LatinX
- **19%** identified as Multi-Ethnic/ Multi Racial
- **12%** identified as African American

# WBL Highlights

## *Internship- STEM Core*

**Francheska Salazar** – Biology Major, STEM Core, Bridges to the Baccalaureate Scholar for research in Organic Chemistry at San Diego Mesa College and in Biochemistry at UCSD, Summer 2019

<https://www.youtube.com/watch?v=y5nTyEe1duQ>

**Alexander K Beltzer-Sweeney** – Physics Major, STEM Core, NASA Community College Aerospace Scholars Summer 2018; NASA Solar System Ambassador; Intern at Joint Institute for Laboratory Astrophysics in Boulder, Summer 2019

# WBL Highlights

## *Internship- Veterans Internship Program (VIP)*

**Veterans Internship Program (VIP):** Mesa VIP provides student veterans the benefit of gaining career-enhancing experience while providing financial incentives towards successful completion of the internship program requirements.

**JakeBryan Bonifacio-** Business AS-T, Veteran, Intern at USD Kroc Institute for Peace and Justice (Veteran Internship Program/Work Experience), Summer 2019

# WBL Highlights

## *Internship- Student's One-on-One*

### **130 students engaged in Internship Preparation & Searching!**

*"I feel blessed and fortunate to have the support I have received at Mesa (...) I truly feel so humbled and honored. It is because of you inspiring mentors like yourself that students (like myself) keep moving forward despite the obstacles. There are people worth working hard for and worth making proud!"*

#### **Zehra Al-Timimi, Promise Student**

Recipient of Mesa's Mahatma Ghandi Scholarship. Intern at the Reuben Fleet Science Center. Visiting scholar at Lawrence Berkeley National Laboratory 2019. Participant at "Improve Care Now Conference" 2019. Study abroad Summer 2019 (Italy- Biology)

# WBL Highlights

## *Internship- Success Stories*

- **Trevor Marshall**- Molecular Biology- Intern at **CIRM Stem Cell Research**, Spring 2019
- **Crystal Crawford** – Computer Science Major, Intern at **Qualcomm**, Summer 2019
- **Erick Ciafre**- Communication Major, Intern at **91X**, Spring 2019. Hired at **Univision** San Diego
- **Tiffany Rosenberg**- Business Administration Major, Intern at the **County of San Diego Treasurer-Tax Collector**, Summer 2019
- **Harley Vistan Sobreo**- International Relations, transferred to UC Berkeley, Intern at The MUFG **Union Bank Foundation**, Summer 2019
- **Lima Khalid**: Refugee, Civil/Structural Engineering- Intern at **TreoBytes**, Fall 2019



# WBL Highlights

## Internship- Fairs

### 160+ students engaged in Internship Fairs!

- **100 %** of employers indicated that they met qualified candidates during the Internship Fairs!

*“Thank you and your team for a great job yesterday. Friendly, well organized and great lunch - Pride enjoyed our time on Mesa Campus - Thank you. FYI - we probably had over 100 stop by the booth. We had 45 students sign up to be volunteers and / or interns including not only marketing and communication interns but an EMT for our medical team. Your team does a great job - in promoting and marketing the day. From emailing me and providing information on parking etc. **A very class act.** Thank you.”*

**Bob Leyh**

San Diego LGBT Pride

# WBL Highlights

## *Internship- Employer Panel*

- **93.8 %** of students who attended the Employer Panel felt more confident about their skills and ability to pursue a career on their degree
- **93.8 %** of students who attended the Employer Panel increased their knowledge of how to navigate and succeed at the internship and job fairs

*“Erica (Scripps) feedback about resumes and the work requirements and preferred section was very valuable to know. Also, I should probably get a LinkedIn account, I did not know that it could be valuable also for internships :)”*

# WBL Highlights

## *Internship- Employer Engagement*



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# WBL Highlights

*Internship- San Diego Regional EDC- Coming soon!*



**Advancing San Diego**

will use a demand-driven, employer-led strategy to both connect underrepresented residents to high-demand jobs and provide small businesses access to diverse talent pipelines.

JPMORGAN CHASE & CO.  
**AdvancingCities** | Challenge 2019 Winner

# WBL Highlights

In Collaboration with Professor Howard Eskew

## Service Learning, Entrepreneurship, & Speed Interviewing



### PATHWAYS TO ENTREPRENEURSHIP SPEAKER SERIES



Spring 2019 | TUESDAYS at 11:30am-12:30pm | LRC 435



**FEBRUARY 12TH - SAMIYA KADDORY**  
**STARTING FROM ZERO:  
A REFUGEE'S JOURNEY IN ENTREPRENEURSHIP**




**MARCH 12TH - REBECCA NIEMAN**  
**S CORP, C CORP, WHAT IS A CORP?!?:  
UNDERSTANDING BUSINESS STRUCTURES**




**APRIL 9TH - EDUARDO LANDEROS**  
**THE ENTREPRENEUR'S TOOLKIT:  
PREPARING FOR A SUCCESSFUL LAUNCH**



**MAY 14TH - GRACE LEE (MODERATOR)**  
**THE GOOD, THE BAD, & THE UGLY  
OF BEING AN ENTREPRENEUR: STUDENT/ALUMNI PANEL**




### THE GOOD, THE BAD, AND THE UGLY OF BEING AN ENTREPRENEUR




#### MESA STUDENT/ALUMNI PANEL

MAY 14, 2019 | 11:30AM-12:30PM | LRC 435


#### MEET OUR MODERATOR AND PANELISTS!




**GRACE LEE**  
Grace Lee grew up both in Korea and the Bay Area. Grace had a business in South Korea, providing private English tutoring to 15 students, age ranging from preschool to adults. Currently a business major at San Diego Mesa College, Grace is following the footsteps of her father, who is a successful businessman. She finds transforming creative ideas into actual business opportunities fascinating and is always seeking out to encounter motivated, sincere, and visionary entrepreneurs.




**KELVIN CROSBY**  
Kelvin Crosby, a deaf and blind individual, and his guide dog, Durango, founded Smart Guider in 2018. Through his personal experience and with Durango's help, Kelvin invented the autonomous self-guiding blind cane. This cane allows a blind person to combine guide dog techniques and cane skills into one integrated system allowing for complete indoor and outdoor navigation for the blind. The goal of Smart Guider is to create an even playing field for people who are blind to have the same access to the world as seeing individuals.



**ANNA STUMP**  
Anna Stump is the founder of the San Diego Feminist Image Group. She is one-half of the painting team Hill&Stump, and also co-owner of the Moonhuts, a photo and events studio in Los Angeles. Anna is currently rehabilitating a large property that will support the arts near Joshua Tree. She earned her Bachelor's degree at Occidental College and her MFA at SDSU. "My work as a painter, performance artist, and curator is intimately connected. Interest in body politics, feminism, and physicality is grounded in community building and education, which I challenge personally by cultural risk-taking. My job is to both please and provoke."



**DAWSON RICHART**  
Dawson Richart is the designer and creator of streetwear apparel for my clothing line, Fate Clothing Co. Dawson is a native Californian, having lived in Redding, Bay Area, El Dorado Hills, and San Diego, and recently turned 20 years old. His goal is to finish at Mesa and transfer to SDSU to further his studies in business. "I am an enthusiast of having a great time and making the best memories possible, whenever possible, with everything that I am doing. Which is exactly what Fate Clothing Co. represents in hopes to encourage people to live the best life that they possibly can."



**TY ALOE**  
Ty Aloe is the Creative Designer and CEO of Case by Case and Take N' Charge. For over 16 years, he served in the U.S. Army as a Team Leader in the 1/75th Ranger Rgt and in the U.S. Coast Guard as a Boatswain's mate. Ty volunteered as a Snowboard Instructor for the Wounded Warrior Project. He holds an Associate's Degree in Accounting and Business Management from San Diego Mesa College.

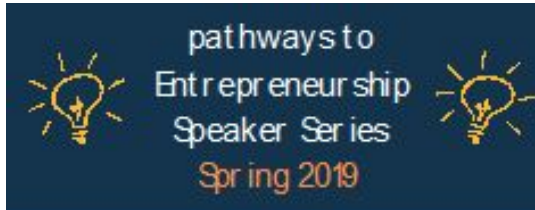
# WBL Highlights

## Meet Grace Lee





# WBL Highlights



## 4 Speaker Events

Starting from Zero:  
A Refugee's Journey in  
Entrepreneurship

The Good, The Bad, & The Ugly of  
Being an Entrepreneur:  
Student/ Alumni Panel

S Corp, C Corp, What is a Corp?th:  
Understanding Business Structures

The Entrepreneur's Toolkit:  
Preparing for a Successful Launch

## 7 Industries

Arts  
Fashion  
Grocery  
Small Business

## 8 Speakers

### Industries Represented

Law  
Wearable Technology  
Smart Technology for Individuals with  
Visual and Auditory Impairments

**217** Students Attended

### Different Majors

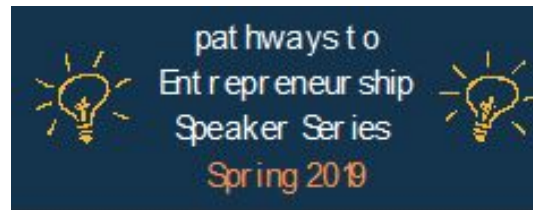
**35**

Art  
Business  
Chemistry  
Communication Studies  
Computer Science

Dental Assistant  
Economics  
Elementary Education  
English Literature  
Exercise Science

Fashion  
Graphic Design  
Hospitality  
Interior Design  
Mechanical Engineering

Nutrition  
Political Science  
Pre-Physical Therapy  
Psychology  
Public Administration



## The Student Voice

(from 99 student surveys collected over 4 events)

The speakers for today's Entrepreneurship  
Speaker Series event were engaging and provided  
valuable information about entrepreneurship.

**97%**

*Strongly or Mostly Agree*

**91%**

*Strongly or Mostly Agree*

As a result of attending today's Entrepreneurship  
Speaker Series Event, I am more knowledgeable  
on the skills needed to become an entrepreneur.

**91%**

*Yes*

Would you recommend a similar event to a friend?

"Well put together  
presentation, good life  
examples"

"It was a great  
experience. I appreciate  
that this is offered here."

"[Speakers were] engaged,  
knowledgeable, and portrayed  
the knowledge easily"

"I am looking forward to  
attend next semester."

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# WBL Highlights

## Service Learning, Entrepreneurship, & Speed Interviewing

### BLSE 119 Speed Interviewing

May 1, 2019

#### INTERVIEWERS



Ann-Michele Alwine

Ann-Michele (Annie) currently serves as the Director of Marketing & Communications at Susan G. Komen San Diego. Annie has an extensive background in PR and Marketing with in the health care, nonprofit, technology, bio-tech, and juvenile product industries. Annie received her BA in Public Communications with a minor in legal justice at American University in Washington, DC.



Al Lejarde

Al is a San Diego Native whose family immigrated to the United States via their service in the US Navy. Carrying on the family tradition of service, Al served 5 years as a Marine Corps Military Police Officer and a Presidential Support Specialist responsible for safeguarding Marine One during Presidential Support Missions. After an 8-year career in Security & Military Law Enforcement, Al now works in the non-profit sector as a Workforce Development Professional assisting both Civilian & Military/Veteran Professionals navigate Life/Career transitions.



Keri Morgan

Keri is currently the Community Relations Manager at The Salvation Army. Her duties include overseeing a variety of projects spanning Marketing, Events, PR/Media and Volunteer coordination for The Salvation Army's 7 area thrift stores. Keri has a background in an array of industries including Real Estate, Events/Hospitality, TV & Film Production as well as Politics. Keri has a Bachelor's degree from Columbia College Chicago, where she studied Broadcast-Journalism.



Terrence Bowers

Terrence is the Learning and Development at the San Diego Career Centers operated by KRA Corporation. He approaches his work with a commitment to the development and empowerment of people through career counseling, and offering strategies and techniques on all aspects of the job seeking experience. He is a Certified Professional Resume Writer and was a National Association of Workforce Development Professionals "New and Emerging Professional" for 2015-2016. His expertise in job search strategies has led him to present at many state and national conferences.



Anna Guadarrama

Anna currently works with the Learning and Development team as a Workshop Facilitator at the San Diego Career Centers. She strategizes workforce development and employment solutions in the San Diego region with a focus on subject matter expertise, workshop delivery, and external partnership collaboration. Additionally, she has a background in Education, International Affairs, and Public Policy and holds a B.A. from Utah State University.



Cam Richardson

Cam is a Work Facilitator with the Learning and Development Team with KRA. Cam has a keen interest and education in Organizational and Leadership Development, Diversity and Inclusion, and Communication and Conflict. With extensive retail and customer service experience, Cam is looking to leverage all aspect of his career and education in helping others develop their confidence, and sustainable employment and careers to meet their personal goals and objectives.



Erika Lauri

Erika is an IT/IS Talent Advisor with Scripps Health. In her current role, she recruits for all IT, IS and Epic positions within the Scripps Health system. Prior to working at Scripps Health, she worked in Leadership and as a Travel Nurse Recruiter for one of the top Healthcare Staffing Companies in the industry. Erika started her education at a community college and worked full time through school. She gained work experience in the medical field as a medical assistant, phlebotomist and in medical billing which eventually lead her into medical sales and healthcare recruitment.



Cathy Gilhooly

Cathy is currently the Director of Business Development with California Coast Credit Union. She has over 25 years of commercial, residential and consumer lending experience. She loves coaching and managing and has been in a management capacity since 1988. She enjoys meeting people and developing business.



Christina Rios

Christina is a Workshop Facilitator, apart of the Learning and Development Team with KRA, operator of the San Diego Career Centers. As a member of the Learning and Development Team, her focus is to deliver expert industry knowledge to job seekers, guiding them towards permanent full time employment. Christina has an extensive retail background, sales, operations, and project management.



# WBL Highlights

## *Meet Rawlin Kornman*



# WBL Highlights

## Service Learning, Entrepreneurship, & Speed Interviewing

### Student Surveys

(Anonymous, 15 surveys)

*“The interviewers had great insight and advice. The debrief we did today was a great summary of all the key points from the activity.”*

*“I learned what to do and not to do in a 'big boy' interview and resume.”*

100% indicated either Strongly Agreed or Mostly Agreed to the following:

- Today's activity was engaging and provided valuable hands-on interviewing experience.
- I gained a better understanding on how to prepare for future interviews.
- I am more knowledgeable on the skills needed to succeed in future interviews.
- I feel more confident in my ability to perform successfully in future interviews.

# WBL Highlights

In Partnership with Professor Jill Moreno Ikari

## • Service Learning in Action! •

Academic Year 2018-2019

The Work-Based Learning Team successfully integrated of service learning by classes across multiple disciplines after service such as course redesign support, community partnership development, classroom presentations, design workshops, and familiarization of student reflection activities.

Team members met in the Work-Based Learning Center at Mesa College to discuss and plan for 2018-2019.



**Highlighting English 101**  
with Professor Jill Moreno Ikari

## Impacts on Community

All students contributed 292 hours of service to the following community issues in San Diego:

- Animals
- Children's Youth Services
- Endowment & Sustainability
- Food Insecurity
- Housing & Homelessness
- Intelligence & Culture
- Mentoring & Education
- New & Old World Museum
- Youth & Adult Center
- Soccer
- Veterans & Gender
- Veterans



## Mesa Student Voices

from 37 student surveys

100%

Developed new skills

I developed knowledge about how to be an advocate and change things

97.3%

Developed new skills

Through service learning I developed new skills

97.3%

Developed new skills

This experience allowed me to work with diverse individuals

## Impact on Mesa Students

Fall 2018

75%

70%

SL

ALL

Success Rate  
Service Learning (SL) English 101 sections  
VS.  
All English 101 sections

Spring 2019

71%

66%

SL

ALL

## Students Reflections

"...these patients become very lonely, so having a volunteer like me makes them joyful because it makes them feel like someone actually does care. It doesn't take much to change someone's day, just the act of doing it is what changes everything."

- Anna Thompson @ Edgemoor Hospital

"...this Service Learning Experience... has taught me the valuable lesson of unwavering kindness. I found the thing that the patrons came in for wasn't to feed their bellies but their souls."

- Juliette Valles @ Salvation Army

"This experience really did change my perspective for my future. I really liked to read to students, maybe [become] an architect and a substitute teacher."

- Francisco Kevin Moreno @ Everyone A Reader

"I realized that hunger problem is serious and urgent in San Diego County... food insecurity is all around us. Changing society is not a big deal. Start from yourself and spread it to others."

- Hye Son @ Feeding San Diego

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# WBL Highlights

## Service Learning, Entrepreneurship, & Speed Interviewing



CONNECT CLASSROOM LEARNING  
TO REAL-WORLD EXPERIENCES

PROVIDE OPPORTUNITIES FOR  
STUDENTS TO EXPLORE CAREERS

HELP STUDENTS GROW 21ST CENTURY  
PROFESSIONAL SKILLS

SHARE BEST PRACTICES & IDEAS  
TO IMPLEMENT WBL ACTIVITIES

SAN DIEGO MIRAMAR COLLEGE  
FRIDAY, SEPTEMBER 20, 2019

**Come see us!**

**11:30am-12:15pm | Breakout Session 2**

**Lessons Learned in the Classrooms: Speed Interviewing in Business Communications  
& Service Learning in English** | Building L, Room 302, Audience: CC

*Jill A. Moreno Ikari, English Professor, San Diego Mesa College*

*Rebecca Nieman, Assistant Professor, School of Business, San Diego Mesa College*

*Katlin Choi, M.A., M.A.Ed, Work-Based Learning Coordinator, San Diego Mesa College*

Presenters will provide an overview of the process of planning and implementing two WBL activities at San Diego Mesa College: 1) a speed interviewing activity for a Business Communications class with industry employers and workforce development professionals and 2) service learning in a transferable English Composition course. We will discuss effective practices, course redesign strategies, how to leverage existing campus resources and support, outcomes on student success and lessons learned.

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# Employer Engagement Report Summary

**Presented By: Employer Engagement Coordinator:**  
Melanie Baeza-McCray

# Why SWOT Mesa Employer Engagement?

- ▶ The goal of of this SWOT analysis is to examine and compare faculty perspective of Employer Engagement at Mesa College with Employers' perspectives, and as a result, develop and implement effective employer engagement practices that align with Mesa's Career Services and WBL directives, mission, and objectives.

# Defining Employer Engagement

- ▶ *Provide ongoing outreach with employers, community organizations, and industries that*
- ▶ *Build mutually beneficial partnerships to*
- ▶ *Expand the number and quality of professional learning opportunities improving Mesa College students' career readiness and*
- ▶ *Creating a pipeline of qualified and diverse talent for the workforce.*



# Defining Career Readiness

- ▶ *Connections with industry professionals over an extended period of time*
- ▶ *Integrate academic learning in the classroom with applied competencies learned in the workplace*
- ▶ *Goal to lead student employment opportunities*

# Defining Student Employment

- ▶ *Students obtaining a job or internship as a result of being actively engaged in their career development at Mesa College.*



# SWOT Analysis Mission and Alignments

- ▶ *WBL Objectives and Continuum*
- ▶ *Mesa's Guided Pathway pillars “proactive academic and career advising” and “instructional support, and co-curricular activities”*
- ▶ *San Diego & Imperial Counties Community Colleges Strong Workforce Program “Road to Success” map.*

# Employer Engagement & Career Readiness

## Demand Driven Approach Models

### EMPLOYER FOCUSED:

- ↑ Level of EE
- ↑ Career Opportunities
- ↑ Visibility in the community

### STUDENT FOCUSED:

- ↑ Students' career readiness
- ↑ On-Campus job seeking services
- ↑ Job Placement Focus

### BALANCED FOCUSED:

- ↑ EE partnerships
- ↑ WBL and EE services
- ↑ Students' career readiness
- ↔ Moderate level of EE

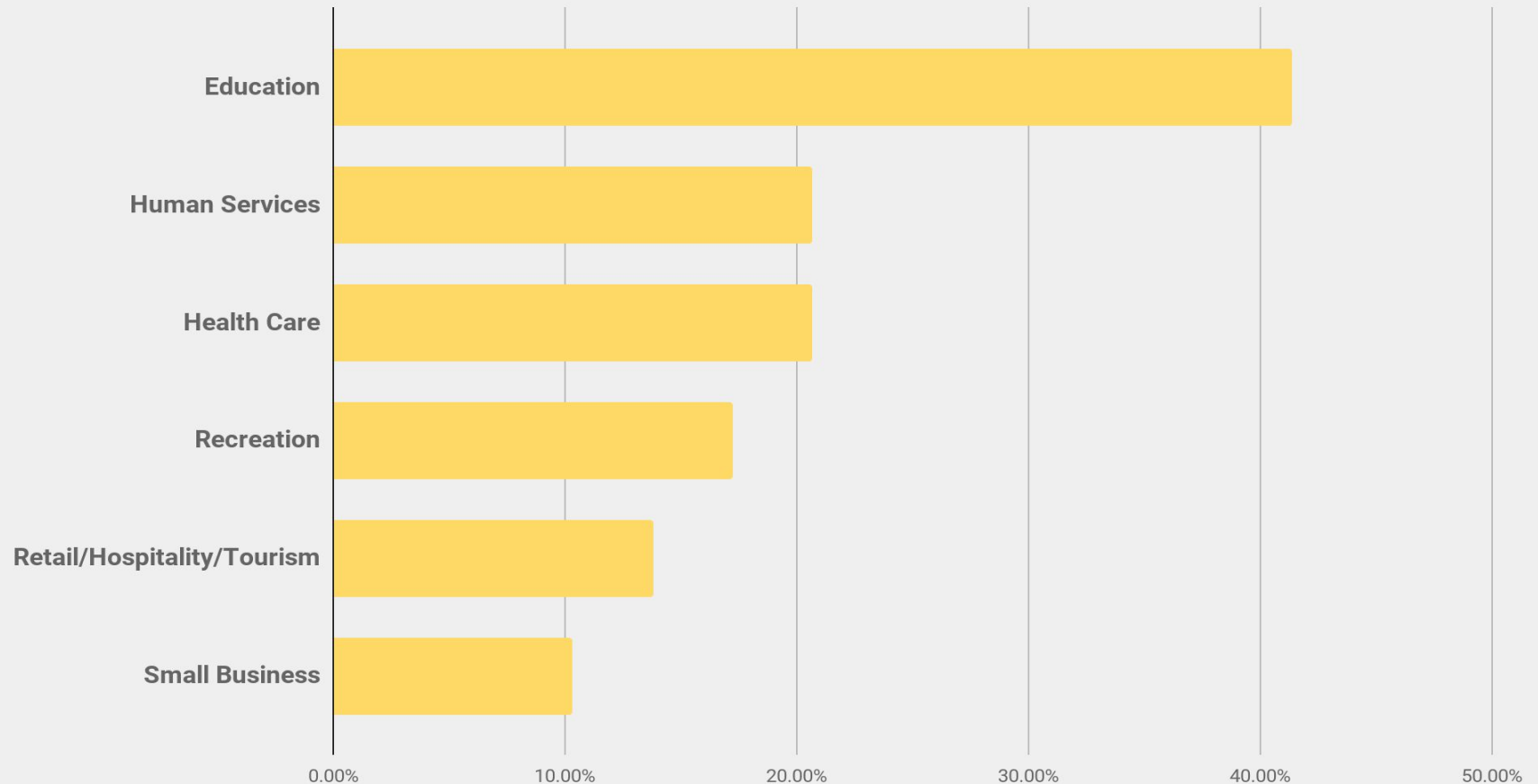
# Overview of Methodology

- ▶ Online Survey link via EmailMeForm that was emailed to all Mesa Faculty (n=81)
  - short answer, multiple choice, and check boxes
- ▶ CTE faculty in person or phone interviews (n=21)
- ▶ Online Survey link via EmailMeForm emailed to employers who are registered in JobNetwork (Mesa's job board) and employer partnership listserv (n=47)
  - short answer, multiple choice, and check boxes



# Surveyed Employer Industries

## Overview of Surveyed Employer Industries





# Employer Engagement SWOT

The following SWOT analysis was created by incorporating the results of the three surveys administered for this report (online survey to employers, all campus faculty, and CTE faculty interviews).

# Strengths: Employer Engagement Practices at Mesa

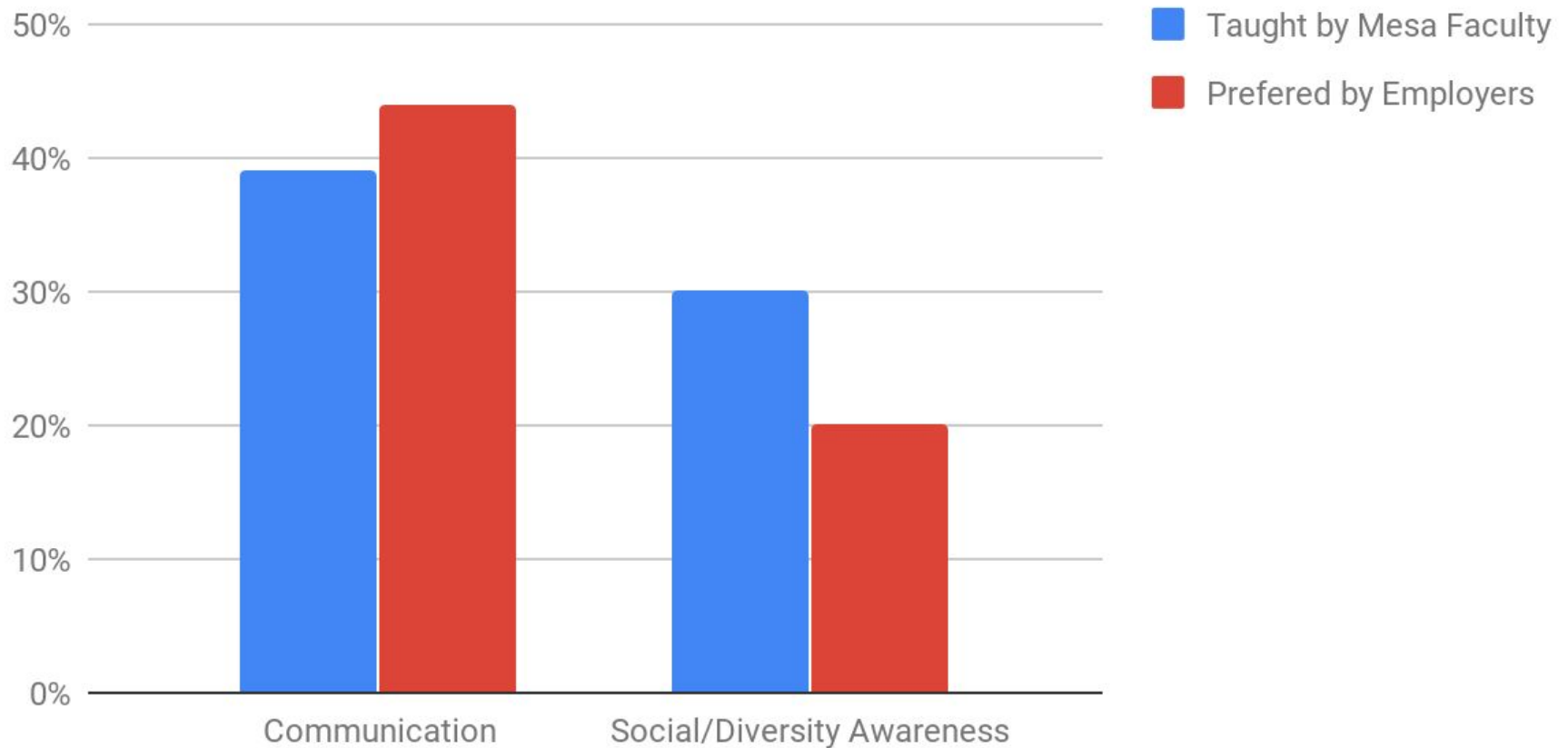
- ▶ Approximately 60% of those interviewed, CTE faculty are or have engaged with employers in some capacity .
- ▶ 63% of interviewed CTE faculty either assign WBL Activities, directly collaborate with WBL team, or provide students with direct connection to employers.
- ▶ Over 90% of surveyed employers hire community college students, including Mesa College.

# Strengths: Employer Engagement Practices at Mesa

- ▶ When employers were asked to report the main factors that challenge employer engagement at Mesa, having a “limited number of quality services provided to employers” was listed as the least (< 7% responses) contributing factor.
- ▶ CTE faculty assessed that their students gained internships/employment from participating in WBL activities and thus found it valuable. This is good news, knowing that 90% of surveyed employers are interested in participating with Mesa College to meet their recruitment needs via internships.

# Strengths: Employer Engagement Practices at Mesa

## Top 21st Century Skills Taught at Mesa vs. Preferred by Employers





# Weaknesses: Employer Engagement Practices at Mesa

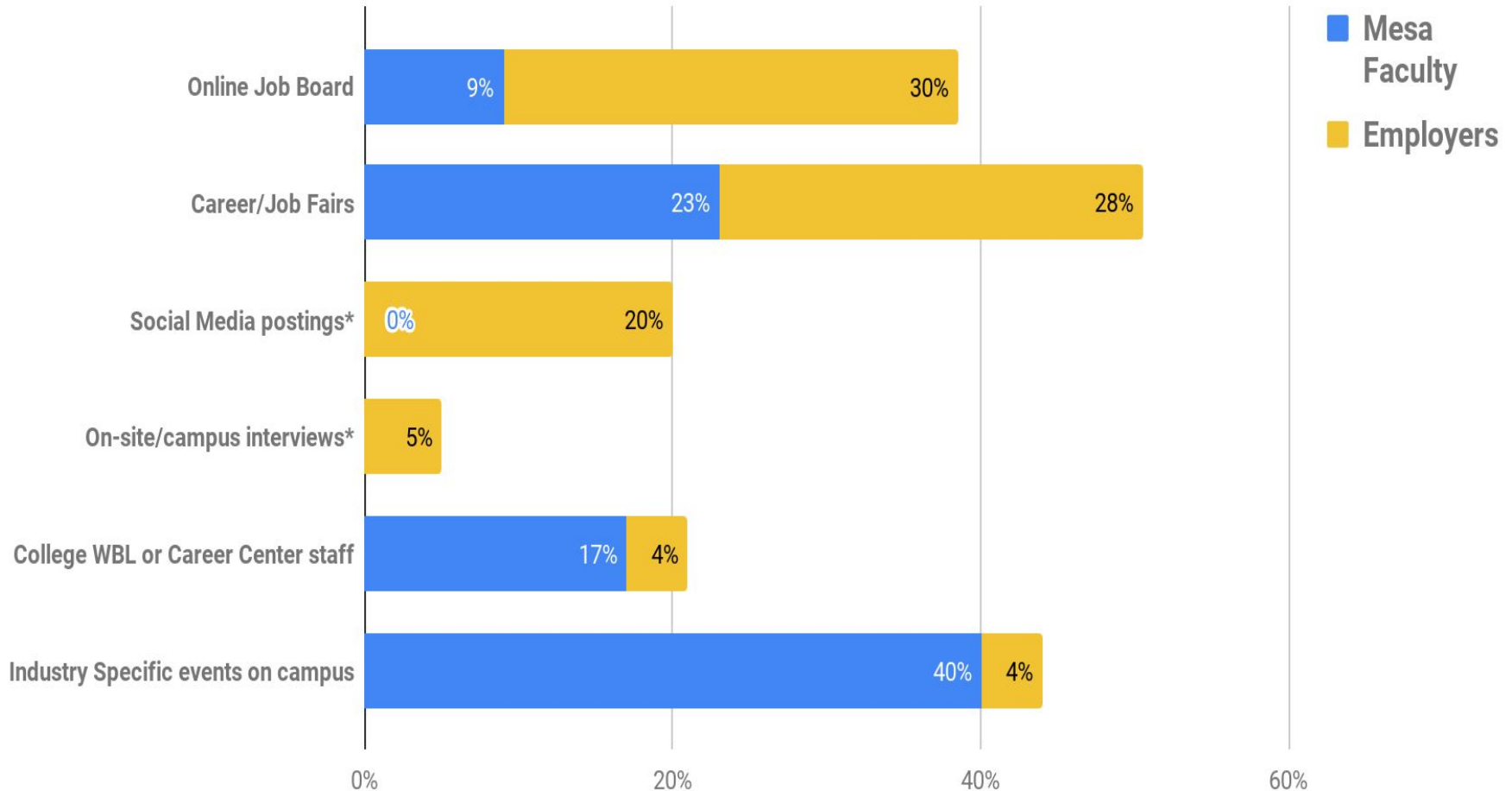
- ▶ Employer Engagement between faculty at Mesa and employers who recruit at Mesa is minimal. **62% of Mesa faculty have not** coordinated with employers
- ▶ **60%** of Mesa faculty have not been contacted from employers in the past 6 months
- ▶ **64% of employers have not** coordinated with Mesa College faculty for Career Readiness activities inside or outside the classroom
- ▶ Mesa College's Employer Engagement infrastructure (i.e. point of contact, where to submit job opportunities, consistency in communication, etc) is confusing and unclear to employers and faculty alike
  - Employers reportedly find it challenging to reach the number of qualified Mesa College students that meet their talent pool

# Weaknesses: Employer Engagement Practices at Mesa

- ▶ 63% of Mesa CTE Faculty and 62% of overall Mesa faculty who completed the online survey are not tracking student employer engagement, thus we have little consistent data to show:
  - Successful pipelines to employers
  - Student's preparedness as qualified talent
  - Equity regarding what groups of students are getting the most access to employers

# Weaknesses: Employer Engagement Practices at Mesa

## Top Modes of Connecting or Recruiting Talent at Mesa



# Opportunities: Employer Engagement Practices at Mesa

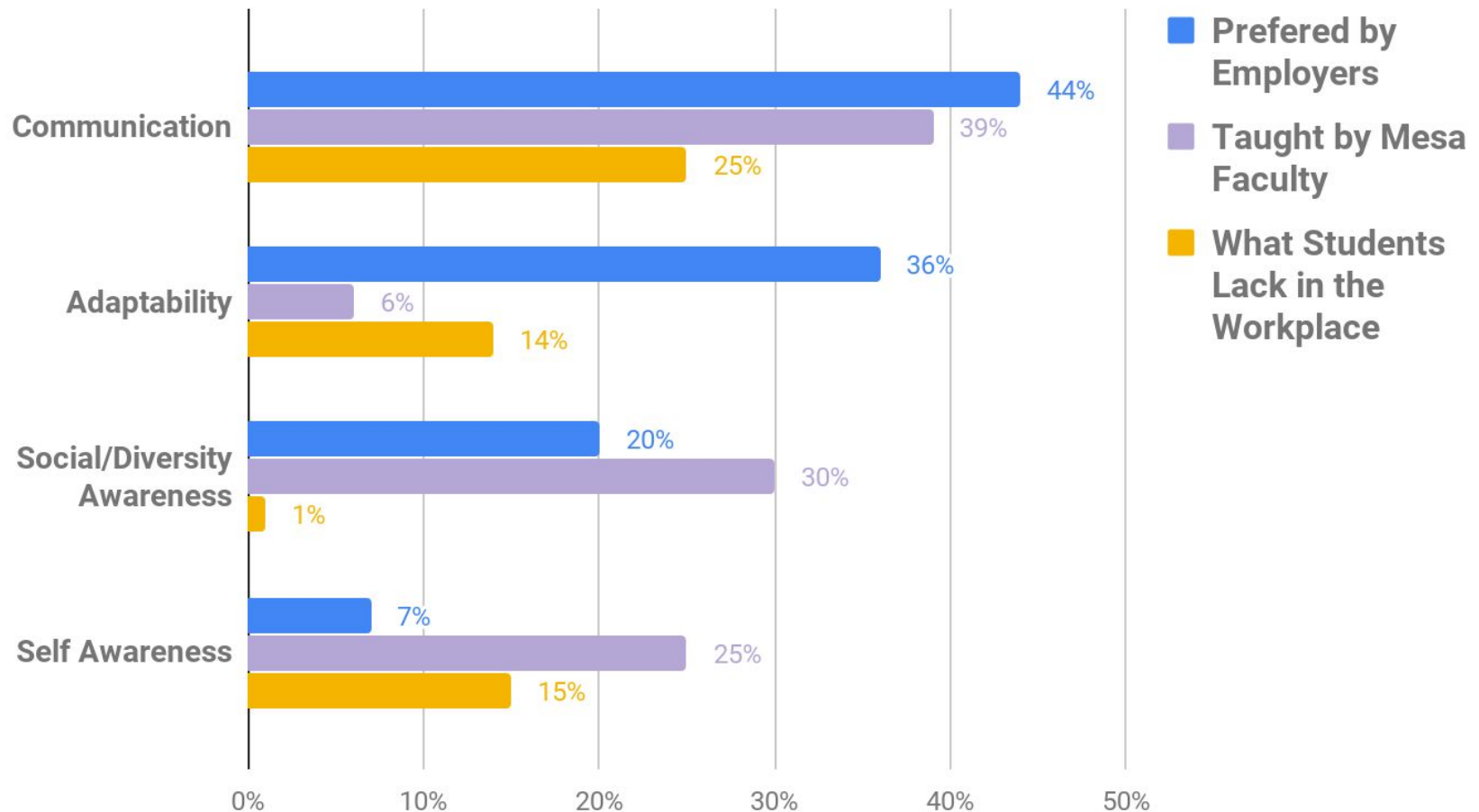
- ▶ Despite the discrepancy between where employers seek talent and where Mesa faculty are referring students, there is an opportunity to strategically align what faculty refer students to and activities employers are most interested in participating with Mesa.
- ▶ A main factor that employers reported contribute to challenging Mesa's current ability to strengthen the number and quality of professional learning and employment opportunities for students is **a lack of connection between hiring needs and student employment preparedness**. Mesa has an opportunity to partner with various employers to discuss their hiring needs and partner with relevant faculty to update curriculum that correspond with primary hiring needs.

# Opportunities: Employer Engagement Practices at Mesa

- ▶ Themes related to job outlook and future employment of Mesa students and alumni emerged during CTE faculty interviews.
  - evolving industry trends, job duties, and practices due to technological advances in the workplace
  - lower #'s of gainful employment for students enrolled in CTE programs at Mesa compared to those who transfer and obtain a BA/BS degree or higher
  - increase in the “gig” economy
  - increase in employment due to baby boomers retiring

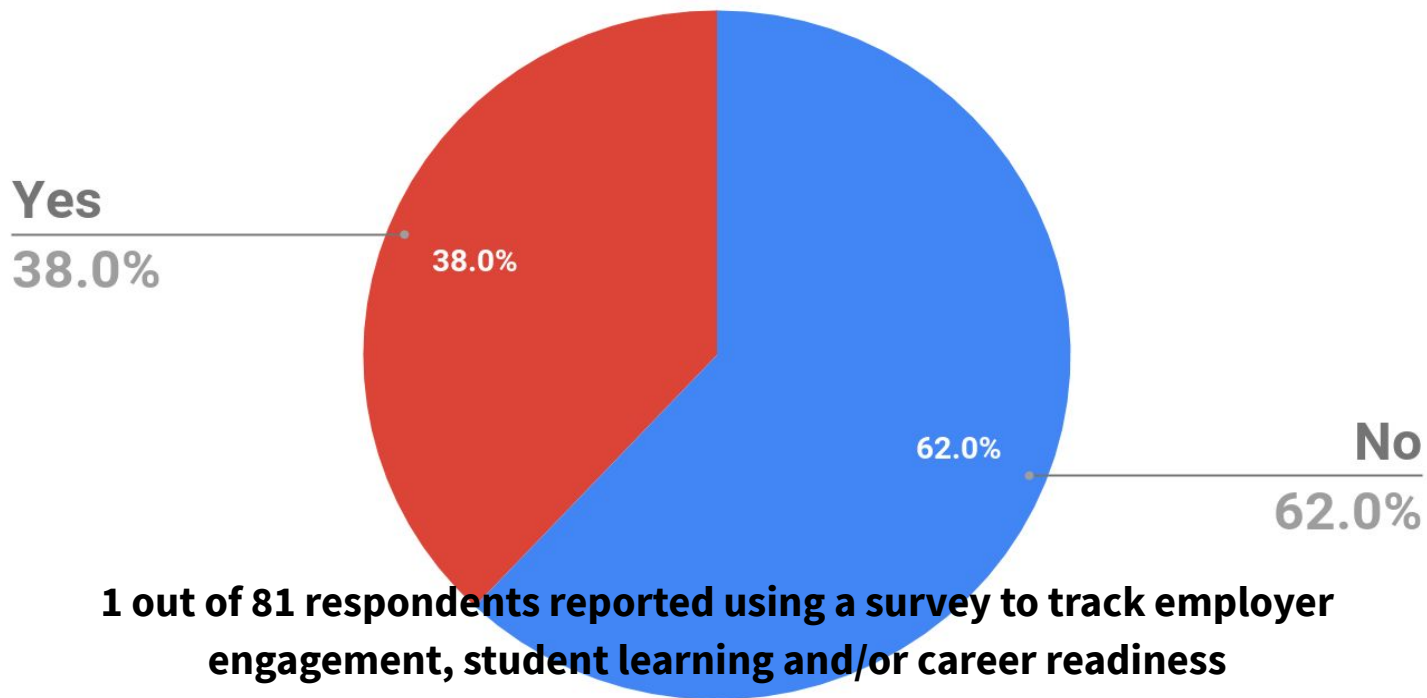
# Opportunities: Employer Engagement Practices at Mesa

## Skills Gap Between What Faculty Teach and What Employers Seek



# Threats: Employer Engagement Practices at Mesa

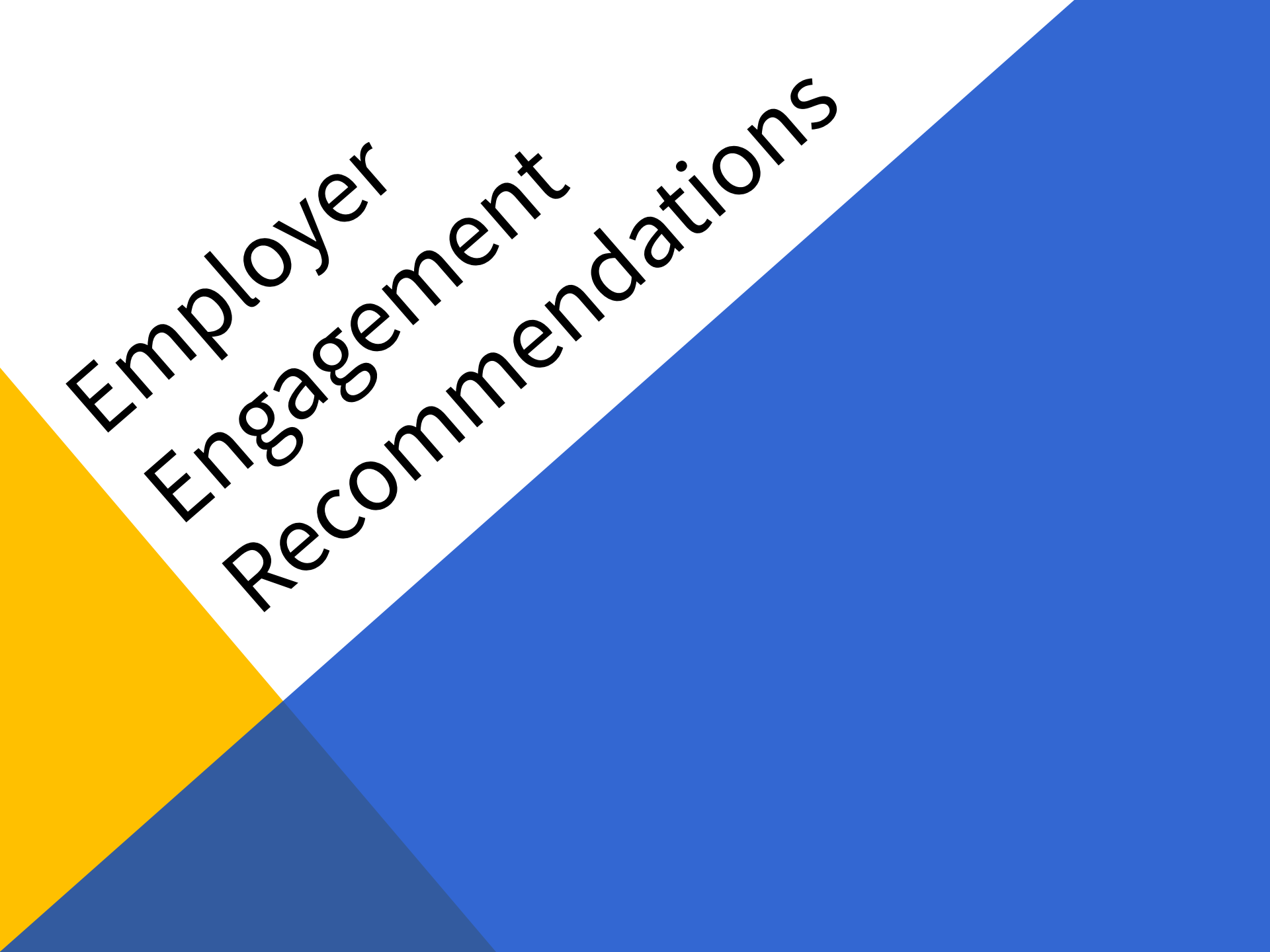
Do you currently have any assessments in place to ensure student learning with intentional outcomes related to career readiness and employer



# Threats: Employer Engagement Practices at Mesa

- ▶ 21% of surveyed Mesa faculty reported they are either not aware, or do not have department goals aligned with career readiness and employer engagement
- ▶ CTE faculty reported common themes about the lack of diversity in certain industries as well as a lack of equity between women and people of color
- ▶ The economy will determine the cost of living and wages for many jobs and services which may threaten certain CTE career opportunities or employer relationships





# Employer Engagement Recommendations

# Adopt a Balanced Focused Model

- Improve EE outcomes, consistency, and clarity

Sample Metric	Sample Goal
Number of Students Engaged	500+
Number of Employers Engaged	250+
Number of Quality Employer Engagement Activities	400
Number of Qualified Student Referrals	300
Number of Students Employed	150
Percent of Placed Students Employed in the Second Fiscal Quarter After Graduation (Exit)	160
Percent of Placed Students Employed in the Fourth Quarter that were Employed in the Second Quarter	170
Number of Exiting CTE students who improved their earnings	120
Number of Exiting CTE Students who attained the county-level living wage	60

# Cultivate Career Readiness through 21st Century Skills Training

- ▶ Communication was reportedly the top reported skills needed across disciplines and industries.
- ▶ Communication skills reported to be desired and lacking with incoming employees (college grads).

# Increase Internship and Work Experience Opportunities for students

- ▶ Employers reported a majority of interest in Internships (Paid or Unpaid) and Work Experience to engage with Mesa students
- ▶ Internships (paid and unpaid), Industry Speakers, and Classroom Presentations were reported to be **the most led employer engagement activities by Mesa faculty**

# Champion Equity Mindedness in all Career Readiness and Employer Engagement Practices

- ▶ It is recommend the WBL team maintain involvement with campus equity committees and update Mesa College “Crosswalk for Institutional Equity” by focusing on Completion, Post College Outcomes, and Pathway Efficiency metrics.
- ▶ Ensure a student representative on Employer Engagement Advisory Board and intentionally collaborate with campus student support advocates to ensure equity minded employer engagement and career preparedness practices
- ▶ Consider equity gaps in various industries and how it affects Mesa students. Outreach employers seeking to diversify their job force to recruit at Mesa as well as four-year universities

# Champion Equity Mindedness in all Career Readiness and Employer Engagement Practices

- ▶ It is Recommended that Mesa create and maintain learning outcomes for employer engagement and career readiness metrics with a diversity, equity, and inclusion lense,i.e. “Percent of Employed African American Male students who received our services in the Second Fiscal Quarter After Graduation”
- ▶ It is recommended Mesa utilizes the *Career Services Destination Survey* and other student reported data on employment or graduation outcomes and compare with student’s original goal or intention upon enrolling at Mesa. If outcomes are vastly different, gather data as to why original goal was not reached.

# Increase Marketing Efforts on Social Media Outlets to Increase Mesa's Job Network utilization

- ▶ Invest in staff to focus on marketing efforts directed to employers and community partners
- ▶ Update Employer Engagement webpage on [sdmesa.edu/wbl](http://sdmesa.edu/wbl) to explain Employer Engagement infrastructure, encourage usage of Mesa Job Network, Mesa College's mission to building partnerships, and resources for employers
- ▶ Update WBL and Career Services LinkedIn profile since most recruiters utilize this platform and refer to Mesa Job Network

**Utilize San Diego Alumni Networks**

**Create Campus Wide and Sector Specific  
Employer Engagement Advisory Board**



# Increase Marketing Efforts on Social Media Outlets to Increase Mesa's Job Network utilization

# Implement a “Career Partners Program” with Employers

- ▶ The Mesa Career Services and WBL team in collaboration with the campus foundation office is recommended to create a pipeline for employer engagement and future affinity programs through implementation of a “Career Partners Program” Funds and in kind donations will assist in improving career readiness opportunities for Mesa students, such as providing a stipend for students who gain unpaid internships.

**Invest in a CRM that can Track Students,  
Employers, and Alumni Employment**

**Ongoing Data Collection and Research on  
Employer Engagement and Career Readiness**

**Align with Employer Engagement Services  
based on NACE**

# Ongoing Data Collection and Research on Employer Engagement and Career Readiness

- ▶ According to the report, There seems to be a challenge maintaining consistent and reportable outcomes for student employment and employer engagement outcomes.
  - It is recommended that SD Mesa create a web based student career readiness and student employment assessment that majority of faculty and site employers can complete. This assessment can determine hiring needs for our employers who recruit SD Mesa students the most (focus on 21st century skills and how we teach them these essential skills. Maintain ongoing assessment of these needs through employer advisory committees

# Next Steps

- ▶ Share SWOT analysis with shareholders and Mesa Community to gain support and feedback
- ▶ Begin implementing report recommendations

Q&A

## ***Acknowledgements***

WBL and Career Services Team  
All Mesa faculty who participated in the survey  
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