



# Employer Engagement Report Summary

**Presented By: Employer Engagement Coordinator:**  
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# 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.

# ***Employer Engagement in the past year***

Employer Engagement Coordinator (adjunct faculty position)

## Shared Definitions

Data Driven/SWOT analysis

Maintain strong collaboration with Career Services

# *Shared Definitions*

Employer Engagement

Career Readiness

Student Employment

# *Alignment with SWP Initiatives*

WBL Objectives and Continuum

Mesa's Guided Pathway

Regional Strong Workforce "Road to Success" map

CCCCO SWP Metrics/Funding Formula

# 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.*

# 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

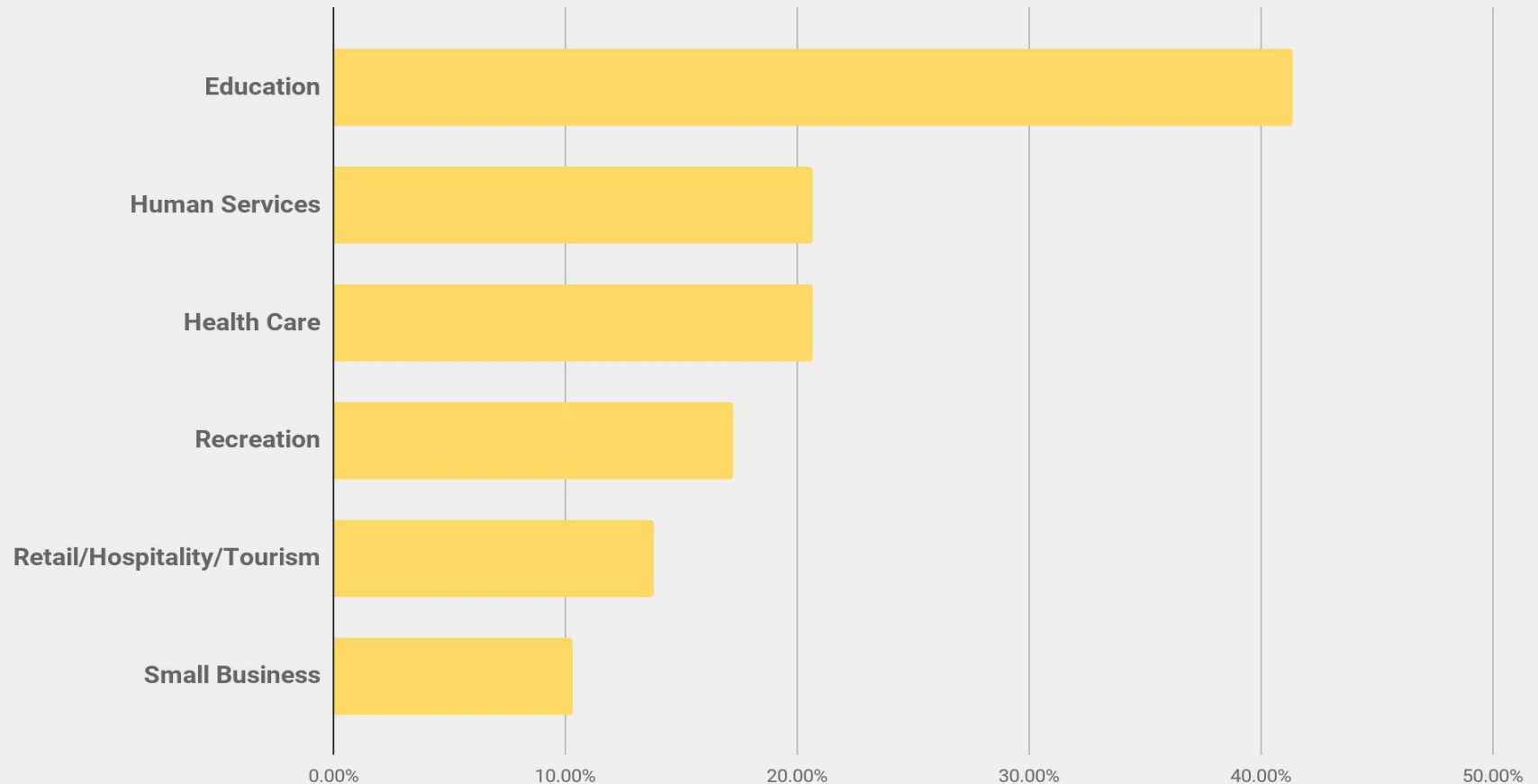
- ▶ Online Survey link via EmailMeForm that was emailed to all Mesa Faculty (n=81)
  - short answer, multiple choice, and check boxes
- ▶ CTE faculty in person or phone interviews (n=21)
- ▶ Online Survey link via EmailMeForm emailed to employers who are registered in JobNetwork (Mesa's job board) and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

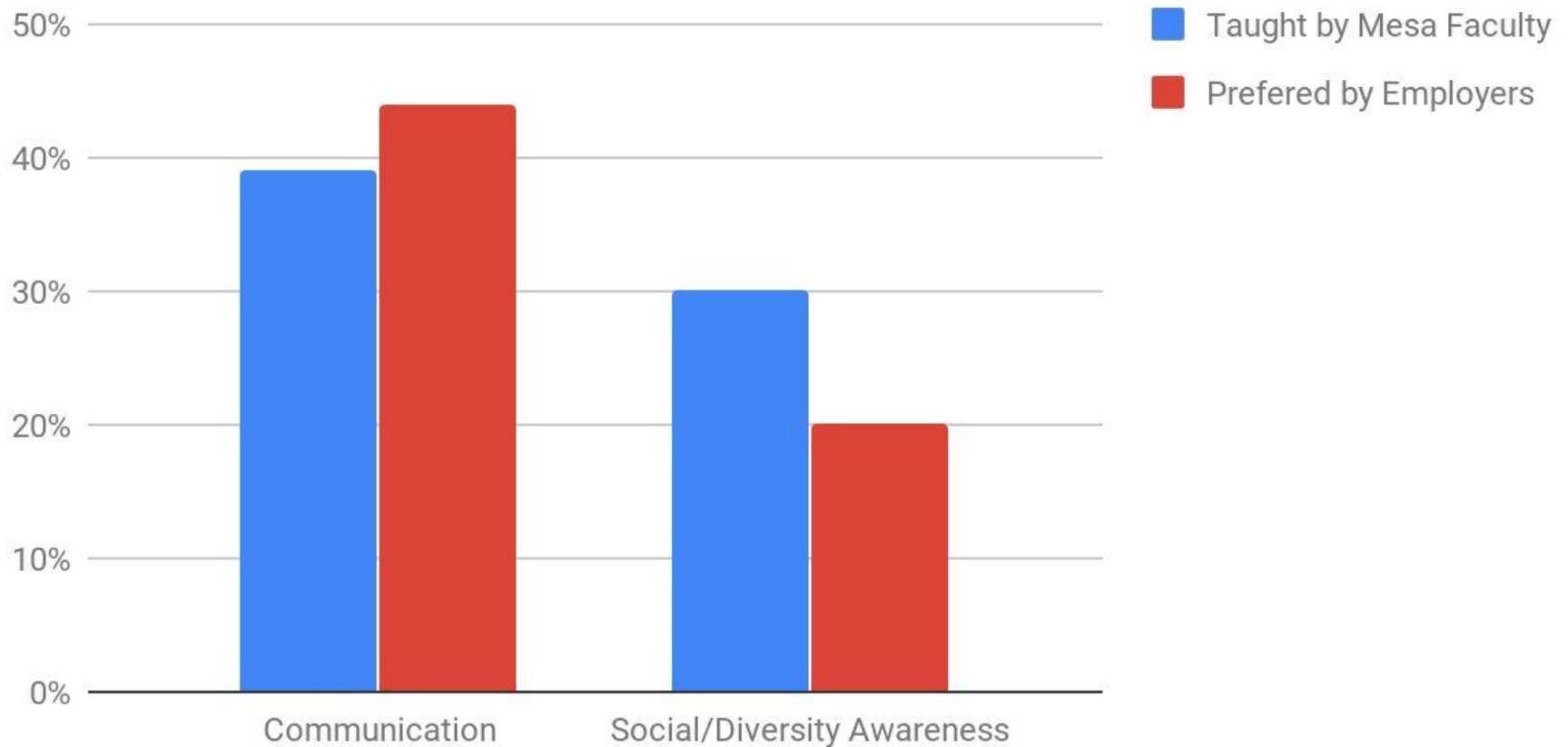
- ▶ Approximately 60% of those interviewed, CTE faculty are or have engaged with employers in some capacity .
- ▶ 63% of interviewed CTE faculty either assign WBL Activities, directly collaborate with WBL team, or provide students with direct connection to employers.
- ▶ Over 90% of surveyed employers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

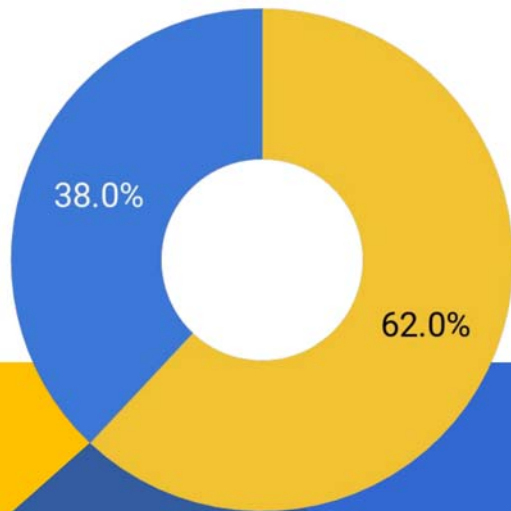


# Weakness in Employer Engagement

*Faculty Survey Q: Within the last 6 months, how many times have you coordinated employers to engage with Mesa students for the purpose of improving career readiness skills?*

Mesa Faculty Responses

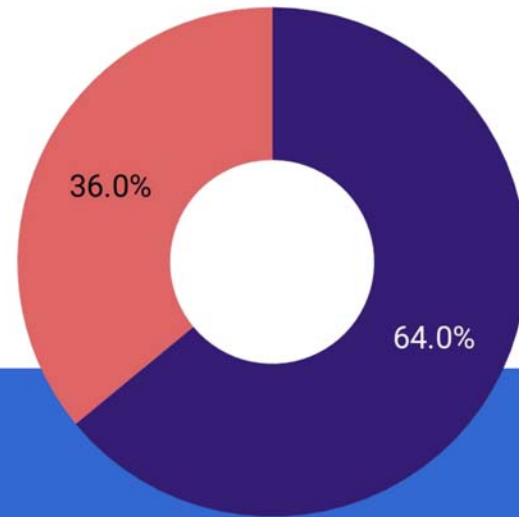
● None ● 1 or more



*Employer Survey Q: Within the last 6 months, how many times has your company/organization contacted SD Mesa College to share job opportunities (internships, part-time, full-time) or recruit students?*

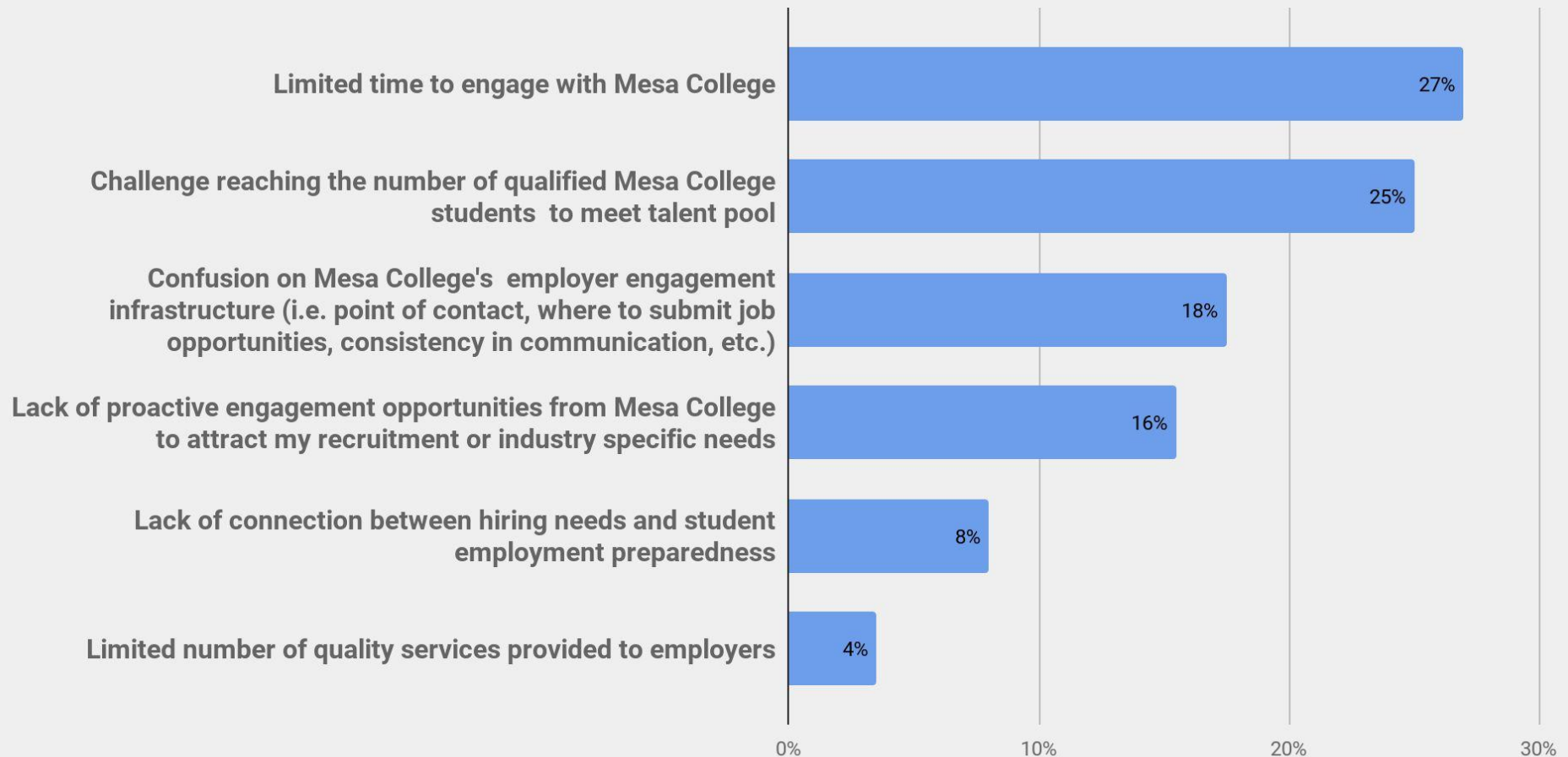
Employer Responses

● None ● 1 or more



# Weaknesses Challenging Building Mutually Beneficial Partnerships

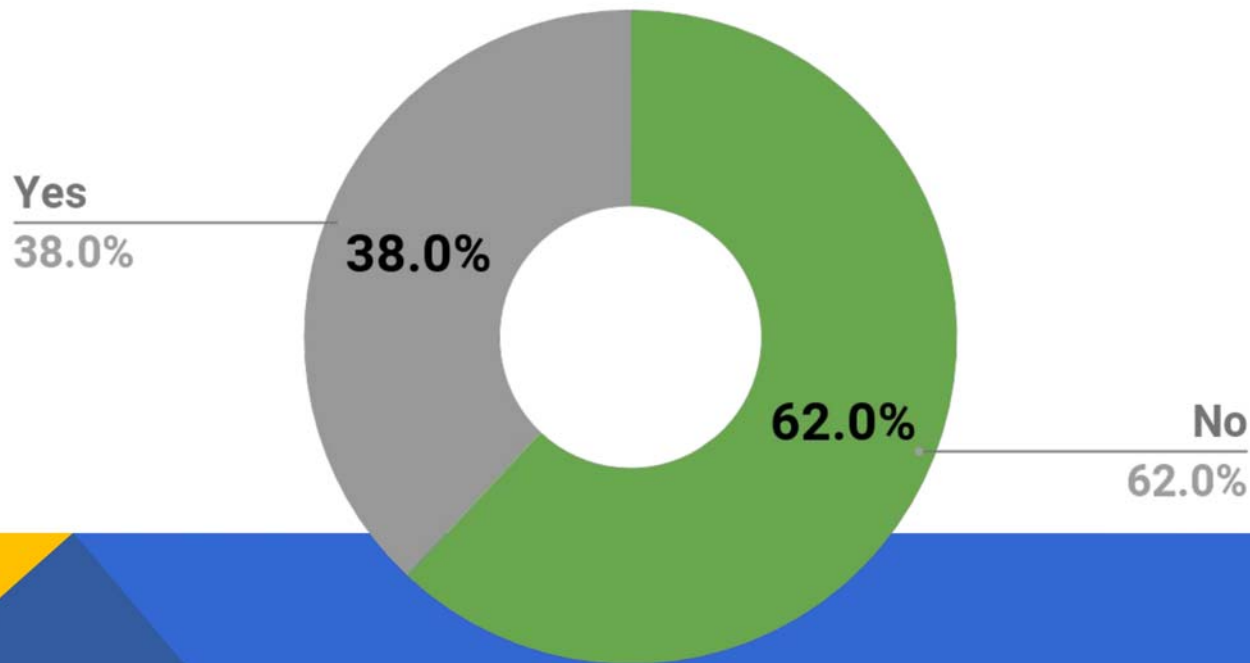
Factors Challenging Building Mutually Beneficial Partnerships with your Company/Organization



# Weaknesses: Tracking Outcomes for Employer Engagement & Career Readiness

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

Mesa Faculty Responses



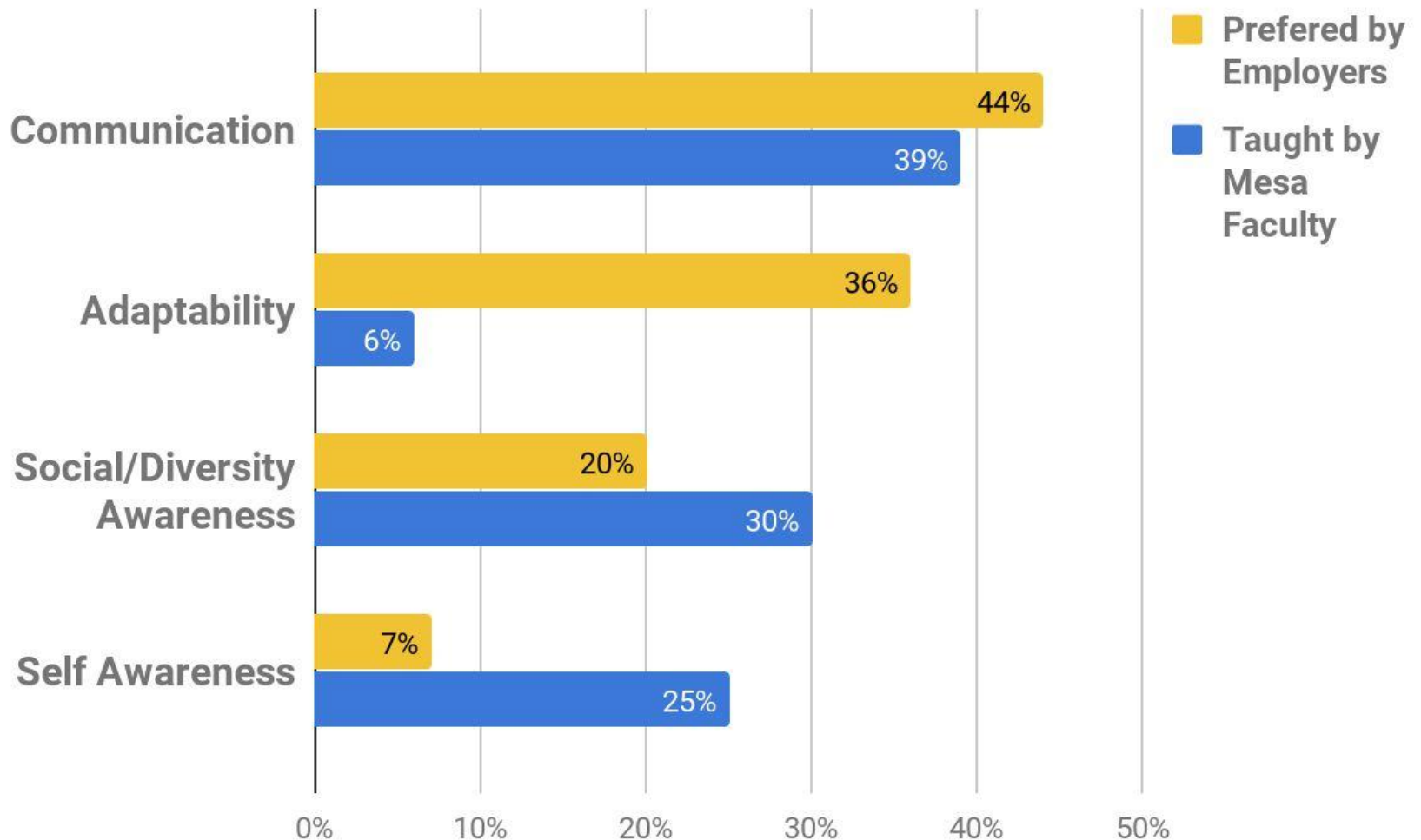


# Opportunities: Employer Engagement Practices at Mesa

- ▶ 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

# Opportunity?

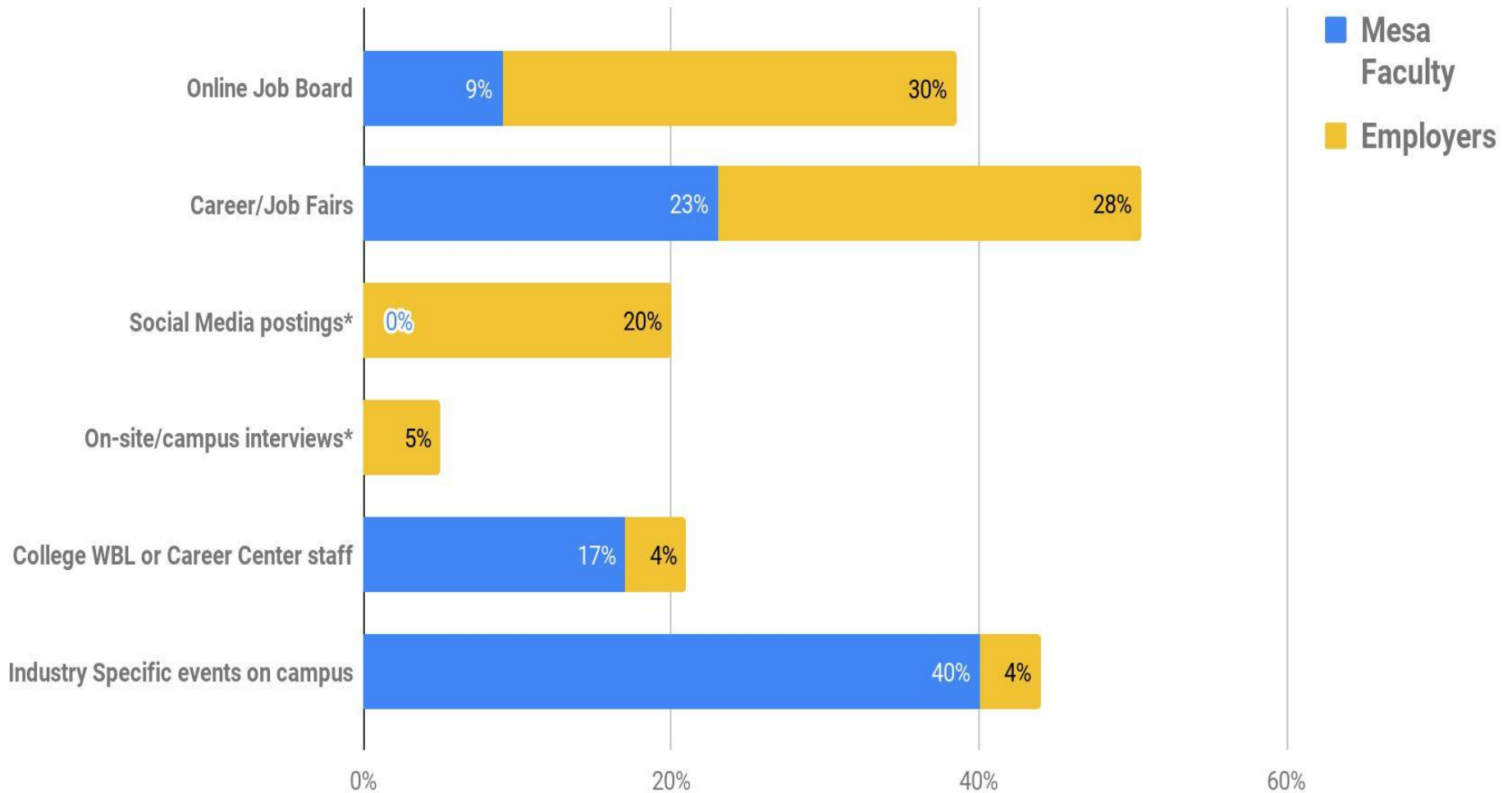
## 21st Cent. Skills Gap: What Faculty Teach vs. What Employers Prefer



# Opportunity?

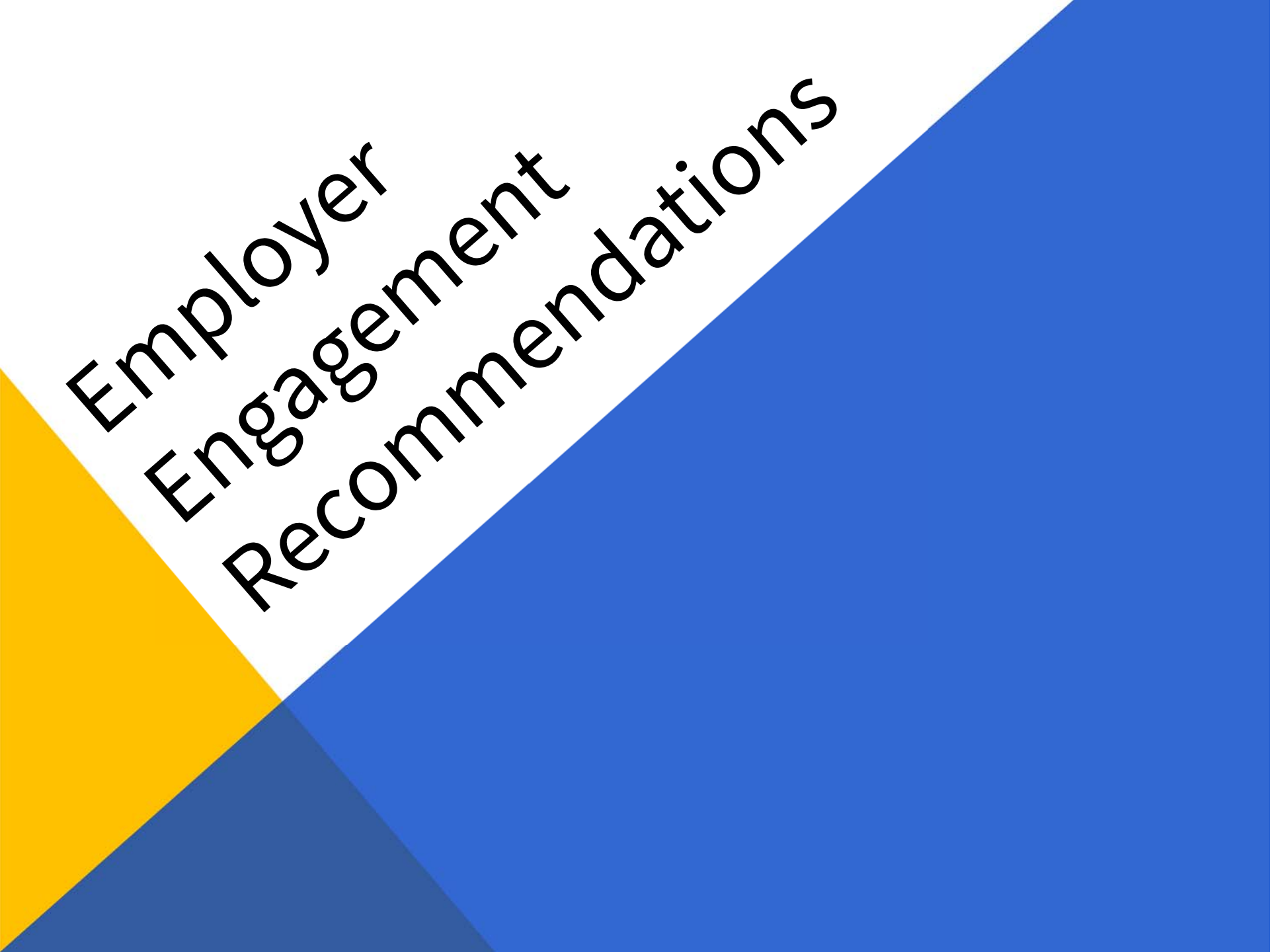
*Where faculty refer students vs. Where Employers recruit*

## Top Modes of Connecting or Recruiting Talent at Mesa



# 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

## 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:

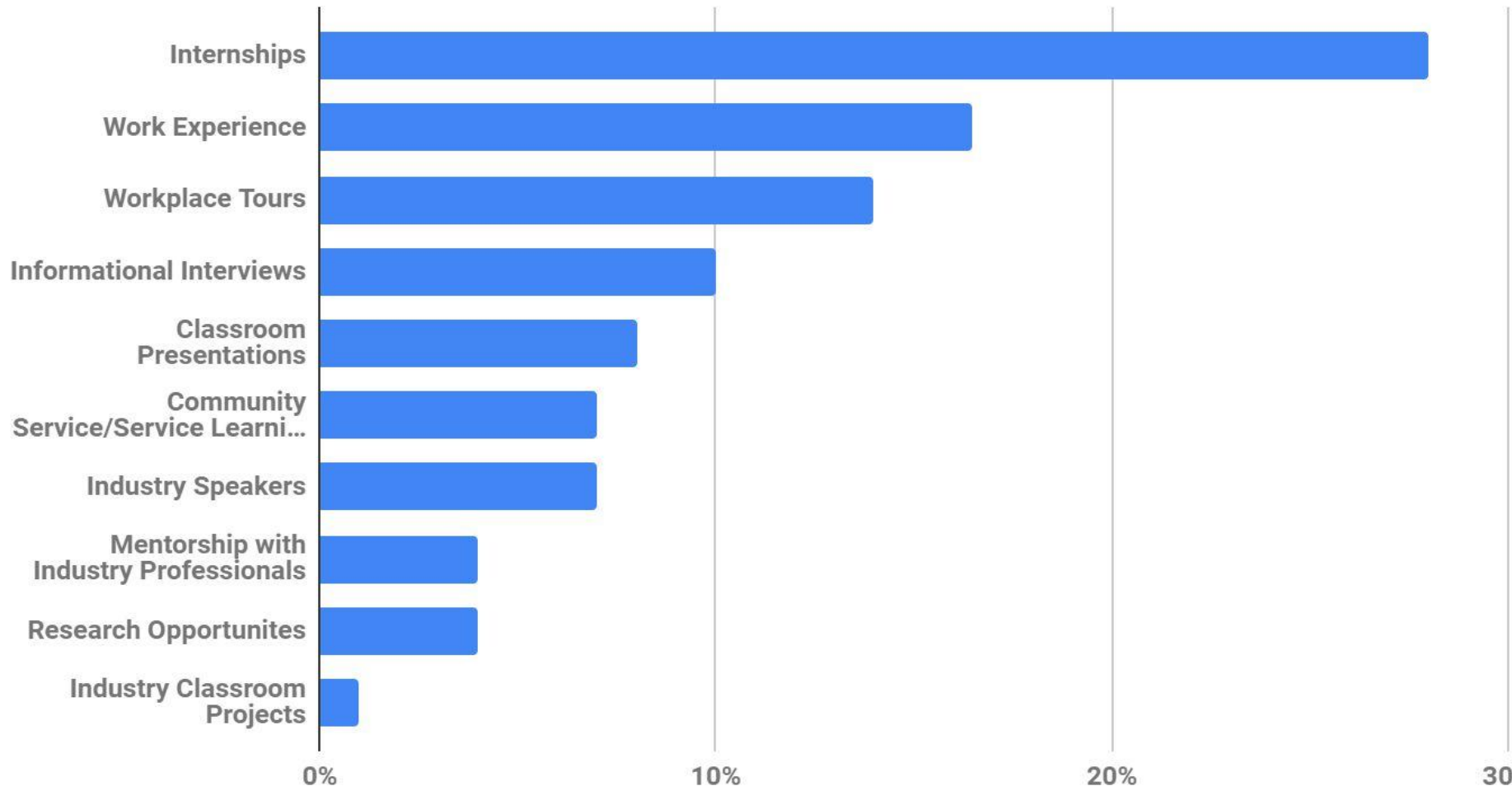
- ↑ EE partnerships
- ↑ WBL and EE services
- ↑ Students' career readiness
- ↔ Moderate level of EE

# 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

Engagement Activities Employers are Most Interested in at Mesa College





# 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

# 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**

# 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**

# Next Steps

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



Q&A

## ***Acknowledgements***

WBL and Career Services Team  
All Mesa faculty who participated in the survey  
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Hai Hoang and Jenny Garza with the  
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