

# Regional Strong Workforce Program

President's Cabinet

Mesa College

May 7, 2019



**SAN DIEGO & IMPERIAL COUNTIES  
COMMUNITY COLLEGES**





# 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

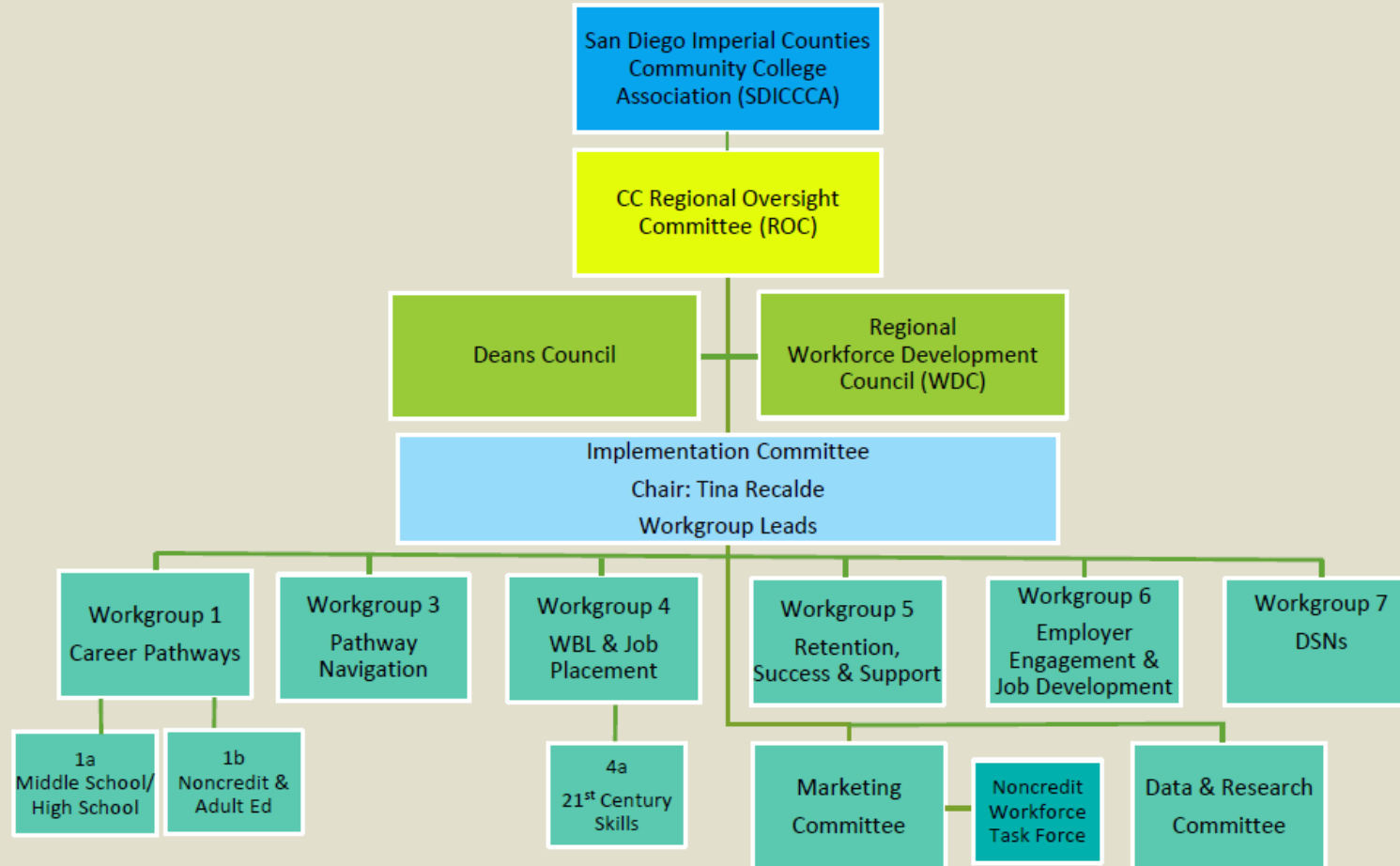
6: M. Fritch, Palomar  
C. Storey, SD Continuing Ed

7: M. Smith, Region

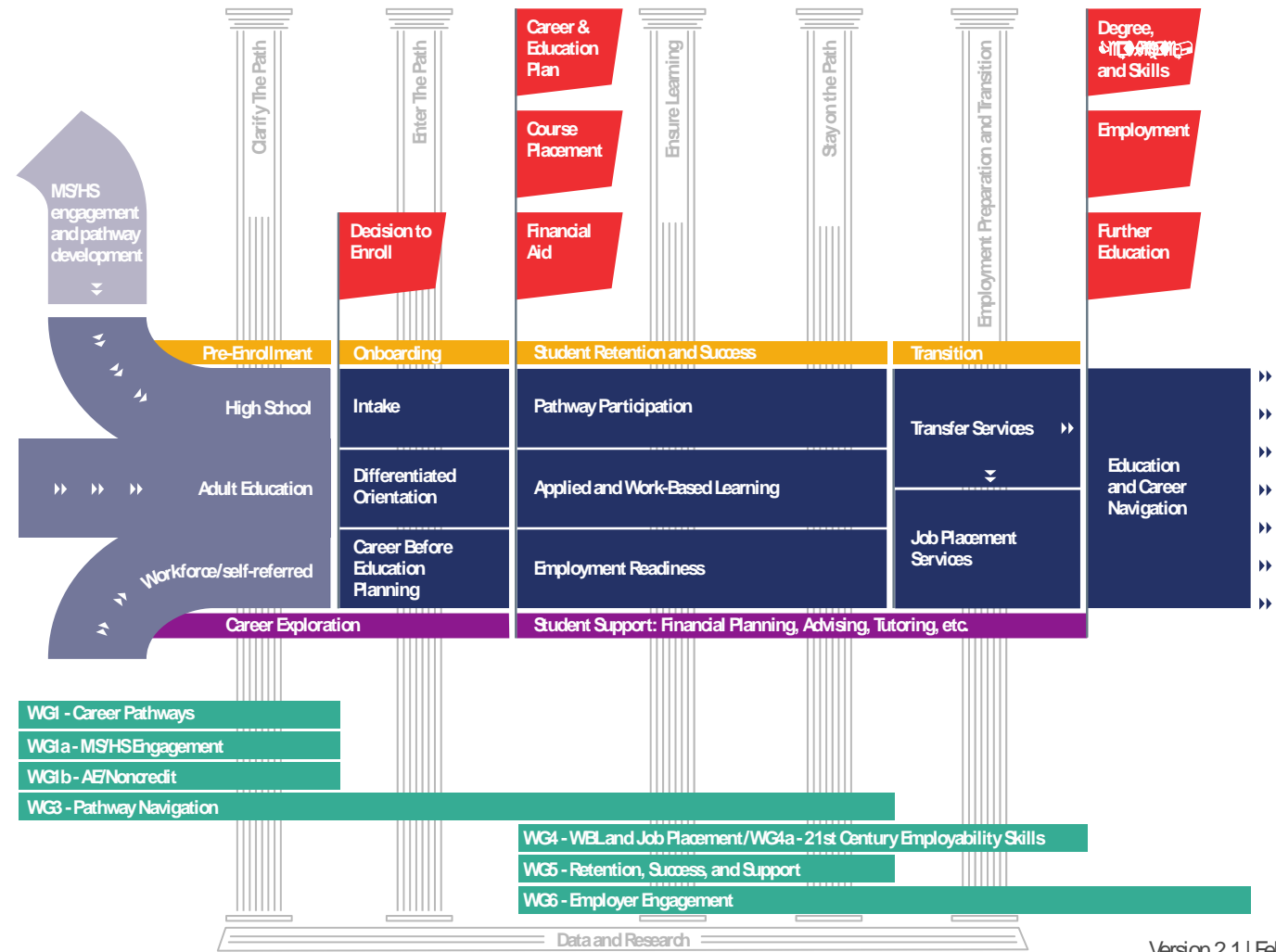
Marketing: D. Brown, Mesa

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

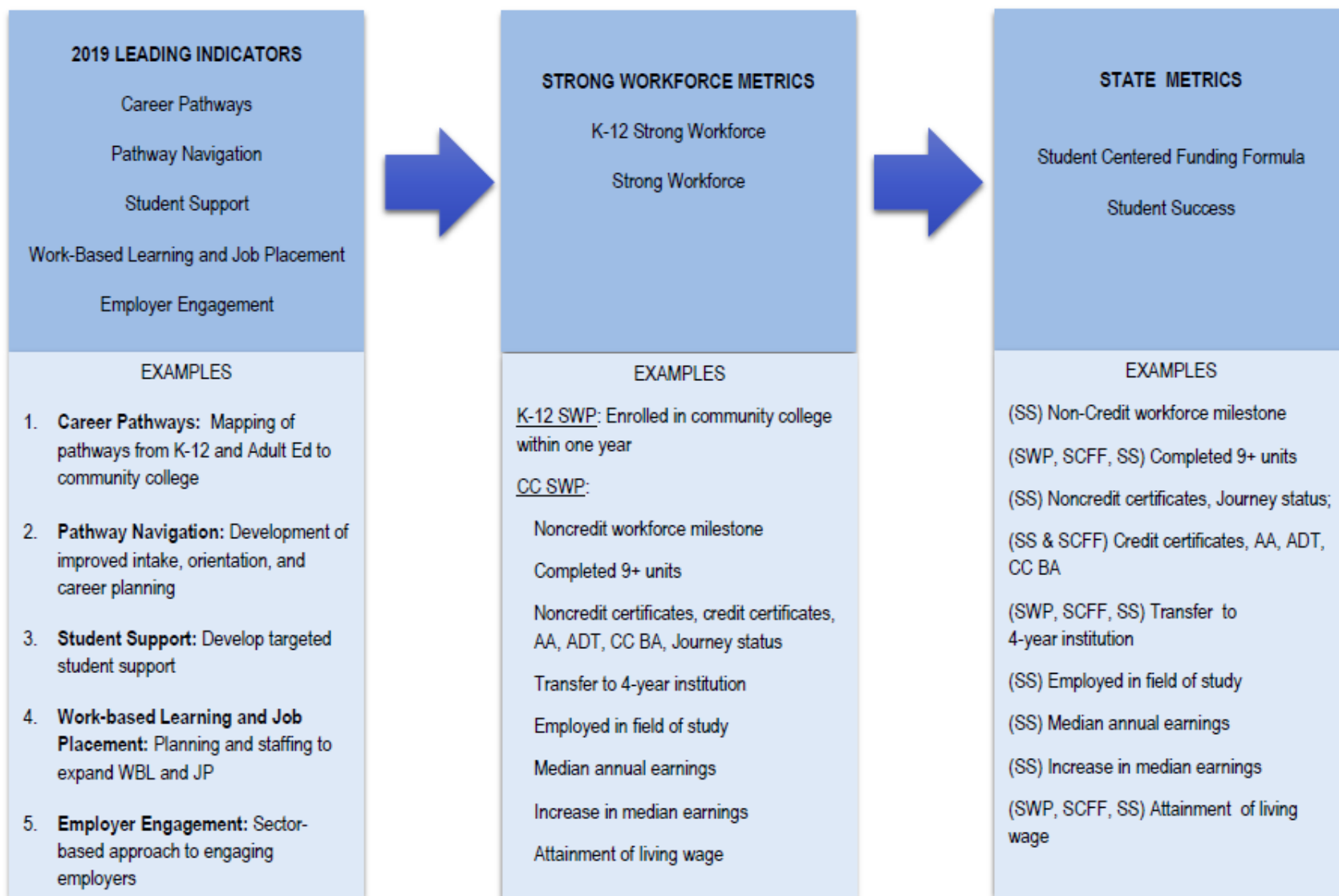
\*K12 Participation



# A Community College Student's Road to Success

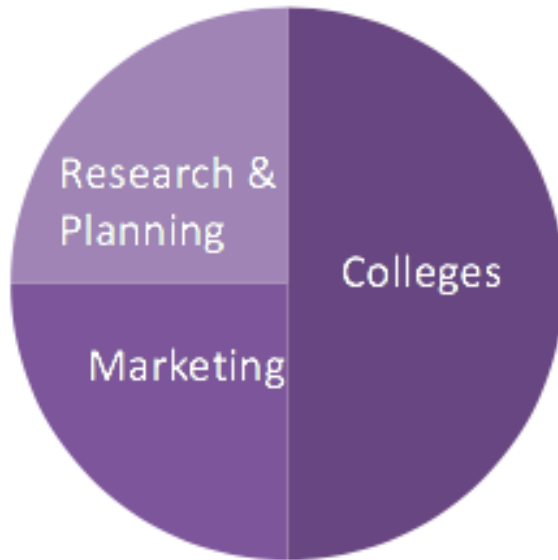


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# 2016-19 Budget Projections

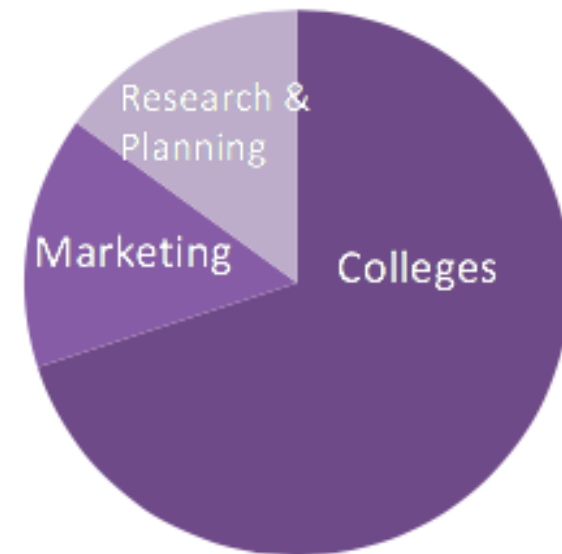
**2016-17**



**2017-18**



**2018-19**



# Data and Research: Goals

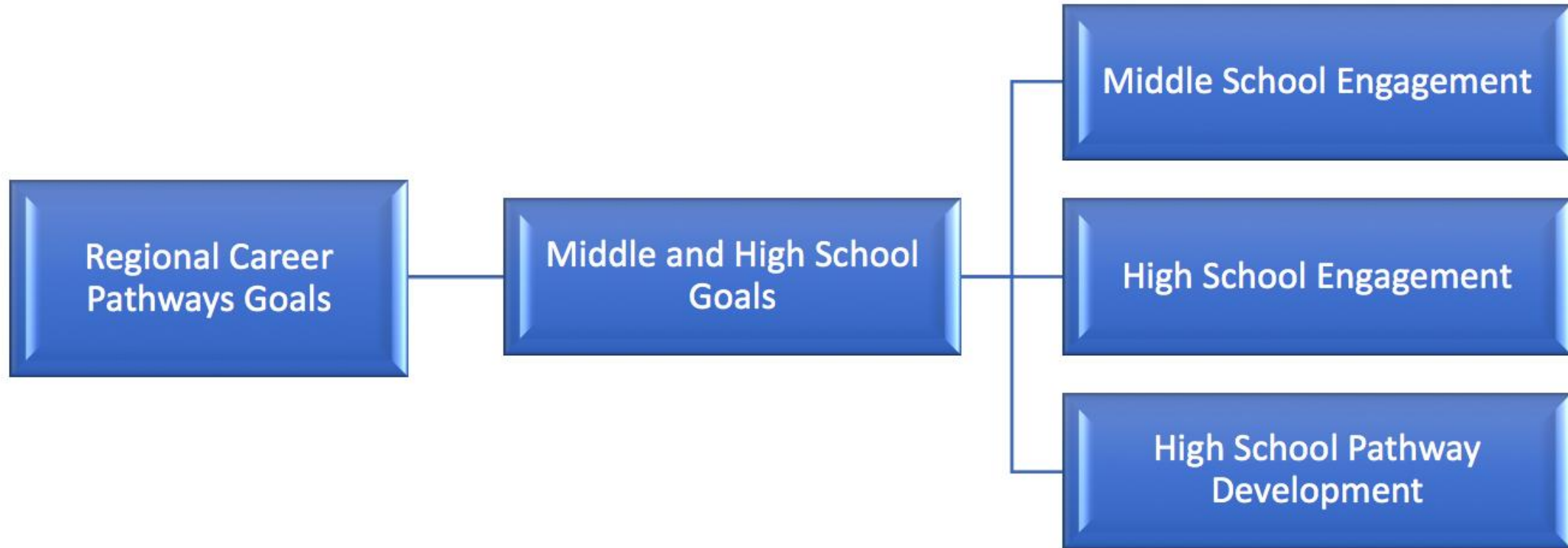
- 🎯 Advocate for a data-driven culture in program development and student success
- 🎯 Act as advisory group for regional research projects

# 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



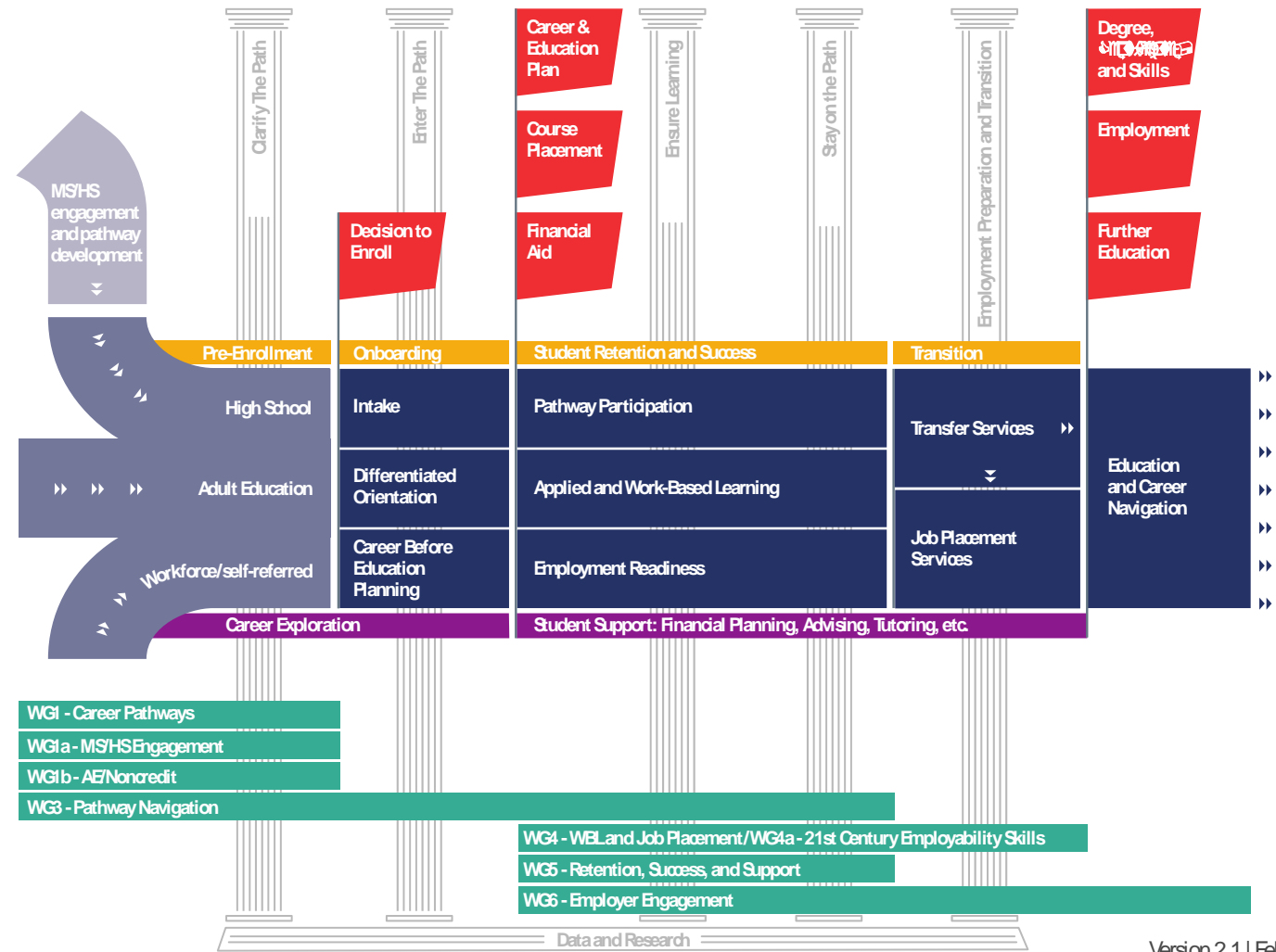
# Career Pathways: Goals



# Pathway Navigation: Goals

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

# A Community College Student's Road to Success



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# Pathway Navigation: Leading Indicators



**Intake**



**Career planning  
before education planning**



**Differentiated  
orientation**

# Pathway Navigation: Next Steps



**Community of Practice**

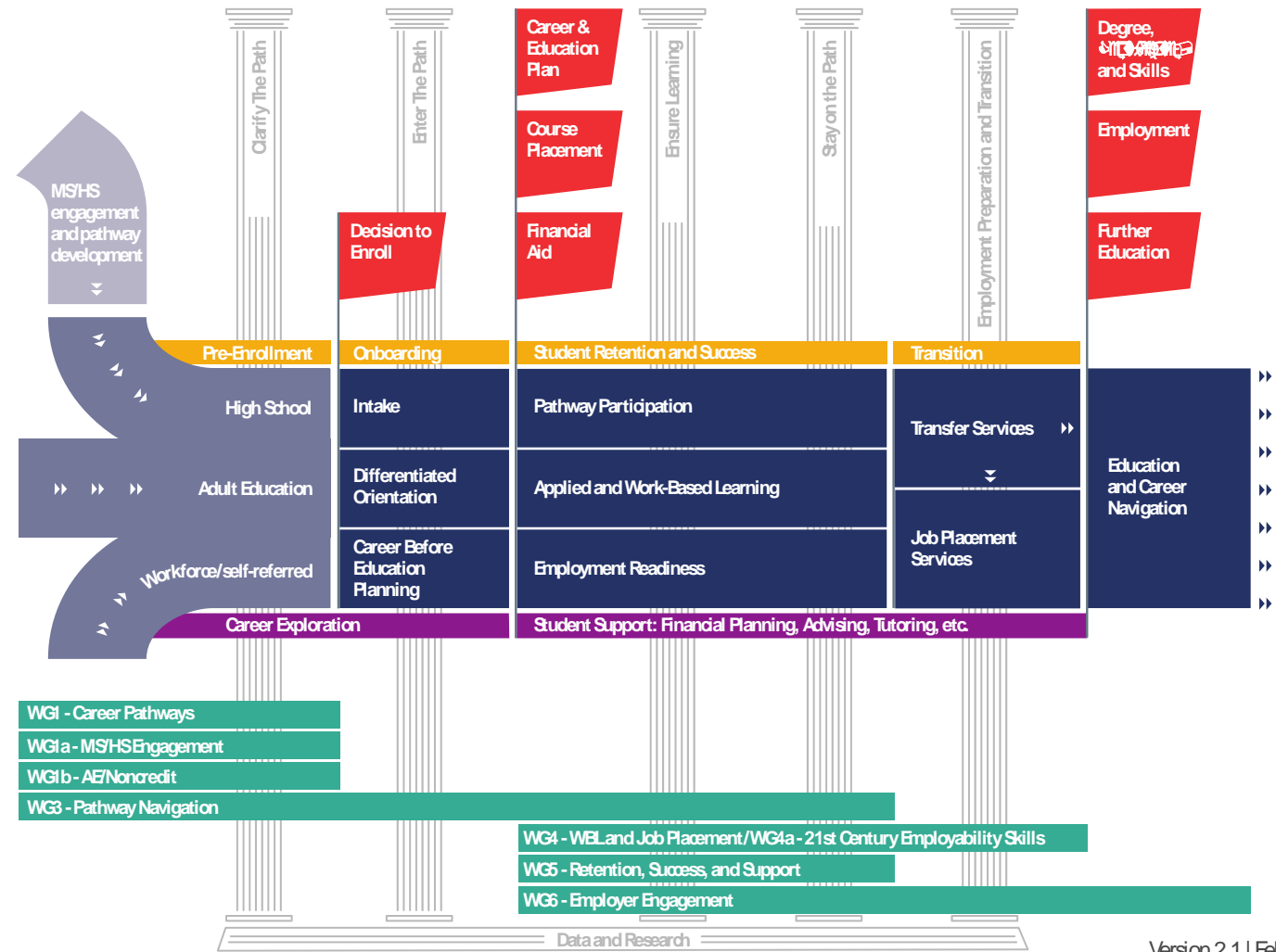


**Best practices repository**



**Technology options**

# A Community College Student's Road to Success

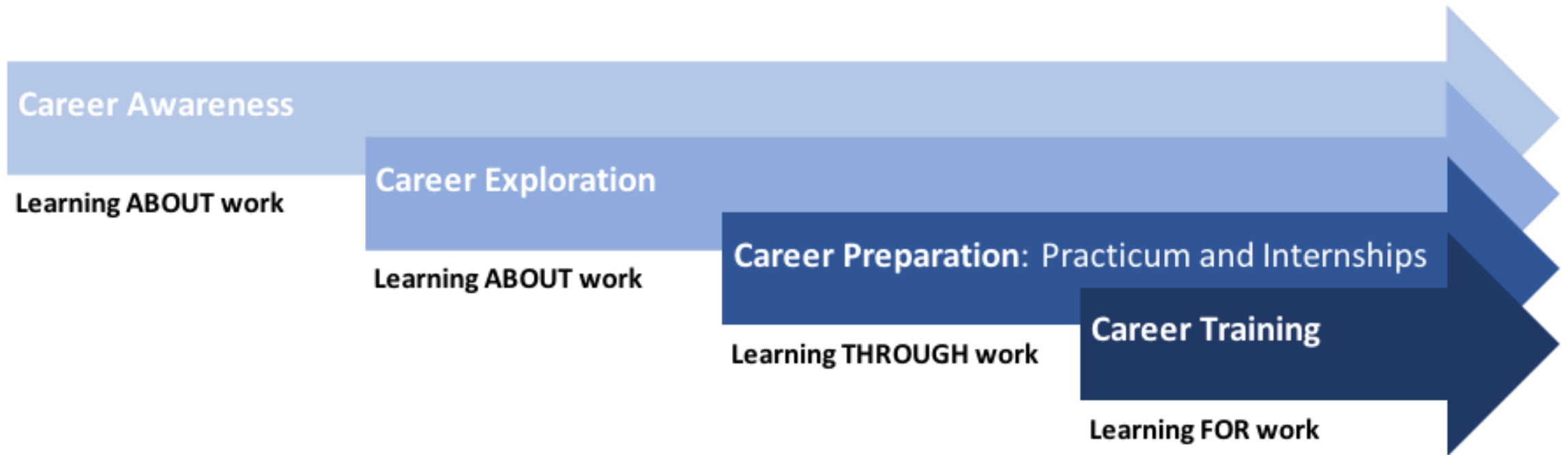


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# Work-Based Learning and Job Placement: Goals

- 🎯 Assess WBL and 21st century employability skills opportunities
- 🎯 Build college and regional infrastructure
- 🎯 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**

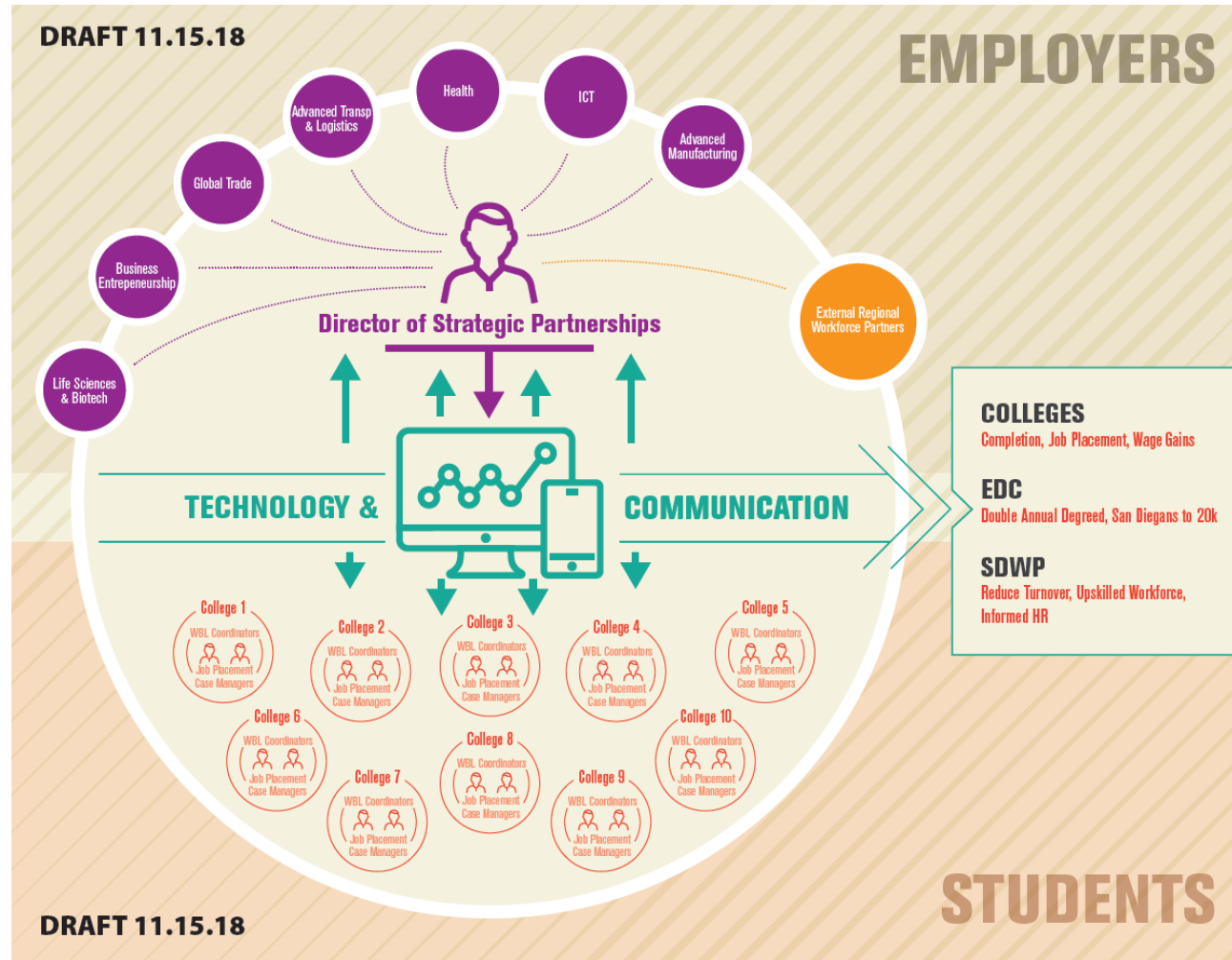
# Work-Based Learning and Job Placement: Accomplishments

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

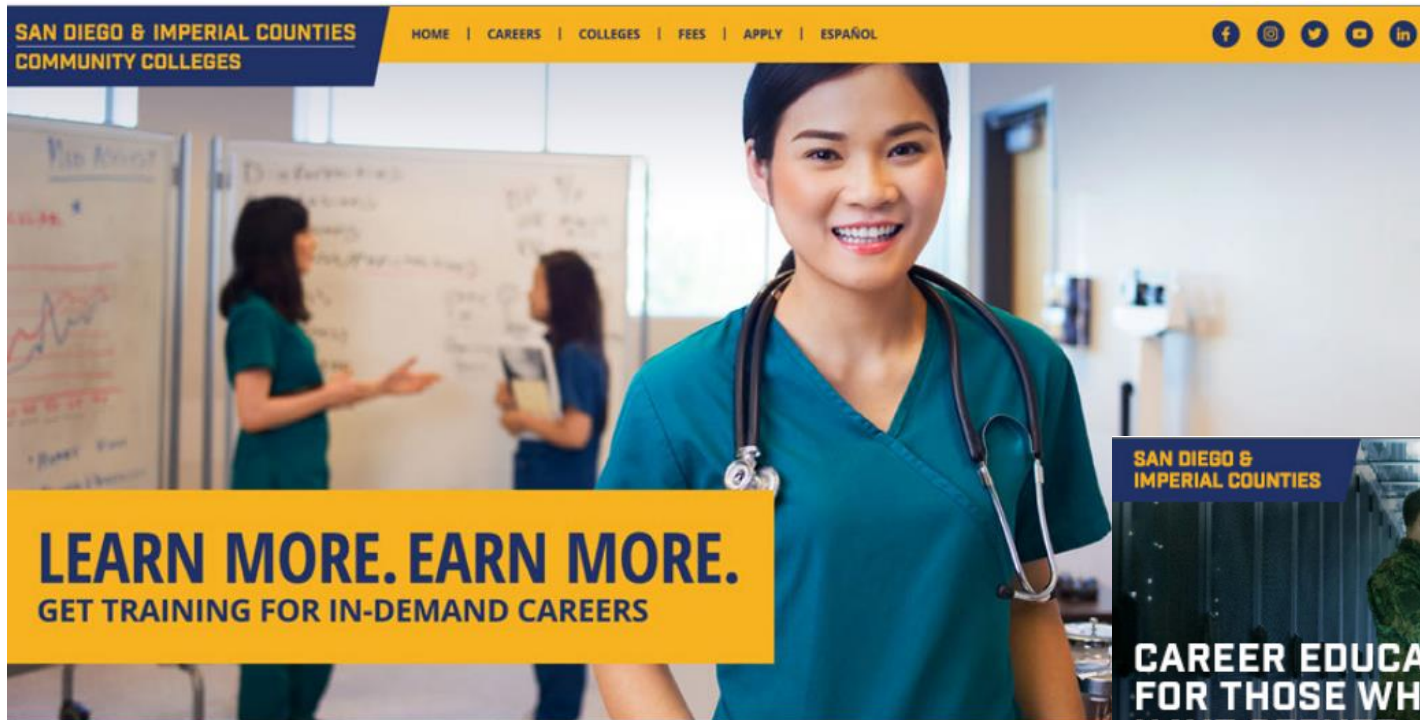
# Work-Based Learning and Job Placement: Next Steps

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

# Employer Engagement: Goals



# MARKETING





# 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