

COMMUNITY COLLEGES

SAN DIEGO & IMPERIAL COUNTIES

CAREER EDUCATION

STRONG WORKFORCE FACULTY INSTITUTE

SAVE THE DATE

Faculty Institute Kick-off In-Person Event

Friday, March 11, 2022 | 8 a.m. to 2 p.m.

Bay Tower at the Sheraton Hotel & Marina

1590 Harbor Island Dr. San Diego, CA 92101

About the Strong Workforce Faculty Institute

In this professional learning program, community college faculty will work collaboratively with researchers on campus to analyze course-level data and complete the Faculty Institute assignment. Between March and September 2022, participants will:

- Learn more about their students, specifically about their retention, persistence, and completion outcomes;
- Apply the knowledge gained from the assignment to better connect with students; and
- Develop an action plan to implement their ideas in the classroom

APPLY NOW

Participating faculty members will receive a stipend of **\$2,000** for attending two professional learning events (March and September 2022) and completing the Faculty Institute assignment by September 2022.

CONTACT THE CAREER EDUCATION DEAN AT YOUR CAMPUS TO APPLY.

Cuyamaca College

larry.mcmore@gcccd.edu

Grossmont College

javier.ayala@gcccd.edu

Imperial Valley College

efrain.silva@imperial.edu

MiraCosta College

bgamboa@miracosta.edu

San Diego Mesa College

mdromero@sdccd.edu

San Diego Miramar College

jlopez006@sdccd.edu

Southwestern College

jlewis2@swccd.edu

Palomar College

swyche@palomar.edu

San Diego City College

jtyler@sdccd.edu

San Diego College of Continuing Education

cstorey@sdccd.edu

SAVE THE DATE!

SAN DIEGO COMMUNITY
COLLEGE DISTRICT

FALL 2022 CAREER FAIR

THURSDAY, NOVEMBER 17TH
10:00 A.M. - 2:00 P.M.
HOSTED AT SAN DIEGO MESA COLLEGE
(MESA COMMONS)

**ALL SDCCD STUDENTS & ALUMNI
ARE INVITED!**



BRING YOUR RESUME!



DRESS TO IMPRESS!

RSVP TODAY!

Hi Handshake



SAN DIEGO
COMMUNITY COLLEGE
DISTRICT

RSVP HERE: bit.ly/SDCCDerfair



Jobs, Internships, Networking and More!

Questions? Contact the Mesa College Career Center:

For disability accommodations, please contact mesacareer@sdccd.edu at least 7 days prior to the event.

SAN DIEGO
CITY COLLEGE

SAN DIEGO
MESA COLLEGE

SAN DIEGO
MIRAMAR
COLLEGE

SAN DIEGO
COLLEGE OF
CONTINUING
EDUCATION

📞 619-388-2777

✉️ mesacareer@sdccd.edu

Career Education Marketing Projects/Activities

Marketing and Outreach
Sub-Committee

2022-2023

College Based Marketing

Mesa College received funding to support improving marketing and recruitment effort for our career education programs and enrollment across our various career education programs.

- Tailored support for 1-2 Career Education programs per school including course promotions, digital/social and traditional media and marketing efforts, promotional and logistical event support, story and content development, coordination with Departments and programs/services as well as other marketing support as needed.
- General support for all Career Education programs including: SEO/Digital Media, Videography, Traditional Media, Bi-Lingual, Website optimization.
- At least one joint marketing effort with the San Diego College of Continuing Education.
- Integration and coordination with ongoing District efforts, as well as college enrollment and Pathways efforts.

SD Mesa View Book

Mesa College received funding from the Pathway Navigation project to help encourage early career planning, prior to, or in coordination with, educational planning.

- Development of digital Mesa Viewbook for prospective students to highlight career pathways linked to campus academic majors, programs/departments, and wraparound support services.
- Digital Viewbook will also be in Spanish.
- Future printed option/format to be determined.

Regional Marketing

Updates will be provided in the coming weeks/months on the on-going campaigns and research that is being conducted.



STRONG WORKFORCE COMMITTEE

Monthly Schedule

Strong Workforce Committee
Every 2nd Thursday
3:00 - 4:30 pm

Marketing and Outreach Sub-Committee
Every 1st Friday
10:00 - 11:00 am

Budget and Allocation Sub-Committee
Every 4th Thursday
1:00 - 2:00 pm

Professional Learning Sub-Committee
Every 4th Thursday
2:30 - 3:30pm

Employer Engagement Sub-Committee
Every 3rd Monday
1:00 - 2:00pm

Strong Workforce Committee Co-Chair: Alex Berry, aberry@sdccd.edu
Strong Workforce Committee Co-Chair: Rachel Russell, russell@sdccd.edu