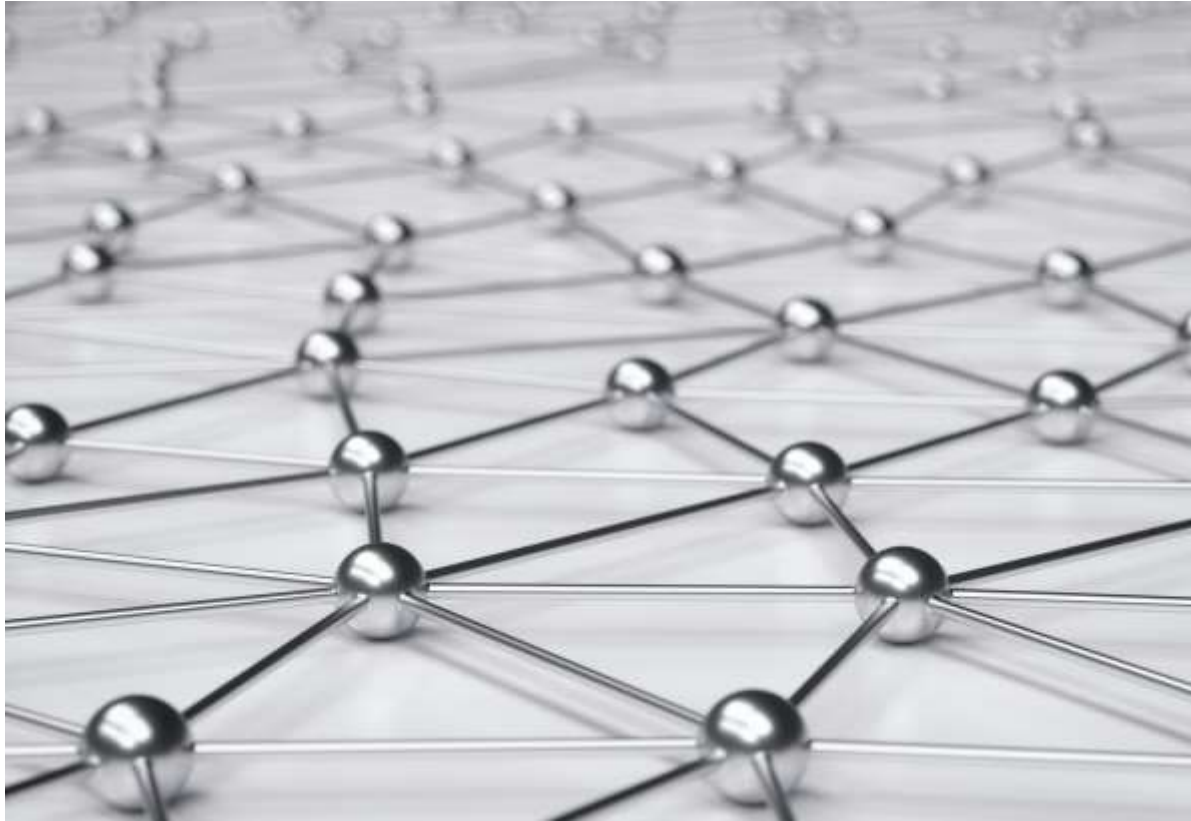




STRONG WORKFORCE COMMITTEE PRESIDENT'S CABINET PRESENTATION

October 3rd, 2023



STRONG WORKFORCE COMMITTEE

Purpose

To make recommendations and offer guidance to support Career Technical Education at San Diego Mesa College by leveraging the California Community Colleges State Chancellor's Office Strong Workforce initiative.

Goal

Implementation and integration of the Strong Workforce program at San Diego Mesa College. Strong Workforce is grouped into seven areas targeting student success, career pathways, workforce data and outcomes, curriculum, CTE faculty, regional coordination and funding.

Strong
Workforce
Committee

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graph TD; A[Strong Workforce Committee] --> B[Marketing and Outreach]; A --> C[Internships and Employer Engagement]; A --> D[Professional Learning]; A --> E[Budget and Allocation];
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Marketing and
Outreach

Internships and
Employer
Engagement

Professional
Learning

Budget and
Allocation

OUR STRUCTURE

MARKETING AND OUTREACH

Goals

- Increase awareness, enrollment, and completion for CTE Programs
- Partner with Outreach and Communications Office to develop CTE specific marketing and outreach strategies
- Support faculty in their program outreach and marketing efforts

Mesa 2030 Connection- “Pathways and Partnerships”

2023-2024 Projects

- Adult Learner recruitment
- Mesa “Launchpad”

PROFESSIONAL LEARNING AND CLASSROOM SUPPORT

Goals

- Develop CTE specific Professional Learning opportunities
- Support CTE faculty in the face-to-face and online environments
- Partner with LOFT to support CTE faculty and Classified Prof. learning needs
- Partner with campus Learning Assistance to specifically support CTE student needs
- Incorporate equity throughout CTE Professional Learning

Mesa 2030 Connection- “Community”

2023-2024 Projects

- Strong Workforce Counseling Institute
- Career Education Networking events

EMPLOYER ENGAGEMENT AND INTERNSHIPS

Goals

- Advocate to make Mesa's WBL Coordinators/Employer Relations Liaison more visible so that faculty can use their help for employer engagement, internship opportunities, showcasing our student work.
- Foster (and increase) Internship Opportunities for Students of Color by integrating the utility Of Handshake into this work.
- Develop Ongoing Data Collection and Research on Employer Engagement and Career Readiness, prioritize by industry sectors/Mesa College departments.
- Align Mesa's efforts with "Employment Services Best-Practices" from the National Association of Colleges and Employers (NACE).

Mesa 2030 Connection- "Pathways and Partnerships"

2023-2024 Projects

- The Mesa Impactship Program
- Work-Based Learning Faculty Liaison Project
- Employer Engagement Liaison support

BUDGET AND ALLOCATION

Goals

- Review SW local budget and provide recommendations for annual expenditures
- Ensure that an equity lens is utilized for budget recommendations for both disproportionately impacted student populations and/or distribution to CTE programs and support services
- Develop and update the process, criteria, rubric, and timeline for CTE SW Program allocation requests
- Review CTE program requests and provide recommendations for SW allocations
- Report on the SW budget and recommendations to SW committee

Mesa 2030 Connection-
“Stewardship”



QUESTIONS?