



SAN DIEGO COMMUNITY COLLEGE DISTRICT

CITY COLLEGE • MESA COLLEGE • MIRAMAR COLLEGE • CONTINUING EDUCATION

Unlocking Social Mobility through Career Technical Education

Strong Workforce Program Round One Funding Report

Board of Trustees Meeting

May 9, 2019

Strong Workforce Program

- Established in response to the projected skills gap in California
- Strong Workforce Program (SWP) funding began in July 2016 to community college districts and regions
- The purpose of the SWP is to fuel regional economies with skilled workers and to lift low-wage workers into living-wage jobs



Flow of Funds Statewide



60%

Local Shares

Goes to districts to invest in CTE at colleges

40%

Regional Shares

Invests in CTE at colleges upon coordinated action

5%

Statewide Activities

Funding Timeline

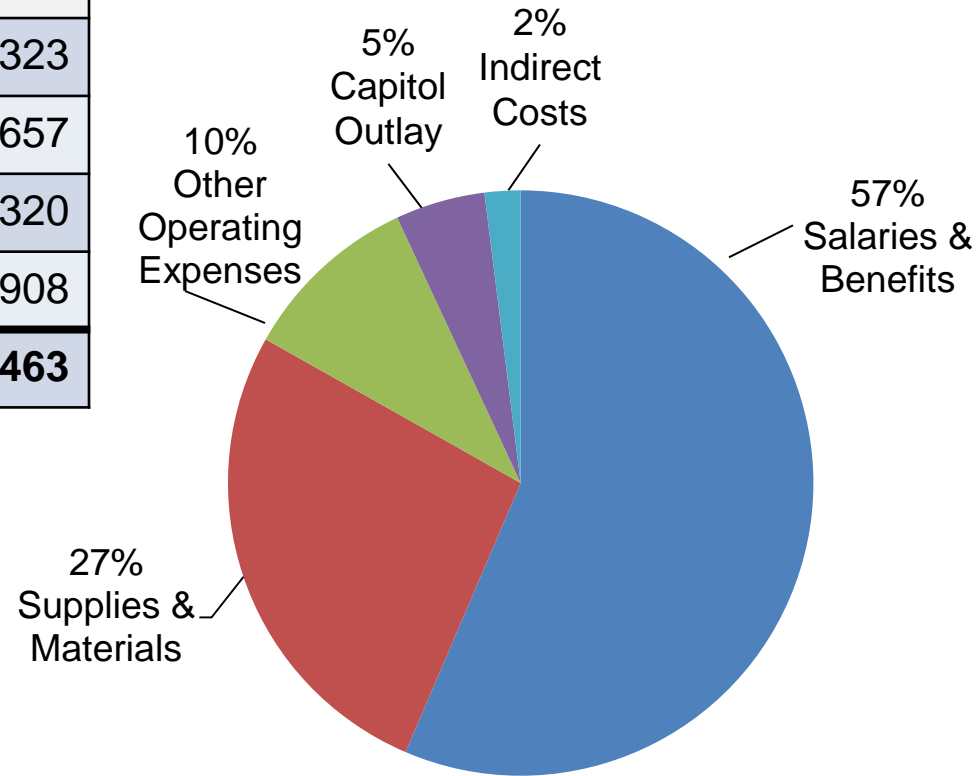
Round one funding was distributed in 2016-2017. Round one expenses span from July 2016 through December 2018.

- **Round 1 (July 2016 – December 2018)**
Funds Authorized in 2016-2017
- Round 2 (July 2017 – December 2019)
Funds authorized in 2017-2018
- Round 3 (July 2018 – December 2020)
Funds authorized in 2018-2019

Round One 2016 – 2018 Expenditures

Institution	Expenditures
San Diego City College	\$839,323
San Diego Mesa College	\$938,657
San Diego Miramar College	\$787,320
San Diego Continuing Education	\$790,908
Total	\$3,314,463

Source: Reported by the institutions



Lessons Learned

1. Establishing and maintaining the expectation that SWP investments need to lead to student outcomes is essential and requires a culture shift
2. Data are critical
3. SWP activities should be framed around broader institutional goals
4. Communication and pre-planning are critical
5. Clarity of roles and responsibilities is important
6. Improving engagement, as well as increasing effectiveness, with industry advisors and partners is needed

SAN DIEGO CITY COLLEGE

Round One Highlights

Institutional Enhancements

- Trolley and Bus Advertisements
- Social Media Blitz (regionally funded)

Instructional Improvements

- New Degrees and Certificates
 - Special Effects (Fx) Makeup Certificate of Performance and Certificate of Achievement
 - Cybersecurity Associate of Science Degree and Certificate of Achievement
- Cosmetology Program Enhancements and Outcomes
 - Weekly New-student Orientation
 - Additional Manicuring and Esthetician Cohorts
 - 50% Increase in Client Services
 - 100% Increase in Cosmetology Program Enrollment
 - Launched Barbering Conversion Course



*Cosmetology Program
San Diego City College*

SAN DIEGO MESA COLLEGE

Round One Highlights

Institutional Enhancements

- Integrated Metrics and Outcomes into Program Review, the Resource Allocation Process, and the Professional Development System
- Established the Office of Career Technical Education and the Beginning of a Work-Based Learning (WBL) Program
- Hired Two WBL Coordinators, One Part-time Internship Coordinator, and One Employment Engagement Specialist

Instructional Improvements

- Allied Health Enhancements
 - Developed New Programs that were Identified as a Regional Need
 - Increased and Strengthened Directed Clinical Practice (DCP) Program Components
 - Hired a Program Technician
- Hired a Culinary Arts/Culinary Management Program Instructional Lab Assistant
- New Industry Standard Animal Pens and Classroom Facilities for the Animal Health Technology Program



*Animal Health Technology Program
San Diego Mesa College*

SAN DIEGO MIRAMAR COLLEGE

Round One Highlights

Institutional Enhancements

- Reorganized Career Services into Career Education
- Developed an Integrated Career Education Plan to Leverage SWP and Carl D. Perkins with Other Funding Sources to Align State, College, and Program Goals to Improve Outcomes

Instructional Improvements

- New Airworthy Airplane for the Aviation Program
- New Clean Natural Gas (CNG) Engine for the Automotive Program
- Hired Instructional Lab Technicians in the Automotive, Aviation, Diesel, Emergency Medical Services, and Fire Technology Programs
- Biotechnology Program Enhancements
 - Implemented an Outreach Program to Feeder High Schools
 - Included a Three-course Credit-by-Exam and Dual-enrollment Career Pathway to Increase Enrollments and Completions



*Biotechnology Program
San Diego Miramar College*

SAN DIEGO CONTINUING EDUCATION

Round One Highlights

Institutional Updates

- Ranked Fourth in the State for Strong Workforce Incentive Program Outcomes
- Developed an Employer Engagement and Job Development Plan
- Implemented a Project Management Framework to Ensure SWP Investments are Addressing Identified Gaps and Lead to Clear Outcomes

Instructional Improvements

- Enhanced Classroom Equipment and Technology
- Renovated and Developed Career Centers at the Mid-City and Cesar Chavez Campuses
- Added Home Health Care Aide at the Mid-City Campus



*Healthcare Program
San Diego Continuing Education*

Summary

SWP Round One Investments Encouraged:

- Innovation
- New Infrastructure to Support Career Education
- New Program Development Tied to Workforce Needs
- Stronger Alignment with K-12 Career Education
- Use of Data Driven Metrics