



EDPAC/WEDPAC/Strong Workforce Advisory Joint Meeting
10:00am -12:00pm June 14th, 2017
Conference Call Phone number: 888-886-3951 Pin: 7832276

Attendees: Gregory Anderson, Barbara Baran, Jack Buckhorn, Jim Caldwell, Sunny Cooke, Patricia de Cos, Leigh-Anne Elizondo, Jessica Garcia-Kohl, Carole Goldsmith, Susan Hackwood, Gustavo Herrera, Doug Houston, Joyce Johnson, Mary Kimball, Ed Knudson, James Lanich, Cathy Martin, Jim Mayer, Brian McKeown, Rebecca Miller, Lynn Mohrfeld, Jamey Nye, Gregory Peterson, Raul Rodriguez, Bill Scroggins, Dianne Van Hook, Frank Chong, Linda Wah, Jessica Sorrenson, Leah Moehle, Lynn Shaw, Matt Roberts, Paul Feist, Linda Zorn, Kish Rajan, Chris Flask, Justin Wallace, Van Ton-Quinlivan

10:00am – Welcome and Roll Call by Van Ton-Quinlivan and Justin Wallace

- Consolidate apprenticeship, integrate adult education, implement and mobilize CTE
- Has gone to state priority (Economic and social mobility)
- Chancellor Oakley focusing on Guided Pathways
- CCCCCO working with company to provide 360 Feedback on the intrapreneurs (DSNs, TAPs, DSNs, etc.)
- Launchboard is working to better visualize the data for users to present and utilize
 - Guided Pathway, AEBG, K-14 Transitions will have tabs within Launchboard
 - Working to automate data sources so field has to do less work in this area
- New World of Work developed by 10 Pilot Colleges came up with 21st Century Skills
 - Working with digital badging
 - LinkedIn is a possible partner to display badges on
- Makerspace movement is catching fire and has gained lots of traction recently
- Here to Career app utilizes salary surfer and provides direction and information to students
 - Young Invincibles developed and piloted the app in the Inland Empire to see if there was interest
 - The app is now live with a Spanish version for the whole state, all data updated
- For Taskforce Transparency the data is available and visual for the public to view the use of money. Can look by region, college and statewide. Can see the dollar breakdowns for each project.
- Positive Incentive 17% Committee
 - Based on outcomes and provides additional funding to colleges for positive outcomes
 - Further details available on the DWM website
- 25 Strong Workforce Task Force Recommendations are still being worked on
 - 24 of the 25 recommendations have evidence posted

- Update is on the DWM website

10:35am – Feist, Herrera, Rajan and Shands provided an overview of the CTE Rebranding efforts being done through the Foundation and third party businesses to raise awareness to both students and employers

- Most ambitious and funded campaign they have launched in recent years
- Did lots of focus groups paired with quantitative/qualitative research (online and in person)
- The word “Technical” was not well received by students so the campaign is focused on “Career Education”
- Students said they don’t have enough information on CTE Programs but said they would be interested
- Videos for statewide and regional programs will be released on July 20th
- Focused on three prong strategy:
 - Student Senate (annual meetings and regional meetings, leverage distribution channels)
 - Student Advisory Committee (create the committee that represent the regions)
 - Student Fellows (outreach to diverse populations, training events, high schools)
- Focusing outreach to high schools, young parents and first year students
- For employer outreach
 - Working with Capitol Public Affairs to reach new industry partners
 - Outreach for awareness and orientation/education
 - Develop ongoing advisory council with these partners

Discussion Questions:

- Will colleges be prepared for the potential uptick in student interest?

- Leah Anne-Elizondo- This is a way to attain more FTE’s and remember more students is more work for the colleges. Lost some from recession
- Linda Wah – want to make sure everyone is aligned and ready to go. Launchboard can be challenging for people to figure out and maybe make step by step process for this.

- What employer organizations/associations should be added to the outreach?

What else can be done to strengthen employer outreach?

- Patricia de Cos – might be helpful to touch basis with CEOs around the state and what business associations they are working with. Small employers?
- Mary Kimball – Sees a lot of missing folks in regards to agriculture (California Farm Bureau, CA Food Processors, other commodity groups)
- Jessica Sorrensen – list intentionally left incomplete and will highlight regional activity

11:05 – Scroggins, Roberts and Ton-Quinlivan provided an overview of the \$150M Guided Pathways Project

- The \$150M is accompanied by a Trailer Bill and describes distribution, IEPI training
- Supports activities for colleges to initiative efforts not sustain
- Transformational framework and brings them to scale
- Concept that addresses the student experience/journey from point of origin to job placement
- Currently not providing clear choices that students can understand, so we need to fix that
- Working on multiple measures placement
 - Provides variable ways to determine starting point and path through assessment
- Instructional Faculty are a missing point that need to be brought in
- Integrating student success, student equity, strong workforce and others to collaborate and implement
- To support these Pathways there will be Labor Market Information Library on the Doing What Matters website. Want to have good data available through this library
- Some new tabs for Launchboard:
 - K-14 CTE Pathway Transitions
 - CTE Outcomes Survey
 - AEBG (Early 2018)
 - Guided Pathways (Fall 2017)
- Workforce Pathway Joint Advisory Committee
 - Working with State Board of Education, Board of Governors and ex-officio members
 - Focusing on:
 - Career Guidance
 - Dual Enrollment
 - Work-based Learning
 - System Alignment
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Discussion Questions:

How should we evolve WEDPAC/EDPAC membership to best position for what needs to get done in the next few years?

- Chris Flask – see disconnect between companies and programs that Colleges are working to create opportunities with. There isn't a connection that there was intentional work done to get students hired.

Where can we strengthen the focus and line-of-sight to student outcomes?

- Barbara Baran – What’s working and not working, takes time to collect the data and doesn’t happen overnight. How are we progressing in regards to the big goals and problems we are working to find solutions to.
- Linda Wah – invest in counselors at colleges and high schools. Braid those relationships so they can advocate and educate students.
- Patricia de Cos – terms and initiatives do not mean much to students and don’t resonate with them. Messaging is important
- Brian McKeown – Messaging from Community Colleges should be central point. How they receive info and constant reinforcement. Storyboard this messaging and that they can see the info and constant awareness from them.
- Jim Mayer – Google and others have put focus on the “user experience”. The more we can build in feedback loops and can be digitized the better data you can collect. Need to capitalize on the data and make changes.
- Rebecca Miller – soft skills program, how do you measure outcomes and show it creates middle class jobs? How do we quantify success?
- How do you define employer in the Gig Economy and measure that?
- Frank Chong – Started a CTE Foundation, partnership with Economic Development Board and College to allocate dollars to different programs. Institutionalize these projects to put some skin in the game. Lots of excitement from a local level from the support at the state.

11:40am – Opportunity for public comments

- Saddleback established an office at a local mall to reach more people
- CA Economic Summit in San Diego this year. Showcase partnership and programs in the area
- National Fabricators Coalition and Manufacturers will be coming to host a conference in Southern California
- Next meeting November 8th in Sacramento

11:50pm – Minutes were approved and the meeting adjourned

- Linda Wah approved minutes, second by Gregory Anderson