



CALIFORNIA COMMUNITY COLLEGES

Doing What MATTERS™

FOR JOBS AND THE ECONOMY

ACCOUNTABILITY

TRANSPARENCY

SIMPLICITY

South Central Coast Regional Consortium (SCCRC)

October 19th, 2018

Crown Plaza Hotel - Ventura, CA

SCCRC MICRO-REGIONAL STAKEHOLDER MEETING

11:30 – Noon

Lunch and Networking

Noon – 12:15

Welcome, Introductions, and Overview of Meeting

Luann Swanberg, Director/Chair SCCRC

12:15 – 12:45

Spotlight on Moorpark College, Oxnard College, and Ventura College

- Mary Rees, Dean of Physical Science & Career Education, Moorpark College
 - LMI and Advisory Committee input for programs being developed using SWP funds
 - MC Fitness Business from graduate only hiring MC graduates
- Robert Cabral, Interim Dean of Career & Technical Education, Oxnard College
 - Leverage resources, meeting student's needs and economic impact
 - 7500 students – higher number of courses students are taking
 - Sector impact (Details on the PPT)
 - Development of a Career Center
 - Career Strategist Seminar today
- Felicia Duenas, Dean of Career Education, Ventura College
 - Focus on increasing student success and leverage connections with industry to align programs to need of industry
 - Drive to website to see videos
 - Instructional lab assistants helping with student success
 - Job Developers at all of the campus to assist with industry engagement

12:45 – 1:00

County-Wide Perspectives

- Bruce Stenslie, President & CEO Economic Development Collaborative, Ventura County (EDC-VC)
 - Explained role of his organization in bringing industry together in Ventura County
 - Shared common concern for building a strong workforce
 - Business growth and associated activities are key to build efficacy of our pipeline
 - Industry engagement is key in informing workforce needs for our educational pipeline.

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- Need integrated system from cc, k12 Adult ed – lifelong learning (non-credit)
- Industry focuses:
 - Manufacturing drives Ventura County – 25 % of need with diversity of occupations
 - IT
 - Cybersecurity
 - Ag and env tech
 - Entrepreneurship – fills and creates jobs
- Offered the EDC-VC as an intermediary with industry
- Sandy Smith, Executive Board Chair, Ventura County Economic Development Association (VCEDA)
 - Advocacy arm of EDC-VC
 - Family at VCCCD schools and grew up in VC
 - Commitment to the best interest of business in Ventura County
 - Basic machinist skills a huge need
 - IT – basic programming abilities
 - Represent a lot of businesses – this kind of gathering needs to happen more often, more dialogue with community colleges.
- Melissa Livingston, Interim Executive Director, Ventura County Workforce Development Board
 - Important for WDBs to align with education
 - Melissa is also a product of VCCCD
 - VCOE, VCCCD, help with creating pathways for youth to meet the needs of business.
 - WDB regional plan – Sectors: manufacturing, hospitality, clean green and entrepreneurship
 - WDBs have work-based learning focus... move from OJT, looking at apprenticeships

1:00 – 1:10

Setting the Stage for the Table Top Discussions

Greg Gillespie, Chancellor Ventura County Community College District

- Investments in career education (\$11 million in VCCCD)
- Need to continue to make significant impact in our communities
- Phase 1 about access -funded that way
- Phase 2 getting students to complete
- Phase 3 – more into job or transfer to 4 year
- Funded on this new pathway – how well doing on all of these things
- FOCUS ON DATA – ALIX/ADELE
- Data important to make decisions

1:10 – 1:20

Break/Transition into Table Groups

1:20 – 2:10

Table Top Discussions – Report Outs

-Early Childhood Education

- Childcare – critical but lacking, hard to find childcare – pay is potentially an issue
- Models of Excellence – that provide private and public partnerships (Patagonia, Amgen)



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on-site childcare

-Soft Skills start in preschool

-Need Bilingual, SPED, Writing, Math Skills for

-K12 partnerships, offer courses on HS campus

-Connect elementary teachers to TK and ECE

-Energy, Construction, Utility

-Hiring - Technology struggle all the time. Welding Instructors – hard to find qualified and if find making more money than would working for them. Try to encourage them to apply. Daytime classes have a hard time.

-Entry Level Skills – Read technical writing, math, team skills, project management.

-How address? Make programs accessible to students. How to promote? Send out postcards to homes. Awareness! They need to know these programs exist, even in local community. Offer programs to students.

-Make sure they interact with local schools, faculty meet with HS teachers, counselors meet with HS counselors – have counselors meet on campus, have tour, understand programs. HS tours. Have local HS counselors also meet on campus, make them part of the community.

-Advanced Manufacturing

-Struggling with very technical skills, critical thinking skills – combination of both. Measuring, math, critical thinking. Industry specific credentials - helping to transition incumbent workers.

-CTE course recognition by the colleges/universities. HS students will want to take the technical skill courses if they are recognized by the colleges/universities. Integrate them sooner, get them interested, and they need to get credit for them.

-Business/Entrepreneurship

-Develop an entrepreneurial mindset in students. Creative thinking, how to influence, how to market/present yourself, project management skills, strategic planning, negotiation, research skills, take feedback, develop grit

-Grading system does not encourage to take students – ability to fail is important here. Systems does not reward you for failure.

-K12 – Natural curiosity for kids – foster and grow this all the way through.

Project based learning – take an idea through a number of disciplines. Industry partners be part of this learning process.

-Biotech

-K12 – STEM recruiting early on, way before HS and college.

-Certifications/Badging – working with placement agencies. How do you define if someone has these skills?

-Project management, technical communication, scheduling, data integrity. Cybersecurity, foreign languages, regulatory piece. Need to enhance in the existing programs, call out so know if addressing.

-Gene therapy tech, chemical understanding.

-Agriculture/Water



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- Technical skills – mechanical skills, math, chemistry, microbiology, IT skills, crop production and food production. Water management – not overusing, budgeting/business skills.
- Advisory boards
- VC Innovates/workforce funding – help contact students early on. They come to our campus, we go to theirs. Not a big mystery.

-ICT/Digital Media

- Constantly changing
- Logic – Design thinking – foundational and project management. Programming but need to understand the business problem they are going to solve. Need to be able to apply programming, be a business analyst. Employers need to know what they are hiring for – not just programmer.
- Students need to be able to communicate all the tools in their toolbox. How can they sell themselves for this opportunity? Full stack...
- Job boards are great for validating but need to start in pipeline of what is 3-5 years out so we start earlier.
- K12 – Industry certifications – start in middle/high school, start earlier. K12 can be nimbler, how can we leverage that.

-Health

- Medical Assisting is being met but feeder programs have challenges. Example – they need training hours so leave to get that...limitations with space/opportunity and there is a bottleneck.
- Need medical qualifications, licensing, certifications, patient time – they should take some of this before BA, etc. (see if they enjoy it)
- Oversupply in some areas, great demand in others
- Skillset – Effective communication, critical thinking, adapt to new situation, take initiative, licensing and certification requirements – help students to plan/budget for this.
- Students need to practice (plastic, simulations...) practice with teams, integrate into existing systems.
- K12 – Bring young students into simulation situations, try it out, do you like it.
- K12 – Consequences of behavior can prevent you from joining particular fields.

2:10 – 2:25

Next Steps

Luann Swanberg, Director/Chair SCCRC

Themes:

- Marketing/Outreach from the colleges needed
- Industry certifications
- Project management, starting early with risk taking, entrepreneurship
- Integration of services

2:25 – 2:30

Closing Remarks

Greg Gillespie, Chancellor Ventura County Community College District





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- Three colleges are your community colleges. We are committed to supporting workforce development.
- Feedback will be used for regional and local strong workforce planning.

Additional Input? You can reach us at communications@vcccd.edu

- **Communications tool kit** on the DWM website:
<http://doingwhatmatters.cccco.edu/CommunicationToolkit.aspx>
- **Career Education Toolkit:** <http://careereducationtoolkit.cccco.edu/>

DRAFT





SCCRC Ventura Micro-Regional Stakeholders Meeting

October 19, 2018

Sign-in Sheet

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