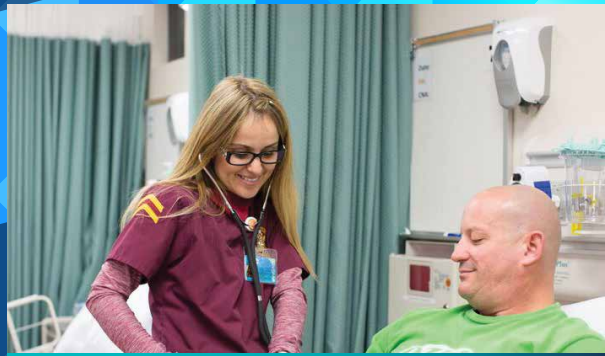


INLAND EMPIRE CAREER EDUCATION IN ACTION!



Healthcare



Advanced Transportation & Logistics



Advanced Manufacturing



Digital Media



Energy, Construction, Utilities



Information & Communication Technologies



Business & Entrepreneurship



Regional Advisory & Industry Skills Panel



STRONG WORKFORCE PROGRAM BUILDING REGIONAL ADVISORY COMMUNITIES PILOT PROJECT 2017 - 2018



Inaugural Digital Media Advisory Community Meeting - 2017

"Education is the most powerful weapon which you can use to change the world."
Nelson Mandela



The Inland Empire/Desert Regional Consortium (IEDRC)



The Inland Empire/Desert Regional Consortium (IEDRC) consists of 12 community colleges. It serves as a regional framework to communicate, coordinate, collaborate, promote and plan career education and workforce and economic development in the Inland Empire/Desert Region.

The IEDRC represents what is commonly known as the Inland Empire, consisting of Riverside and San Bernardino Counties. The Inland Empire is a massive geographic area with a population of approximately 4.2 million, covering 27,263 square miles. The Inland Empire includes urban and rural cities, mountains, desert, 3 airports; 52 incorporated cities; 3 public universities; 8 private universities; and 12 community colleges.

In the **IEDRC**, 12 community colleges serve K-12 districts, business and industry partners, and the Inland Empire community at-large. The colleges of the IEDRC are: Barstow Community College, Chaffey College, College of the Desert, Copper Mountain College, Crafton Hills College, Moreno Valley College, Mt. San Jacinto College, Norco College, Pal Verde College, Riverside City College, San Bernardino Valley College, and Victor Valley Community College.

For additional information regarding our region, please visit, <https://desertcolleges.org>.



The IEDRC follows the California Community College's "Doing What Matters" statewide initiative. *Doing What MATTERS for Jobs and the Economy* is a four-pronged framework to respond to the call of our nation, state, and regions to close the skills gap.

The four prongs are:

- **Give Priority for jobs and the economy**
- **Make Room for jobs and the economy**
- **Promote student success**
- **Innovate for jobs and the economy**

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The Inland Empire/Desert Regional Consortium (IEDRC)

3

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The Local Steering Committee

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The Strong Workforce Program (SWP)

Under *Doing What Matters for Jobs and the Economy*, to develop more workforce opportunity and lift low-wage workers into living-wage jobs, California took a bold step in 2016 to create one million more middle-skill workers. At the recommendation of the California Community College Board of Governors, the Governor and Legislature approved the Strong Workforce Program, adding a new annual recurring investment of \$200 million to spur career education in the nation's largest workforce development system of 114 community colleges.

METRICS FOR SUCCESS

Successful outcomes are to be measured by:

- Total Enrollments
- Students Who Earn a Degree or Certificate
- Employment 2 Quarters After Community College Exit
- Employment 4 Quarters After Community College Exit
- More & Better CTE

THE IEDRC STEERING COMMITTEE

Supporting 12 community colleges in the region, the local **IEDRC** Steering Committee, along with regional Doing What Matters (DWM) key talent, designed a planning framework in response to the Strong Workforce Program (SWP). The primary goal of regional planning was to engage required stakeholders in discussion and assessment of regional labor market gaps and to develop strategies to address the gaps. With Labor Market Information (LMI) data and analysis, along with numerous stakeholder meeting minutes, the IEDRC Executive Committee identified recommendations for SWP projects and program improvements.

The **IEDRC** Regional focus is on the following priority and emergent sectors:

- Advanced Manufacturing
- Advanced Transportation & Logistics
- Business and Entrepreneurship
- Energy, Construction & Utilities (ECU)
- Healthcare
- Information and Communication Technologies (ICT) & Digital Media

For more regional SWP information, please visit: <https://desertcolleges.org/swp/index.php>

Regional Advisory Partnerships

CENTERS OF EXCELLENCE (COE)



Centers of Excellence, across the State of California, are strategically located by regional economies. Partnering with Centers of Excellence is essential. They support the community colleges by providing customized regional Labor Market Information (LMI) data on high growth, emerging, and economically-critical industries and occupations, related to workforce needs.

For more information on the Centers of Excellence visit: www.coeccc.net

INLAND EMPIRE ECONOMIC PARTNERSHIP (IEEP)



IEEP is the region's only economic development organization. They support efforts in job creation, leadership infrastructure, and regional advocacy for Riverside and San Bernardino Counties. The diverse membership of IEEP is dedicated to creating economic opportunities that promote a better quality of life for our region.

IEEP's membership is subdivided into several different industry-specific councils that convene on a regular basis to discuss their most pressing issues. This model was created to bring industry partners, competitors, and local government together to work toward a more prosperous future for everyone.

For more information on the Inland Empire Economic Partnership visit: www.ieep.com

REGIONAL OCCUPATIONAL PROGRAMS (ROP)

ROPs have been a major component of California's workforce preparation system for more than 45 years. The purpose of ROP is to prepare students to 1.) Enter the workforce with the skills and competencies necessary to succeed, 2.) Pursue advanced training in higher educational institutions, and/or 3.) Upgrade existing skills and knowledge. ROP courses are open to all secondary and adult students, but students sixteen to eighteen years old in grades eleven and twelve have priority for enrollment. The ROP delivery system is directly linked to business and industry through advisory committees and provides work-based learning opportunities for students.

For more information on State of California Regional Occupational Programs: www.cde.ca.gov/ci/ct/



Developing Regional Advisory Communities

PROJECT HISTORY

The IEDRC Executive Steering Committee approved a proposal for a “Pilot Project: Regional and Sub-regional CTE Advisory Program”, during Round 1 of the Strong Workforce Program (SWP). Prior to the SWP, many advisory meetings had convened in both Riverside and San Bernardino counties, with varied success. With an on-going call to develop regional or shared advisory meetings, across both counties, the project was approved.

This project answers growing interest and requests to provide a “regional advisory format”, accessible to all community colleges and high school districts in our large, diverse region, while meeting Perkins and other grant requirements; and it addresses the need to avoid over-taxing industry partners. In collaboration with ROPs in our region, a dynamic format was fully developed by the Regional Advisory Planning Committee. Partnering with the Inland Empire Economic Partnership (IEEP) seemed a natural fit due to their community ties and industry partnerships. The Center of Excellence has played an important role, providing Labor Market Information (LMI) for pre-determined priority and emerging sectors within the Inland Empire, adding substance to the conversation. Sharing respective knowledge and expertise based on regional needs and goals, this new regional format, along with region-wide collaboration has allowed for purposeful gatherings of educators, industry advisors, and other community stakeholders.

PLANNING COMMITTEE

The planning committee consists of one Project Director; three Deputy Sector Navigators (DSNs); two partners from Inland Empire Economic Partnership (IEEP), and at least one ROP representative and community college representative. For each meeting, the corresponding DSN joins the planning team. For example, for the Transportation meeting, the Transportation DSN joins the planning effort.

MISSION & OBJECTIVES

The mission of the IEDRC Advisory Communities is to promote student success and to innovate for jobs and the economy by gathering community stakeholders and sparking innovative, invigorating conversation between educators and industry professionals. *Educators* discover the latest business and entrepreneurial trends, the demands of local industry, the employment skills needed, and the available training practices. *Industry partners* gain an understanding regarding the importance of their expertise in areas such as updating curriculum, designing coursework, and identifying the required certificates, equipment, and programs needed in classrooms.

Developing Regional Advisory Communities

The goals of this project are: 1.) To enhance career education to meet the demands of the economy and the labor market; 2.) To evaluate, strengthen, and revise curriculum to ensure alignment from education-to-employment; and, 3.) To prepare a highly skilled workforce, meeting today’s new and ever-changing industry needs. As a result, more students will possess valuable skills, earn meaningful certificates, and participate in internships and other work-based learning opportunities, leading to living-wage employment in their chosen field of study. This project will develop advisory communities that will serve both community colleges and K-12 feeder schools. The project will also promote concurrent curriculum revisions (when needed) and help to ensure that school programs accurately predict skill requirements, in order to develop a workforce that will meet the future needs of industry.

ACTION ITEMS

- To host one “regional” meeting, per academic year, in each identified priority and emerging sector
- To establish relationships between educators, the community, and regional business, and industry
- To provide local Labor Market Information, such as, projected hiring trends and wages
- To promote opportunities for students to enter the workforce or to upgrade the skills of those currently in the workforce
- To identify current industry standards; the skills and training needed; and industry employment needs
- To support curricula changes, as needed
- To meet SWP metrics
- To meet Carl D. Perkins Grant requirements

ADVISORY COMMUNITY EVENT PARTICIPANTS

Partnerships are a critical component to the success of each Advisory Group, including:

- Industry sector experts to participate as panelists and information providers
- Faculty and administrators from community colleges and high school districts
- Planning committee as described on page 6
- All Regional ROP’s
- County Workforce Representatives
- Breakout session facilitators and a notetaker
- Panel Moderator and panel notetaker
- Venue representative
- Food providers and servers
- Optional: photographer, videographer, live-streaming expert, IT professional/AV support

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Developing Regional Advisory Communities

MEETING FORMAT

The IEDRC Regional CTE Advisory Community meeting includes the following:

- Business location related to meeting sector
 - Continental breakfast & networking
 - Regional Labor Market presentation relevant to the discipline/industry
 - Moderated Industry Skills Panel (and Q & A)
 - Lunch with or without possible guest speaker
 - Facilitated breakout groups by sub-sector
- (sub-sectors are predetermined; attendees self-select breakout)
- Quick breakout group report-out
 - Tour of meeting facilities (optional)

SAMPLE AGENDA

9:00	Registration, Light Continental & Networking
9:15	Welcome & Introductions
9:30	LMI Presentation
10:00	Moderated Industry Skills Panel
11:00	Lunch (with possible guest speaker for 20-30 minutes)
11:45	Breakouts by sub-sector
12:45	Quick Sub-sector Report-out
1:00	Host Presentation or Facility Tour
2:00	Closing/Thank you

STEP-BY-STEP PLANNING

First things, first:

1. Appoint a Project Director to oversee “on-schedule” planning assignments, and facilitation and management of all activities, including Advisory follow-up.

Three months in advance:

2. Schedule the Advisory Date with the help of sector DSN and stakeholders.
3. Identify planning committee and prepare for the planning meeting.

Two Months in advance:

4. Project Director to facilitate planning meeting.
5. Send save-the-date flyer to all stakeholders ASAP.
6. Committee members start reaching-out to possible venues and panelists.

Five - Six weeks in advance:

7. Finalize a venue. Our model includes holding Advisories at a place of business that corresponds with the sector. We plan for 100 attendees.
 - Think about possible sponsors who may be interested in providing a venue and/or catering at no cost
 - Complete any partnership contracts that may be needed, for example: cost to cover ROP subs; stipend for a speaker; contract for partnership & assistance
8. Create an event flyer.
9. Set-up Eventbrite or other registration website.

Developing Regional Advisory Communities

10. Send flyer and registration link to those who received the save-the-date and any others you may have missed. Keep in mind that community college Faculty attendance is crucial. Ask all Faculty to invite their industry partners.
11. Confirm 6 - 8 Panelists and provide them with the meeting details. Some may leave after the panel. Invite additional industry partners to attend as guests and to participate in breakout discussion.
 - Ask Panelists for a Bio & Headshot/photo
 - Offer your industry partners the option to bring literature about their business for the resource table. Encourage them to bring job announcements, internship information, or event flyers
12. If you are having a guest speaker, confirm topic & time allotted. Share your meeting goals and anticipated outcome. Provide the agenda.

Four weeks in advance:

13. Complete the Advisory Agenda.
14. Confirm food & contracts needed.
15. Confirm with a Panel Moderator.
16. Continue communication with Panelists. Send them the questions that will be moderated and the Agenda. Collect bios and photos and provide that information for all attendees in a handout or attached to the Agenda.

Three weeks in advance:

17. Identify Panel Notetaker. Find a person who is good at taking notes and typing them up in a timely manner. Record the panel session for reference, if desired.
18. Identify breakout facilitators and note-takers (*note-takers will be expected to type their notes and send to Project Director*) or whoever is responsible for the final minutes.
19. Fill out “**Volunteers**” sheet for planning/documentation purposes.
20. Keep an eye on registration. It’s important to have the right people at the table. Reach-out to any crucial faculty or business partners who may be missing.

Two weeks in advance

21. Prepare a LinkedIn Group for follow-up conversation and posting of information.
22. Have a plan for the registration table; and a plan for tracking attendance.
23. Have a plan for follow-up (see “Advisory Meeting Follow-up”).
24. Print documents needed for attendees; gather resources to bring to the meeting.
25. Check-off your “to-do list”.

Developing Regional Advisory Communities

Day of the event:

You are READY! Ask someone to take pictures for you and enjoy networking with your important Sector Community Partners! Encourage new partnership connections and assist, as needed.

In the Inland Empire, our DSN's act as the meeting emcee. The Project Director provides a script for each step of the agenda. It is important to be clear, concise and on-schedule regarding the flow of the Advisory. During the course of the Advisory it is important to provide information regarding short-term and long-term goals of the Advisory Project. Industry partners and faculty will appreciate knowing what their role is.

What to Print for the Advisory:

- An Agenda; Panelist Bios and Photos; the LMI Data Sheet
- Employability Skills Survey Results (*used in breakout sessions*). One of our ROP partners takes care of this. We help to circulate the survey
- Speaker handouts (*if you have a guest speaker*)
- Venue handouts (give the venue an opportunity to advertise what they do). We provide 15 minutes on the Agenda, as well
- Provide folders, if available

Resource Table may include:

- Career Education program information; flyers, posters, etc. (*pertaining to the sector*)
- Encourage Panelists and Business attendees to bring: flyers, job announcement, business cards, etc.
- Promotional items such as, notepad, pens, etc. (*Everyone loves swag!*)
- Use Stand-up banners and table covers to attract attention to the registration and/or resource table. This makes for a festive and purposeful environment.

Developing Regional Advisory Communities

ADVISORY MEETING FOLLOW-UP

Advisory meetings are only as successful as the follow-up process in place. Keeping Advisory goals in mind, "developing relationships" will be the key to overall success. Each institution/faculty must accept responsibility for connecting with industry advisors according to their program needs. However, the Project Director and DSN's will play a crucial role in providing partnership opportunities.

Initial follow-up (*ASAP and within 5 days*):

- Send hand-written thank you notes to the panel and other presenters
- Send thank you email to all attendees with link to brief meeting evaluation
- Provide follow-up to LinkedIn Group (*reminder to join – all attendees*)
- Inform all "More to come – please keep an eye out" for the minutes, etc.

Post-meeting packets sent to all attendees, (*within 2 weeks*) to include:

- Brief "thank you for attending"
- Agenda (*as meeting reminder*)
- Labor Market Information Sheet
- Minutes with photo link
- Sign-in Sheets
- Employability Skills Survey Results
- Reminder to join LinkedIn for additional partnering



IEDRC Advisory Communities Best Practices 2017-2018

The Round 1 Regional CTE Advisory Project began on July 1, 2017, with the hiring of a Project Director, and ended on December 31, 2018. During this time, “best practices” have become central to the project, identifying a “model format” and bringing together educators and industry professionals.

BEST PRACTICES

- Moderate an Industry Skills Panel with Sector Experts
(Consider important sub-sectors within the Region)
- Partner with Regional Occupational Programs
- Partner with Regional Economic Development Organization(s)
- Ensure that Regional Advisory Meetings meet Perkins Requirements at high schools and community colleges
- Provide minutes and sign-in sheets to all participants
- Establish DSN’s to serve as Point-of-Contact for Faculty and Industry Professionals
- Make time for Advisory Breakouts (*Educator-to-Educator Networking*)
- Highlight Opportunities for Educators to Develop & Strengthen Industry Partnerships
- Form a Planning Committee that will support the time it takes for planning & facilitating
- Include Regional Labor Market Information
- Set-up LinkedIn Group for on-going follow-up
- Hold Advisory meeting at a place of business that will accommodate up to 100 guests
- Participate in a Customer Referral Management (CRM) system
- Suggest small or one-on-one follow-up meetings to be held intermittently, as needed, in order to make program updates and changes
- Live stream meetings on social media
- Video the Panel. Consider turning it into a YouTube video for classrooms throughout your Region. This could also be a great classroom project.

IEDRC Advisory Communities Outcomes 2017-2018

EDUCATIONAL

- Met goals of More & Better CTE and Student Success
- Strengthened business relationships leading to industry expertise and advisement
- Updated curriculum based on new industry standards
- Taught relevant skills adding element of excitement to curriculum
- Provided option for regional meeting to replace local meeting (*meeting Perkins requirements*)
- Identified Externship opportunities, etc.

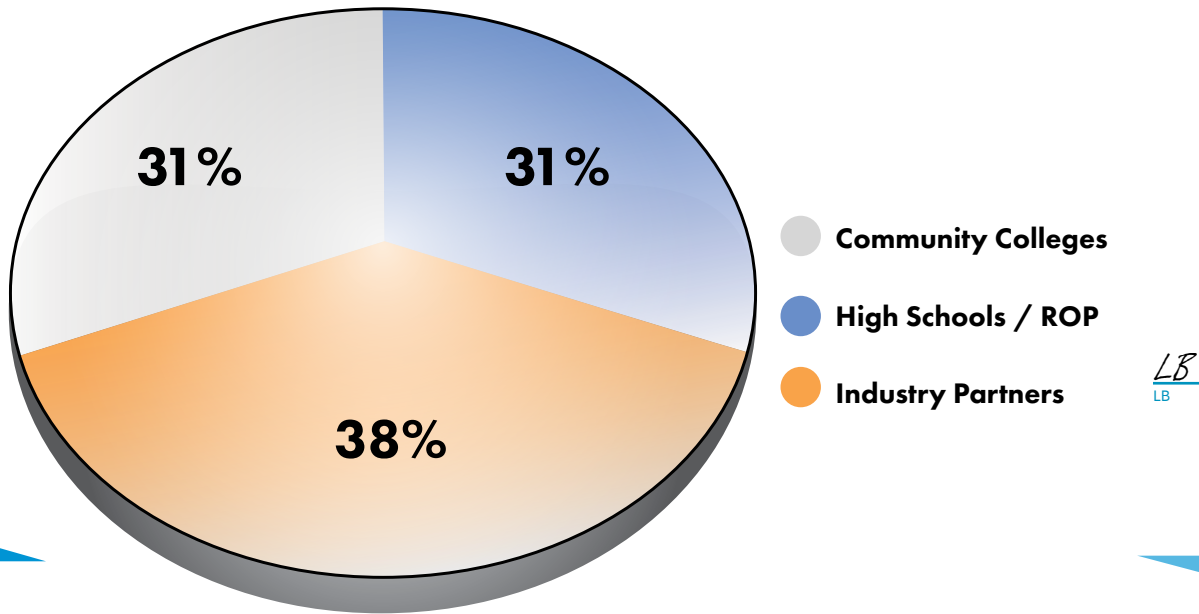
BUSINESS/INDUSTRY

- Joined the effort to prepare a strong workforce
- Advised educators regarding curriculum updates and new industry standards & needs
- Created Internship, Apprenticeship, and Externship opportunities
- Networked with similar industry professionals

STUDENTS

- Prepared for current and future jobs
- Learned new industry standards
- Created Internship & Apprenticeship opportunities
- Provided instruction for successful completion of industry certificates and degrees
- Identified employment in area of study

Regional Advisory Pilot Project Completion 2017 - 2018 Cumulative Project Attendance



IEDRC Advisory Communities Resources 2017-2018

IEDRC Advisory Communities Personnel

- **Alan Braggins**

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- **Larry McLaughlin**

Deputy Sector Navigator
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College of the Desert
(Relocated to LA/OC Region)

- **Lori Benson**

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For More Information on the IEDRC:

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www.desertcolleges.org

Signature:

Email:

IEDRC Advisory Communities Resources 2017-2018

The LinkedIn Sector Groups provide a platform for all attendees to stay connected. All group members have the opportunity to ask questions, post information, plan small or one-on-one meetings, etc. The DSN's oversee the LinkedIn Sector Groups.

LINKEDIN GROUPS PER SECTOR:

- o **Inland Empire Advanced Manufacturing**

<https://www.linkedin.com/groups/13580552>

- o **Inland Empire Advanced Transportation & Logistics**

<https://www.linkedin.com/groups/13588333>

- o **Inland Empire Business and Entrepreneurship**

<https://www.linkedin.com/groups/8660288>

- o **Inland Empire Information and Communication Technologies**

<https://www.linkedin.com/groups/13582581>

- o **Inland Empire Digital Media**

<https://www.linkedin.com/groups/13559044>

- o **Inland Empire Energy, Construction & Utilities**

<https://www.linkedin.com/groups/13612195>

- o **Inland Empire Healthcare**

<http://bit.ly/HealthRACGroup>

Signature: Lori Benson
Lori Benson (Apr 29, 2019)

Email: lbenson@sbccd.cc.ca.us



Lori Benson (LB)
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