

Centering Employer Engagement on Student Needs
Follow-Up to December 12, 2019 workshop
Zoom call January 29, 2020

Goals of Conversation:

- Talk about what we learned in the workshop and how we are applying (or thinking about applying)
- Continue to foster connections among ourselves as we do similar work, where we have ideas to share and where we are looking for ideas
- Identify what more we want to figure out together

Introductions

- Lelannie Diaz, Senior Program Services Specialist, Gavilan College
- Melissa McPeters, Employment and Training Specialist, City College of San Francisco
- Belen Gonzales, Coordinator of Internship Placement for all CTE, Hartnell College
- Desha Staley-Raati, Student Employment Coordinator, Cabrillo College
- Matt Weiss, Work Experience, Cabrillo College
- Alison Shelling, Professional Expert Career Education, Monterey Peninsula College
- Gerlinde Brady, Dean of CTE and Workforce Development, Cabrillo College
- Daniel Newell, Director of the Career Center and Entrepreneurship Services, Ohlone College
- Tanesha Gibson, Solano, Director of Strong Workforce Program and Internship Coordinator, Solano College
- Judy Cutting, Dean of Instruction - Career and Technical Education, Monterey Peninsula College
- Carrie Portis, Program Manager, Regional Joint Venture on Workforce Development and Job Placement

B: What Did You Learn/ Takeaway from the Workshop? (discuss by Key Components)

1. Identifying Your North Star for Student Success
 - We all had the same idea of how to help our students and everyone was very passionate
 - We had a lot of fun. One of the things that stuck out for me is that this is a very high touch case management process that we're still developing, which means there's a lot that needs to happen in background. (Gerlinde)

2. Student Engagement

- Student interest form and how Network Kinnections had done outreach was really helpful. We had been just giving out forms, but now also looking at doing it in the classrooms. (Desha)
- We also created our own form, I created a schedule of classes and will be making a presentation and I will hand out form to students. A take-away was importance of telling instructor how much time will need to do this. (Lelannie)
- The best take-away from whole day was the focus on students. Asking them what employers do they want to work for turned-around how I want to get my colleagues and I to do this work, and if they were on this call they would be echoing the same thing.
- Paper survey is not possible to me as doesn't work for how students engage with technology but interesting to learn (Melissa)
- I appreciated seeing the paper student interest form. We are now using a form like this and also added a QR form as don't have the manpower to type in all info - so doing a hybrid approach (Belen)

3. Engaging Employers

- Take-away on having a tracking method. I've created an excel sheet and keeping notes about interactions with employers, and it is helping me know with where we left off, and creating a note about follow-ups and dates. (Lelannie)
- Approach was very staffing agency oriented, doing cold-calling and doing individual outreach. What we do is mezzo or macro and doing group outreach, and developing jobs not just for one student but for a group of students. (Daniel)
- One of the things I'm doing is meeting all the faculty department chairs and telling them that I am a resource for building their relationships with employers. The majority of faculty are loving it and are up for doing that. (Desha)
- I'm finding it very difficult to be a one person show to build a program (Tanesha)

4. Drawing Your Employer Services Based on Student Needs and Making an Action Plan

- Our team came up with some good ideas but are struggling to get them implemented (Melissa).

- Having all the focus on student center, asking student's point of view before doing employer engagement was really powerful and really helped us in putting together our plans. Having communication between divisions with a student focused was different, it has cracked open a whole new possibility. (Alison)

C. Where Do We Have Ideas to Share/ Seeking Ideas?

What to do if you have limited staff/ person shop, students are not coming to us and our internships and job development are in two different departments (workforce and student services)? How do we get the whole college on board? (Tanesha)

- At Cabrillo, we decided to meet together, and try to bring anyone on career development together, it is moving in the right direction. (Desha).
- At Gavilan, we also are a one person show. One of the first things I started with is presenting to groups on campus - Deans Council, student groups - to get support internally, so we are able to be together and able to do our part. Need to do this before going out to Chambers and business groups and bringing them on campus. (Lelannie)
- The case management approach from the workshop is not the best approach for a one-person shop. At Ohlone, we look at having mezzo and macro approaches. This allows one person to serve the greatest number of students. We used to have career counseling, CalWorks, the career center and faculty all doing similar things. We formed an inter-departmental committee and identified every person's role and who takes each part of career development. We came up with a matrix and role so we're not each recreating the wheel. So now with one system, when we meet we can also compare apples to apples rather than apples to oranges. (Daniel)
- I am thinking of sitting down with leadership and having them understand that our students getting jobs is now part of our funding, and see if she can help get management and deans to work more closely with us. (Tanesha)
- Going to president directly can be relayed at different meetings (Lelannie).
- I went to my dean and she communicated to faculty how important this work is. If some faculty give pushback, I said we need to give this option to students, how important it is to provide them with opportunities. At Ohlone, we sit down with every dean and ask what is the barrier for internships and workforce development and then work on overcoming them I have a student survey that tells me about their experiences and how they get jobs. I communicate what we are doing through partnerships with PR and marketing, I work closely with our Foundation and the Executive Director of the foundation, present to Board of Trustees, and we send soundbites to President of College for her state of college address (Daniel)

I am finding it takes too much time to engage with faculty? (Melissa)

- I can only do one or two classrooms visits a week because still working with students that just graduated. Each year we do a report to each department head and faculty dean on events, students got jobs and internships, and take it to their bosses. (Melissa)

How can we have more consistency in our work? (Daniel)

- One thing I noticed coming into community college realm from a four year is that there is no consistency among colleges in career services. I believe without consistency, we're doing an injustice to our students and making it more confusing for employers. Universities have all agreed to an on-line job board, information sessions, career fair, interview room for students, It has taken them decades to get there. I don't know what everyone offers so hard for me to refer employers to other colleges. Moving in that direction would be a good thing. (Daniel)
- Hartnell is working with MPC trying to align work-experience forms so the county process is the same no matter who are dealing with (Belen)

D, If we were to keep this group going, what would you like to accomplish?

On-line Forum/ Resource to ask Questions/ Share Resources (Melissa)

- I would like a forum where we can ask questions and share documents. Several tabs/ links to documents would be helpful (employer, leadership, student and faculty engagement) (Melissa).
- I agree, a place to share documents and best practices (Lelannie)
- I agree as well (Judy)
- If you're not a member of the National Association of Colleges and Employers (NACE), you should join, these online forums already exist. (Daniel)
- Ability to share forms and documents that you currently use. (Tanesha)

Meetings to discuss moving towards consistency of services and resources (Daniel)

- Regular monthly meetings to discuss consistency etc. I can help with this. (Tanesha)

Each campus list what services they offer and staff support they have to see what we have in common (Desha)

Upcoming forum on Handshake (Daniel)

Hosting a meeting at Ohlone later this semester with Handshake and the Silicon Valley Leadership Group so people can learn about the platform.