

SWP Strategic Priorities Plan

Strategic Priorities Related Activities	Year 1 Milestones	Year 2 Milestones	Year 3 Milestones	Year 4 Milestones	Year 5 Milestones	How will know we have accomplished each milestone?	Lead & Partners
<p>Strategic Priority #1 Related Activities</p> <p>Support students aspirations</p>	<p>Workforce Hub Activities-Experiential work opportunities, company site tours (Google, Facebook, Tesla), interview preparation, career pathways awareness including self-employment.</p>	<p>Increase student awareness of employment and internship opportunities through the launch of the Cooperative Education Program (COOP).</p> <p>Support Major Mondays, and occupation-oriented speaker events ("how to get a job in ____").</p> <p>Promote Promise Program to K12 partners and GED programs at Adult Schools.</p> <p>[E, GP, P]</p>	<p>Work with A/R to identify students that are close to earning a certificate or degree. Targeted outreach to assist those with applying for cert/degree.</p> <p>Modify outreach/awareness to employment and internship opportunities based on student feedback.</p> <p>Identify skills that students have obtained in class and in previous experience (use of Workeys).</p> <p>Secure Workforce Hub location (BLDG 12).</p> <p>Work with GP team to inform the development of pathways.</p> <p>Continue to promote Promise Program to K12 partners and GED programs at Adult Schools.</p> <p>[E, GP, P]</p>	<p>Assess outreach to identify students that are close to completing cert/degree. Identify previous success rates and improve.</p> <p>Identify and involve faculty champion and staff.</p> <p>Workforce Hub Launch in a physical location.</p> <p>Targeted job development.</p> <p>Develop success story marketing collateral (video, flyers) promoting Adult School / GED students that have successfully matriculated with Promise Program funds.</p> <p>[E, GP, P]</p>	<p>Implement new strategies that we identified in the assessment process. For example, the assessment may have identified new student support services that can be provided or new outreach efforts to underrepresented groups.</p> <p>Targeted job development and student connection to industry specific career opportunities aligned with students field of study.</p> <p>[E, GP, P]</p>	<p>Increased certificate and degree completion.</p> <p>Increased job and living wage attainment.</p> <p>Increased student and industry engagement and recognition of Workforce Hub.</p> <p>Increase in Cooperative education, COOP 670, enrollment and sections offered.</p> <p>K12 / Adult School awareness of Promise Program.</p>	<p>Workforce team, faculty, Admission and Records, Counseling, Guided Pathways, Career Services, Marketing, Promise Scholars Program, Foster Youth Liaison, Homeless Liaison, EOPS, MCC</p>

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<p>Strategic Priority #2 Related Activities</p> <p>Create equitable opportunities for students</p>	<p>Identify pipeline of prospective students from high schools, adult schools and Community Based Organizations to build pathways to career education programs.</p> <p>Enhance the partnership with the Trades Introduction Program to offer a pre-apprenticeship class on campus.</p> <p>[E, GP, P]</p>	<p>Identify pipeline of incumbent workers and build pathways to programs. For example, partner with Corporate Community and Continuing Education to build a pathway to for credit career education programs.</p> <p>Identify job seekers through partners such as NOVA and San Mateo County Human Services Agency to promote CSM programs that lead to high demand high wage jobs.</p> <p>[E, GP, P]</p>	<p>Visit student groups and learning communities to inform about Workforce Hub services.</p> <p>Co-locate NOVA and Career Services as a partner in the Workforce Hub to better serve students and the community.</p> <p>Implement a satellite Workforce Hub in Building 17 to assist students where they are.</p> <p>Collaborate with SparkPoint on workshops, food pantry, professional clothing drive and job preparation.</p> <p>Explore collaboration with Promise Scholars Program and Marketing team to co-host a "Connect to College" event to bring high school students to campus for program and career exploration in Year 4.</p> <p>[E, GP, P]</p>	<p>Designate funds "diversity accelerator" funding to improve outcomes for underrepresented students. For example, the program review for electronics revealed that only 4% of the enrolled students are female.</p> <p>Host "Connect to College" event in partnership with Promise Scholars Program and Marketing team high transitions and dual-enrollment team, and SparkPoint to educate students and parents about career education programs and student services available.</p> <p>[E, GP, P]</p>	<p>Identify additional grant opportunities targeting underrepresented communities.</p> <p>Secure student ambassador to promote career education programs, Promise Scholars Program, and guidance about the matriculation process (e.g. student assistant attends high school or adult school career fairs to speak 1-on-1 with prospective students).</p> <p>[E, GP, P]</p>	<p># of students served (attending workshops or receiving services)</p> <p># of grants received</p> <p>Increase in enrollment</p>	<p>Workforce team, faculty, Counseling, Career Services, SparkPoint, CCCE, learning communities, Promise Scholars Program, Director of High School Transitions and Dual Enrollment, Marketing, Foster Youth Liaison, Homeless Liaison, EOPS, MCC, METAS, DRC</p>

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<p>Strategic Priority #3 Related Activities</p> <p>Innovative teaching and learning</p>	<p>Increase online/hybrid course offerings. Asses to ensure increase success for students.</p> <p>Adjust course schedules to meet the needs of working adults. Survey students for feedback.</p> <p>Use tools such as Zoom to facilitate flexible tutoring options. DE addendum's for intro courses.</p> <p>Support dual-enrollment offerings of career education courses at feeder high schools.</p> <p>PD for staff and faculty</p> <p>Restructure the Dean of Business Technology to Dean of Strategic Partnerships and Workforce Development to strengthen our career and workforce programs.</p> <p>[E, GP]</p>	<p>Support faculty in implementing bridge programming, math jam, tutoring and other student supports.</p> <p>Continue to offer dual-enrollment courses at feeder high schools.</p> <p>Identify additional K12 programs for alignment with college career education programs. Work with Career Ladders Project to support working meetings to align programs.</p> <p>Career Jam-build in contextualized skills</p> <p>[E, GP, P]</p>	<p>Support professional development for culturally relevant material in the classroom for career education faculty (e.g. invite faculty to annual Joint Special Populations Advisory Committee conference).</p> <p>Partner with Promise Scholars Program and Equity to organize a professional development workshop that addresses culturally relevant pedagogy. [P, E]</p> <p>Continue to offer dual-enrollment courses at feeder high schools. [GP]</p> <p>Identify prospective industry-recognized credentials to be infused into existing curricula.</p> <p>[GP, P, E]</p>	<p>Promote interdisciplinary collaboration to build a solid foundation for students to complete a program or transfer. For example, Drafting connects to DGME (UI/UX Design), Engineering and Architecture.</p> <p>Continue to offer dual-enrollment courses at feeder high schools.</p> <p>Incentivize faculty to integrate identified credentials into programs.</p> <p>Explore co-branding opportunities with CCCCE to address the needs of skill-builders vs. students seeking certificates or degrees.</p> <p>[GP]</p>	<p>Develop an Instructor at Work program. Instructors spend a summer "on the job" in an area business that relates to their subject area. Strong Workforce and Deans work together to provide instructors with real-world practices to take into their classrooms.</p> <p>Continue to offer dual-enrollment courses at feeder high schools.</p> <p>[GP]</p>	<p># of DE classes offered and matriculation to CSM</p> <p>Increase in enrollment</p> <p>Increase in certificate and degree attainment</p> <p>Credential attainment</p> <p>Curriculum updated to meet industry standard and/or creation of new programs</p>	<p>Workforce Team, Director of High School Transitions and Dual Enrollment, Director of Guided Pathways, faculty, local industry partners</p>

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<p>Strategic Priority #4 Related Activities</p> <p>Service to the community</p>	<p>Support the development and expansion of career education advisory boards.</p> <p>Promote self-employment as a career pathway.</p> <p>Partner with SparkPoint and United Way to offer career fair and career preparation workshops. [GP]</p> <p>Work with San Mateo County Hospitality and Visitors Bureau to host industry-specific career fair with local hospitality employers.</p>	<p>Pilot Entrepreneur in Residence Program to assist student self-employment aspirations.</p> <p>Pilot mentor program with San Mateo Rotary and local industry leaders to support students career goals. [GP, E]</p> <p>[GP, E]</p>	<p>Partner with local community organization (e.g. Boys and Girls Clubs) to bring students to campus to learn about career education programs and career opportunities. On campus visit will promote Promise Program and Equity. [P, E]</p> <p>[P, E]</p>	<p>Connect with clubs (e.g. Business Club) and honor societies (e.g. Phi Theta Kappa) to support service projects such as the Volunteer Income Tax Assistance (VITA) tax program. [E]</p> <p>Host mixers to connect faculty/industry/students with advisory board members and Trustees. [GP]</p> <p>Support professional clothes drive to provide interview apparel for students (explore partnership with SparkPoint). [E]</p> <p>[GP, E]</p>	<p>Partner with NOVA (Workforce Development Board) to host recurring "Pro Match" networking events that connect job seekers with employers looking to hire.</p> <p>Promote all of CSM's career education programs via the Eligible Training Provider List (ETPL) to ensure that unemployed and dislocated workers may access these programs at no cost. [E]</p> <p>[E]</p>	<p>Increased job and living wage attainment.</p> <p>Increased student and industry engagement and recognition of Workforce Hub captured via pre-and-post surveys. Explore embedding questions on other initiative surveys such as Promise.</p> <p># of students served (attending workshops or receiving services)</p> <p># of businesses started</p>	<p>Workforce Team, NOVA, SparkPoint, industry partners, Promise Scholars Program, Equity, EOPS, Care, CalWorks, Veterans Services, Project Change, San Mateo Rotary, community organizations/youth programs, Promise Scholars Program, Counseling and Career Services.</p>

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<p>Strategic Priority #5 Related Activities</p> <p>Enhance a culture of participation and communication</p>	<p>Begin creating brochures for career education programs to increase course enrollment.</p> <p>Use innovative ideas to launch new programs. For example, the workforce team hosted a dinner to promote the facility management program. Prospective students were invited to sign-up at the event. Enrollment was boosted 20+ in the class.</p> <p>Reach students by visiting classroom, clubs and learning communities.</p> <p>Initiate social media campaigns to promote successful students, employer partners and CE programs.</p> <p>[P, E, GP]</p>	<p>Creation of SWP Task Force to review SWP projects for approval. Deans, faculty, staff and students can participate in the approval of SWP-funded projects. [E]</p> <p>Increase communication across campus visiting meetings, senate and committees. Develop ongoing marketing efforts to update all stakeholders.</p> <p>Participate on all Guided Pathways meetings.</p> <p>[E, GP]</p> <p>***ADD: Restructure Dean of Business Technology to Dean of Strategic Partnerships and</p>	<p>Advisory board meetings held in teaching environments (e.g. Drafting Program advisory held in Maker Space)</p> <p>Include time on agenda for students, faculty, and advisory board members to network during advisory board meetings.</p> <p>Continue marketing campaign to promote career education programs and key faculty via brochures, updated websites and videos to increase enrollment.</p> <p>[E, GP]</p>	<p>Create collateral for career education programs at CSM as well as the Workforce Hub for internal and external audiences.</p> <p>Build a comprehensive website for students to understand resources available to them.</p> <p>Develop events that inspire students to consider planning for future careers (e.g. "The Pivot" will feature prominent guest speakers sharing their personal stories about what career they thought they would attain once earning their degree and what field they're working in now.)</p> <p>Work to integrate career exploration and planning modules into interdisciplinary programs.</p> <p>[P, GP, E]</p>	<p>Develop comprehensive videos to promote student success and career programs. [E, GP]</p> <p>Collect and promote testimonials from students in various departments who have completed a certificate or degree and either transferred or found a high-wage job.</p> <p>Explore the development of a portable "Career JAM" for specific audiences (e.g. adult school students or dislocated workers) with integrated math and communication skills.</p> <p>Support PRIE with the implementation of employer focus groups to better understand employer needs. Reach out to NOVA, the County's Workforce Development Board to support these efforts.</p> <p>[E, GP]</p>	<p>Increase in enrollment</p> <p>Updated curriculum that meets industry standards</p> <p>Updated marketing materials for all career education programs and the Workforce Hub.</p> <p>Develop surveys for prospective and current students to measure data points such as student career goals, how they heard about the Workforce Hub, current earnings and field of study.</p> <p>[E]</p>	<p>Workforce Team, faculty, staff, Marketing, Guided Pathways, Equity, Promise, ACCEL, Counseling and Career Services, PRIE, NOVA.</p>