



# FOOTHILL COLLEGE

## Core Mission Workgroup Reflections for 2016-17

<b>Workgroup Objective</b> Improve awareness, visibility, and participation in CTE/workforce programs and initiatives			
<b>Target Summary:</b>  <ol style="list-style-type: none"><li>1. Increase (internal and external) awareness, visibility, and participation in CTE/workforce programs and initiatives by communicating updates in WWG meetings.</li><li>2. Increase awareness of CTE pathways in three tiers, including campus wide, regionally (secondary and post secondary), and statewide.</li><li>3. Update template listing Workforce Workgroup member affiliations, current educational and business partnerships and collaborations within community, region and state.</li><li>4. Create Workforce Newsletter, CTE articles for campus wide publications such as Heights/Hoot to highlight student leadership, accomplishments, and community and civic events.</li><li>5. Coordinate Marketing/Outreach efforts.</li></ol>	<input type="checkbox"/> Completed	<input checked="" type="checkbox"/> In Process	<input type="checkbox"/> Not Initiated Explain:

<p><b>Successes</b>  Workforce Workgroup members were affiliated with many K-12 and high school partnerships, business partnerships, regional partnerships, local, regional and state grants and career pathway developments. Individual WWG members reported updates during workforce workgroup monthly meetings. CTE affiliation sheet was emailed and updated with response from approximately 1/3 of members. A campus wide newsletter, updated CTE Program Guide and a one-page flyer listing all CTE credit and non-credit certificates were ideas discussed but not completed. Marketing efforts included printing updated CTE program brochures and February's "Vet Tech Career Fair" flyers. Talk of planning a CTE month tabling event last February were discussed but needed more dedicated did not come to fruition.</p>	<p><b>Challenges</b>  Due to the rollout of the state's Strong Workforce Program for local and regional funding, many meetings were allocated to questions regarding LaunchBoard, state metrics and proposal processes. CTE affiliation sheet was emailed and updated but there was only 1/3 responses from members, after several email attempts. Marketing efforts were limited to brochure updates; however, the Workforce website was updated with meeting information, licensure &amp; placement information, gainful employment disclosures and more direct CTE program linkage. Marketing department was busy with the Website rollover project. CTE outreach was limited due to staff changes in the Marketing department. Many members were frustrated with the lack of Outreach or specific CTE marketing strategy. Talk of initiating a CTE month event or career fair were discussed but needed more dedicated staff and coordination to come to fruition. An Interim VP of Workforce was hired however other positions within Workforce such as Apprenticeship-Internship, Business and Educational Partnerships, CTE management, grant coordination, career pathways and outreach positions were in flux.</p>	<p><b>Resource Planning Review</b>  Cost(s) See below  <b>Funding Source</b>  <input type="checkbox"/> Financial <input type="checkbox"/> Personnel  <input type="checkbox"/> Technology <input checked="" type="checkbox"/> Time  <input checked="" type="checkbox"/> Other; Please Specify: Perkins 2016-2017 grant funds paid for Vet Tech Career flyers and CTE brochure printing. Of the allocated \$11,105 for CTE Marketing, \$3856 was spent.</p>
<p><b>Progress Indicators (Metrics Update)</b></p> <ol style="list-style-type: none"> <li>1. Increase (internal and external) awareness, visibility, and participation in CTE/workforce programs and initiatives by communicating updates in WWG meetings. (Partially Met)</li> <li>2. Increase awareness of CTE pathways in three tiers, including campus wide, regionally (secondary and post secondary), and statewide.(Partially met)</li> <li>3. Update template listing Workforce Workgroup member affiliations, current educational and business partnerships and collaborations within community, region and state. (Partially Met)</li> <li>4. Create Workforce Newsletter, CTE articles for campus wide publications such as Heights/Hoot to highlight student leadership, accomplishments, and community and civic events. (Discussed but not met)</li> </ol>		

5. Coordinate Marketing/Outreach efforts. (Not met)

**References & Notes**

**Workgroup Participants**

- Moaty Fayek
- Dawn Girardelli
- Andrea Hanstein