

CE Program-Based Regional Projects

Work-based Learning Coordination

[Request for Applications](#) (released October 1, 2019)

The purpose of this project is to establish and institutionalize Work-Based Learning (WBL) function at each college that will provide all students with a continuum of critical experiences and support to deepen classroom learning and facilitate employment.

Accepted Proposal for Funding ([pdf](#))

Amount of SWC Award: \$200,000 - one time

Term of Project: *From the contract as I don't think it is correct on the tracker*

SWC Project Description:

Southwestern College has identified eight (8) Work-Based Learning Coordinators: Cindy Pangelinan is serving the School of Wellness, Exercise Science, & Athletics and the NCHC, Sergio Rosas is serving the School of Continuing Education & Workforce Development and the SYHEC, Charisse Winston is serving the School of Math Science and Engineering, Joanne Carrubba is serving the School of Arts, Communications and Social Sciences, Kathy McClellan is serving the School of Business and Technology, Elizabeth Merton is serving the School of Language, Literature and Humanities, Jamie O'Connor Florez is serving the School of HEC Otay Mesa and our lead WBL Coordinator, Brandi Bass is leading this effort in addition to serving the School of Counseling. This team has created a baseline of WBL experiences being offered collegewide by reviewing over 2400 course syllabi from the academic year 18/19. This team will be working with faculty in their Schools and Centers to increase the number of work-based learning opportunities available to our students, better preparing them for the workforce, and providing them with advantages to entering well-paying careers.

Retention, Success, & Support Acceleration

[Original Request for Applications \(RFA\)](#) (released January 24, 2020)

[Amended Request for Applications \(RFA\)](#) (released April 15, 2020)

The purpose of this funding is to accelerate college-based initiatives that increase the retention and success of career education students.

Accepted Proposal for Funding ([pdf](#))

Amount of SWC Award: \$100,000 - one time

Term of Project: 7/1/2020 to 12/30/2020

SWC Project Description:

Six (6) of the College's "hardest to convert to online learning" programs were identified to be included in this project: Paralegal, Web Design, Applied Photography, Architecture, CADD and Film Television and Media Arts. Each of these CE programs have large numbers of applied learning lab activities that are extremely difficult to transition to online due to COVID-19 creating an inequity for students enrolled in these particular programs. In a remote learning environment,

students are in jeopardy of not retaining and/or completing their certificates and/or degrees as they do not have access to the technology and tools needed to complete. With these funds, the College created a **Career Education Program-Specific Lending Resource Center** where students have the ability to check-out program specific tools and technology.

Job Placement/Case Management

[Request for Applications \(RFA\)](#) (released June 15, 2018)

The purpose of this project is to establish work-based learning and job placement functions at each college that will provide all students with a continuum of critical experiences and support to deepen classroom learning and facilitate employment. Funding is awarded specifically to hire a full time case manager for the function of job placement at each of the ten community colleges.

Accepted Proposal for Funding ([pdf](#))

Amount of SWC Award: \$100,000/year ongoing

Term of Project: Ongoing 7/1 to 6/30 annually

SWC Project Description:

[Victor Brown](#) serves as the Employment Services Specialist. Victor works closely with Genesis Lastrella-Quicho in Student Employment Services to engage industry and place students in jobs supporting the college's Vision for Success goal of increasing the number of students employed in their field of study.

Faculty Institute: Student Retention, Persistence, and Completion - Research Investment

[Request for Applications \(RFA\)](#) (released September 25, 2019)

The purpose of this project is to build institutional research capacity to better serve and inspire faculty through research to: 1) think critically about their courses in terms of retention, persistence, and success outcomes; 2) examine course data with researchers to better understand outcomes; and 3) use that information to develop promising solutions in the classroom that improve outcomes.

Accepted Proposal for Funding ([pdf](#))

Amount of SWC Award: \$304,840 - one time

Term of Project: 1/1/2020 to 12/31/2021

SWC Project Description:

This is a collaborative effort between the Dean of Workforce Development, Guided Pathways Faculty Leads, the Office of Institutional Research, and the Career Education Committee Chairs. Twenty-three (23) faculty were selected to participate in the Faculty Institute. The research phase concludes July 31st and innovative practices will be implemented/tested during the fall 2020 and spring 2021 semesters.

CE Infrastructure Supportive Regional Projects

College Based Internal Marketing

[Request for Applications \(RFA\)](#) (released April 15, 2020)

The purpose of this funding is to support college-based internal marketing initiatives that increase the retention and success of career education students

Accepted Proposal for Funding ([pdf](#))

Amount of SWC Award: \$49,884 - one time

Term of Project: 7/01/2020 to 12/31/2020

SWC Project Description:

Spearheaded by the Communications Office, institutional Research, and the Dean of Workforce Development, the college identified three internal marketing strategies that will be utilized to increase retention and success of career education students:

- *Inreach to noncredit career education students and credit students in the following programs to increase co-enrollment: 1) NC OSHA/Credit Environmental Health and Safety, 2) NC Tax Preparation/Credit Accounting, 3) NC Family Childcare Business Essentials/Credit Family Studies, and 4) NC Customer Service.Credit Business.*
- *Inreach to Sweetwater Union high school district juniors (and their parents) enrolled in career pathways that align with SWC career education programs*
- *Inreach to career education students that have taken three or more semesters of career education courses, but have not returned to complete their certificate or degree in either of the last two semesters.*

Improving the Student Enrollment Experience - Web Optimization

[Request for Applications \(RFA\)](#) (released January 18, 2019)

The long-term objective for this project is to increase student enrollment in SDICCCA Career Education (CE) programs by transitioning college websites to marketing tools that drive enrollment. These funds support San Diego and Imperial Counties colleges to make changes to current website structures, functionality, content and ultimately that supports prospective students to converting to become enrolled students

Accepted Proposal for Funding ([pdf](#))

Amount of SWC Award: \$147,586 - one time

Term of Project: 7/01/2020 to 12/31/2020

SWC Project Description:

The college has partnered with iFactory to work with the PIO and Webmaster to research current website analytics, review student personas and journey maps, website navigation, and functionality and implement recommendations for improvement to ultimately increase enrollment and onboarding of students.

Pathway Navigation

[Request for Applications \(RFA\)](#) (released October 1, 2018)

The purpose of this project is to improve the onboarding of students through the improvement of intake, orientation, and career guidance and exploration processes that increase student enrollment and registration throughout the college.

[Accepted Proposal for Funding](#)

Amount of SWC Award: \$150,000 - one time

Term of Project: 1/1/19 to 12/30/2020

SWC Project Description:

This project is housed within the Guided (Jaguar) Pathways Student Onboarding Services (SOS) Workgroup Co-Chaired by Rachel Fisher and Scott Finn who will be guiding this work supported by Luisa Schultz who has been hired as the Project Manager to implement improvements in college-wide intake, orientation, career exploration before education planning efforts. The implementation of CCCMyPath is one of the primary facets of this project.