



SAN DIEGO COMMUNITY COLLEGE DISTRICT

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SDCCD Corporate Council

October 2017 Update

Meeting Date: October 13, 2017

Attendees: Action Drone USA, California Coast Credit Union, CONNECT, the Council for Supplier Diversity, Gafcon, and San Diego Gas and Electric (SDG&E)

Agenda: Chancellor's Message: New Academic Year and the 2017 California Economic Summit; A special presentation about the San Diego Promise: A Workforce Development Strategy was given by Lynn Neault, Vice Chancellor of Student Services, and Lisa Cole-Jones, Development Coordinator in the Communications and Public Relations office; the meeting concluded with a Roundtable discussion on the changing workforce.

San Diego Promise Feedback

- **Reach out to community chambers of commerce and small and medium-sized businesses.**
- **Humanize the marketing with stories about the San Diego Promise students.**
- **Mobilize the students to be part of the fundraising and activate their networks.**
- **Use a crowdfunding style by including student profiles and updates on their progress on the District website.**
- **Corporate Council members will help to make connections with other organizations in the community.**

How Generational Characteristics are Changing Workforce Needs - Discussion

The Corporate Council representatives discussed how their organizations are adapting to the changing workplace and relevance to higher education.

- **SDG&E assembles different teams of employees in ways that use their strengths. They give employees new experiences every three years.**
- **Gafcon has gained momentum with their workforce by focusing on corporate social responsibility through participation in marathons and beach clean-ups.**

- California Coast Credit Union shared that they have struggled recently with employee retention.
- Action Drone embraces social media as a tool for receiving updates on work projects. They've observed that millennials accomplish more when they are not micro-managed.
- CONNECT has observed that millennials relate to authenticity and look for integrity through actions rather than words.

Their advice for colleges and universities was to strengthen the connection between a student's education, work, and real life. A new generation of students is learning in K-12 schools that are making education exciting and challenging. Traditional classes in a lecture format may be uninteresting for entering high school students. Millennial students seek authenticity and work well in teams or groups, which may attract them to learning communities.