

Academic Senate

Career Education Committee Summary

Nov 4, 2019 1:30 p.m. to 2:30 p.m. BONH 330

Begin – 1:33 pm

End – 2:22 pm

Attendees: Regina Blasberg, Marilyn Jimenez, SB Tucker, Lee Hilliard, Daylene Meuschke, Garrett Rieck, Eric Arnold, Don Carlson, Harriet Happel, Keri Aaver, Gary Quire, Cindy Stephens, Jeff Baker

1) Approve Previous Minutes a) Oct 7, 2019

- Nicole has sent in edits. Revisions will be made to the summary.

2) Advisory Board Handbook (Regina)

- Changes were made based on suggestions collected from the last meeting. Two different agendas were added to the appendix. This item will move forward to the Senate. There was a reminder that changes can always be made in the future.
- Assuming adequate resources are available, the goal is to provide the department chair the Advisory Board meeting minutes prior to the end of the semester in which the meeting was held.

3) Marketing Videos (Regina)

a) Movie Theater Advertising Videos – Which programs?

- The marketing videos will be running during this holiday season. There is a better time slot for this year due to the space being reserved earlier. Last year the videos were run 30-40 minutes before the movie.
- The chosen videos will need to be sent to PIO and to Sean so they can be converted into the format needed for the theater.
- Since the intent is to advertise the programs most in need, the Institutional Research Office provided some data related to program Degree and Certificate awards. Programs with less than 20 degrees or certificates awarded were considered to be in need. Program data was looked at from (2011-2012) to (2018-2019).
 - **Architecture:** has had a low number of degree and certificate completers.
 - **ASL:** This program has many degrees awarded and there are other programs which are in more need of promoting.
 - **Auto:** Has had 20 certificates but only had on degree completer. Enrollments are high but completion is low due to students gaining employment.
 - **Business Entrepreneurship:** This program has seen a drop in enrollment in the last semester. A business program should be advertised since business is one of the largest ADTs and provides a significant boost to our Strong Workforce funding metrics.
 - **Building Inspection:** This program only offers a certificate and is part of the Construction Management Program.
 - **Computer Applications Web Technologies:** All programs are low in degrees and certificate awarded. The new Web Development program may be one to consider adding to the list.
 - **Culinary Arts:** This program is in huge demand from employers.

- **EMT:** This program is at capacity.
- **Fire Technology:** This program is in the new contract and the video is being developed.
- **Interior Design**
- **Land Surveying:** This program is doing ok in terms of enrollment but could do better.
- **Manufacturing:** This program will not be run as there is no current location for this program. There is no video for this program.
- **Sports Medicine:** Enrollments are slightly down. Industry is in the process of upgrading the degree requirement from a Bachelor's degree to a Master degree program. It is believed that this transition is negatively affecting our enrollments. If this transitions to a Master degree requirement, most students will take their Sport Medicine classes once they transfer to CSUN.
- **Water Technology**
- **Welding**
- The following videos were selected by the committee to be run in the theaters.
 1. **Business Entrepreneurship**
 2. **Computer Networking:** This program should be promoted due to recent significant changes in curriculum and the Bachelor Degree program articulation. The current video can be run but this video will need to be redone.
 3. **Construction Technology:** this one will not be run due to not enough space to run this program. Instead we will run the Construction Management Video.
 4. **GMD:** low enrollment
 5. **Hotel & Restaurant Management:** concern with enrollment down.
 6. **Land Surveying:** This program could do better.
 7. **MEA Overview:** Sound Art and Film Making program videos are currently being created. This program is doing well but could be marketed to communicate what programs the college offers.
 8. **Photography:** has experience low enrollment due to the impact of AB705.

b) Run in July 2019 included:

Computer Networking	Welding
Early Childhood Education	Theater Tech
Land Surveying	Culinary
Water Systems Technology	Construction Tech

i) Running 6 to 8 videos starting Nov 22 (Now in Tier 2)

ii) List of additional videos that could run:

Photography	Business - Accounting
Graphic Arts (GMD)	ID
Sports Medicine	Hotel Restaurant Management
ASL	Construction Management
Business – Entrepreneurship	MEA Overview
EMT	Construction Management

iii) 2019/20 Contract Videos

Fire Tech
MEA - Animation
MEA - Filmmaking

MEA – New Media Journalism
MEA – Sound Arts
Paralegal?

- The contract includes 10 videos. These program listed above are in the contract but videos have not been completed yet and therefore cannot be run.
- Paralegal has a current video but it may need to be updated. This will be confirmed with the department. This program has 19 degrees awarded.
- Due to the intersect labs for GMD and Media may need to do a video on the learning experience in the creative economy. This promotion could take place later in the spring after labs have been created. This may be appealing to parents due to the work experience students can obtain.
- There was a request to do another video on ECE apprenticeship and have this video be more career focused.
- There was a suggestion to include a CWEE video due to how it relates to network experience and the availability of internships. There is a current Career Skills video but this is a possibility.
- This item will be revisited.

4) LinkedIn – Lynda.com Upgrade to LinkedIn Learning Platform 7 Nov 19 (Regina)

- There is a current contract with LinkedIn to provide access to Lynda.com to all Career Ed students. Faculty may also be using this software for Professional Development and to refer students to videos through CANVAS. LinkedIn has been trying to do away with Lynda.com branding since they purchased Lynda.com. Lynda.com has been merged over to the LinkedIn Learning Platform. Users will need to upgrade to the new learning platform. Anyone with a current Lynda.com account will need to obtain a new account in the new platform. All data will be moved on Nov. 7th. On this date no one will have access due to the data being moved over. Historic data will not be removed and will still be there. Access will need to be done through a new URL and new password. The new platform will send out an email inviting everyone to join the new platform.
- There are current Career Skills students using Lynda.com and online courses that provide links. However links will need to be updated. There are current classes which will begin on Monday and there is concern that many links will not be updated in time. It was clarified that current links will continue to work for 6 months depending on how they were created in Canvas. Students will be notified that they will not have access to the links on Nov. 7th. Faculty will be notified that links will need to be updated.

5) ACUE Update (Regina)

- a) 2 New Cohorts - Total of 65 faculty –
 - i) 48 COC, 2 AVC, 15 Ventura District
 - ii) 35 CE Faculty and 30 Non CE Faculty
 - iii) 28 FT Faculty and 37 PT Faculty

- b) Planning for a Pinning Ceremony for the current cohort participants who complete early Dec
- There are currently three completers. Existing cohorts will be ending in early December.
 - There was a request for feedback and suggestions regarding the pinning ceremony. There are challenges in that there are faculty from multiple campuses. There may be separate pinning ceremonies.
- 6) SWP Assessment of Prior Learning (APL) Project Update – See Attached Docs (Regina)
- a) APL Summit 2019 at COC on 20 Sep 19
- i) 24 Participants
- ii) Guest presentations by:
- Council for Adult and Experiential Learning
 - Norco College
 - West Hills Community College District
- iii) Key Topics:
- Research on APL
 - Best Practices on APL
 - Title 5 Changes re APL
 - Next Steps in APL
- All funding needs to be spent by December 2019.
- 7) Career Trees and Copy Points (Regina)
- There are 47 Career Trees and 46 Copy Points out of 64 currently. This project will be done by the end of the semester. Any department that chooses not to participate will not be included in the materials. The printing contract with TFS will need to complete in order for us to obtain the licensure to print the career trees and copy point banners, etc.
- 8) SWP Budget (Harriet)
- i) Social Media Expert on contract to assist with marketing programs
- Local and Regional allocations are based on yearly allocations. Incentive funding was supposed to be received by the beginning of October but has not been received yet. The state Chancellors office is in disarray and there is currently no State Perkins Plan. In regards to SWF the GP team at the Chancellor's Office has redefined Equity to be attainment of a Bachelor's degree. Therefore they want to re-align the SWF Incentive Metrics to the number of transfers. Their perspective is that it is only equitable if students transfer and complete a BA.
 - Regionally decisions were made regarding the proposed Projects in Common and funds have been re-aligned. This has provided us an additional, one-time only event, of \$25,000 under Job Development project in common. Harriet spoke with Gina and decided to use these additional funds as supplemental pay to increase the number of hours for current Career Counselors and other related staff
 - There was a proposal to use regional funds for a new Advanced Technology

Center.

- Some funding will be allocated to hire/retain a social media consultant to assist programs with creating and executing a robust social marketing campaign.

Announcements:

- There was an email from the Chancellor regarding bringing folks from Folsom Lake to COC to talk about creating courses under Makerspace. Folsom Lake has created six courses under the Makerspace category in curriculum. The Chancellor would like the faculty to have a dialogue with the director and see what opportunities may be available. This would be in addition to the work with Integrated Learning.
- The Strategic Planning Retreat was re-scheduled for Nov. 18th.

Future Agenda Items:

- Program Review for Budget Request
- National Honor Society for CE Students (Harriet)
 - <https://nthshs.org/>
 - "<https://nthshs.org/establish-a-chapter/>