

Academic Senate

Career Education Committee Meeting Summary

May 20, 2019 1:30 p.m. to 2:30 p.m. BONH 330

Begin – 1:33 pm

End – 2:04 pm

Attendees: Regina Blasberg, Gary Quire, Cindy Stephens, Larry Alvarez, Keri Aaver, Jeff Baker, Rebecca Eikey, Nicole Faudree, Marilyn Jimenez

1) Approve Previous Minutes

- a) April 22, 2019
- b) May 6, 2019
 - Nicole submitted edits to the summaries.

2) Video Marketing (Regina)

- a) Contract with the movie theater has been secured for 8 of the 30 second videos to play for 4 weeks in July. Which programs?
 - A list of 30 Second videos was shared. There was a question regarding which programs should be advertised? 12 videos have been created, 9 videos are in progress and will be done by the end of June to roll out by July 2019. The list includes “Y’s” for yes for those programs which should be promoted. The following programs were agreed upon for promotion:
 1. Technical Theater and Construction Tech, as they are new programs.
 2. Computer Networking. This program is struggling.
 3. Land Surveying, this is a small program.
 4. Water Technology, this is a small program.
 5. MEA, as this program teaches about movie making.
 6. Entrepreneurship as it is currently popular to “start your own business.”
 7. ECE, promotion will help student understand GENSTU versus ECE.
 8. Hospitality, as they need help with enrollment.
 - This list will be forwarded to Wendy in PIO.
 - Some backup programs include Paralegal Studies, Culinary Studies (if there is no video for Hospitality) and Sport Medicines in case videos are not completed in time.
 - Paralegal Studies will be added to next year’s list of new videos with Sean. Jeff was added to the list for 4 new videos for MEA.

3) Contracts Update (Regina)

- a) Robin Spurs – Website
 - All of the draft pages are ready to go. Robin’s contract was re-amended. There are enough funds available to compensate her for her work with the website migration. There is a new contract, signed, for next year. It was stated that if any program wants to make changes to their site such as photos or content to let Robin now soon as she will only be available up to next year. Funds for next year are uncertain due to changes at the regional and state levels.
- b) ACUE – Preliminary approval from the region for another cohort. Funding still pending.
 - Preliminary approval from the region for another cohort has been received. Contract

paperwork has started with the Contracting Department. Funding is still pending. There is a good possibility of another cohort in FY: 19-20. There has been some discussion of a possible cohort starting in mid-fall. There is concern with a fall cohort due to no recruiting taking place and many faculty being out for the summer.

4) Enrollment Management Options Discussion (Regina)

Special Meeting on Friday, 24 May Noon – 2pm in CHCS 201

- There was discussion at the IAC meeting regarding the section cancelation and how it will affect CE programs. Regina will be attending the Special Meeting on Friday, May 24th.

5) Career Tree and Copy Points Update (Regina)

- Regina sent out an email a few months ago regarding copy points and a reminder to send them in by April 15th. A few have been received. Regina is currently building a spreadsheet. There was reminder that Copy Points are the three catch sentences that would describe what a student would experience in a program. In addition, the catch sentences should entice a student to be more interested in a particular discipline. All Copy Points should be in by the fall semester. There should be one for each program. There are currently 89 programs. Department chairs can decide how many Copy Points they want to do for their programs.

6) Meetings Next Year – Day/Time?

- The committee agreed to continue meetings at the same date/time and if needed meetings can be cut back during the semester. Regina will be sending out all the meeting notices for next fall soon.

Announcements: none

Future Agenda Items:

- Advisory Board Handbook
 - Regina will update the Advisory Board Handbook over the summer. The handbook will be merged with the new Perkins document.
 - Regina will work with Marilyn to transition all the CE Committee documents to the new website.
- Program Review for Budget Request
- National Honor Society for CE Students (Harriet)
 - <https://nths.org/>
 - “The National Technical Honor Society currently serves approximately 100,000 active members and nearly a million members since its inception in 1984. Awarding over \$2 million in scholarships to date, NTHS honors the achievements of top CTE students, provides scholarships to encourage the pursuit of higher education, and cultivates excellence in today’s highly competitive, skilled workforce. For over 30 years, NTHS has been the acknowledged leader in the recognition of outstanding student achievement in career and technical education.”
 - <https://nths.org/establish-a-chapter/>