

Academic Senate

Career Education Committee Meeting

May 6, 2019 1:30 p.m. to 2:30 p.m. BONH 330

Notification: *The meetings are audio recorded for note taking purposes. These recordings are deleted once the meeting summary is approved by the Career Education Committee.*

1) Approve Previous Minutes

- a) April 22, 2019

2) National Honor Society for CE Students (Harriet)

- a) <https://nthso.org/>
- b) “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.”
- c) <https://nthso.org/establish-a-chapter/>

3) Contracts Update (Regina)

- a) Website, Video, ACUE

4) Video Marketing Update (Regina)

- a) Contract with the movie theater secured for 8 of the 30 second videos to play for 4 weeks in July. Which programs?
- b) Maxed out the Mudturtle video production contract for this academic year.
- c) Facebook Analytics (from PIO)
 - Culinary = 1628 people reached, 465 views, 72 engagements (includes comments, clicks and shares)
 - ECE = 990 people reached, 312 views, 21 engagements (includes comments, clicks and shares)
 - Photography = 1341 people reached, 478 views, 36 engagements (includes comments, clicks and shares)
 - GMD = 840 people reached, 210 views, 15 engagements (includes comments, clicks and shares)
 - ASL = 1567 people reached, 559 views, 84 engagements (includes comments, clicks and shares)
 - Sports Medicine = 1362 people reached, 491 views, 49 engagements (includes comments, clicks and shares)
 - Welding = 1034 people reached, 300 views, 34 engagements (includes comments, clicks and shares)
 - Water Tech = 1242 people reached, 316 views, 34 engagements (includes comments, clicks and shares)
 - Computer Networking = 1171 people reached, 366 views, 45 engagements (includes comments, clicks and shares)
 - Land Surveying = 1368 people reached, 349 views, 34 engagements (includes comments, clicks and shares)

5) LinkedIn (Regina)

- a) Renew Contract?

6) Change to “Doing What Matters” logo/branding (Harriet)

7) Career Tree and Copy Points Update (Regina)

Announcements:

Future Agenda Items:

- Advisory Board Handbook
- Program Review for Budget Request