

Academic Senate

Career Education Committee Meeting Summary

February 12, 2024 1:00 p.m. to 2:00 p.m. (Zoom Virtual Meeting)

Attendees: Brittany Applen, Daylene Meuschke, Gary Quire, Harriet Happel, Jaya George, Jennifer Paris, Jon Amador, Justin Wallace, Larry Alvarez, Marilyn Jimenez, Mark Daybell, Nadia Cotti & SB Tucker.

Start Time: 1:08 pm

1) Approve Previous Minutes

a) December 04, 2024

- i) Motion to approve the minutes by SB Tuckers, seconded by Larry Alvarez. Unanimous. Approved.

2) Marketing – (Harriet)

- a) **February is CTE month:** While the image at COC is of being a transfer institution, the goal is to create awareness of the CTE programs. There are short term and terminal degrees that lead directly to workforce. There has been a partnership established with Full Capacity Marketing. The tag line is *“College of the Canyons, Career Education, Where Employment Matters.”*
- b) **CTE Website:** The website includes information on programs/majors and employment services which many students are not aware of. The website also includes student success stories, quotes and an “Exploration” page where students can search by sector. The employers whose logos are on the website have made a commitment to COC, confirming they will give students an interview. The website also includes, “a request for information” page. When a student fills out the form it will go to Harriet and not Student Services. This will ensure students are pointed in the right direction. The new website was launched on Feb. 1st. Harriet will send the link to Marilyn who can then share with the committee members. This new platform will be integrated with Career Trees and Pathways. Harriet is working on re-doing the CE page and this link will then live on that page.
- c) **Work Base Learning & Job Speaker:** It is recommended that students start with Work Base Learning and internships during their first semester. Student should also be registered on the Job Speaker database for internships and resources. They can then contact a Job Developer at the Employment Center.
- d) **Marketing:** Several programs that have videos will also be marketed. There will be targeted marketing for those programs that need help with enrollment. If the video or website needs help please contact Harriet.
- e) **Past Events:** The last *“Road to Employment Day”* event did not have a big turnout from employers and there is a need to think outside the box. Should information be taken to high schools? Are there any employers that HS students would fit in? Can tours be done at employment locations with students? The suggestion is to do targeted events by discipline to allow more focus. As the *Career Day* is all encompassing and there are many junior high students there. Justin Wallace is also available to assist.

- f) **Upcoming Events:** There will be a big *Media Day for MEA* and there were several events at the Advance Technology Center (ATC).
- g) **Upcoming AJCC Event:** There is one large event with the *America's Job Centers* in spring for all graduating seniors, charter schools and the Palmdale area. AJCC is sponsoring this event at the ATC. Parents can also attend. There will be as many industry partners. AJCC works with special populations such as stay at home moms. There is additional help with WIOA program for childcare.
- h) **The Adult Learners:** Adult learnings program will do their own marketing. There are many adults who are retired from their primary industry but they are entering a different workforce.
- i) **Gen Z Population:** A large percentage of Gen Z are not employed. For many programs it is suggested to write a script to forward to Harriet so she can then share with Counselors.
- j) **Skills Based Economy:** For many jobs they are not requiring a BA or an Associate degree as some only require one course or a certificate. It is more of a skills-based economy. However, some program such as Administration of Justice requirement an BA.
- k) **ECE Job Fair:** This event was great as one student was hired on the spot. However, the second event had little to no students that showed up. There is a suggestion to host smaller presentation at high schools or for adult learners. Brittany has been working with the Outreach Dept and the idea is to set up a tent. Zoom events can also be done as well.
- l) **Marketing Brochure:** A tri-fold brochure was created marketing stackable certificates. All information focuses on 8-week classes, career positions and salary ranges. Justin Wallace is working with Goodwill and the Workforce Investment Board as well.
- m) **Website ideas:** The premise with GP is to show them the pathway. Is there a way to aggregate all program information into one section of the college website? For example, Santa Barbara and Santa Monica college website have all the navigation go straight to programs and program maps. This breaks down to certificates, ADT, or local degrees. The website also includes all job and employment data and listing of various certificates. The suggestion is to contract someone to do updates for CE programs as PIO is not aware of this area to be able to assist CE. This can tie in with social media. 80% of the student population may not know about the CE website. Many students don't use FB and younger students use Snap Chat. It would be recommended to have more CTE focused videos.
- n) **Need to update Videos:** The videos live on You Tube and may times the Dept. chairperson may have changed and this was fixed on the website but the old video with the old Dept. Chair name is still showing up on the program mapper webpage. Harriet recommends speaking with Robin Spurs and she has a good relationship with IT.

3) Podcasting – (Harriet)

- a) Harriet has been talking with Austin Dave and Dave Brill and they have revamped the studio. There is an agenda and there is a need for a name. Dave Brill has suggested naming the podcast as the "CTE spotlight" but other names can be explored. Harriet will reach to faculty and industry members to get their feedback. The podcast studio has robotic cameras.

4) Advisory Board – (Harriet and Gary)

- a) Will continue to expand conversation with the podcast and share successes.

5) Open Forum (15 minutes)

- a) Recommendation is to invite all the counselors from the Hart District and COC to a morning tour and presentation of all program. This can be like a “Media Day” in reverse.
- b) It is also suggested to find out when the Hart District Counselors have their meetings and schedule about 11-minutes with them during their meeting.
- c) Have someone follow up on doing a tour on campus with a camera.
- d) The advisor boards will return on the agenda in two weeks.

Announcements: Open Forum for Discussion

Future Agenda Items:

Adjournment: 12:57pm