

Academic Senate Career Education Committee Meeting

May 08, 2023 1:00 p.m. to 2:00 p.m. (Zoom Virtual Meeting)

Attendees: Brittany Applen, Clinton Slaughter, Dianne Avery, Dr. Kathy Bakhit, Gary Quire, Harriet Happel, Hency Chu, Jennifer Paris, Justin Wallace, Larry Alvarez, Marilyn Jimenez, Mark Daybell, Nadia Cotti, Paula Hodge, Regina Blasberg, SB Tucker

Start Time: 1:05 pm

- 1) Approve Previous Minutes
 - a. April 10, 2023, Meeting
 - i. Motion to April 10, 2023, meeting minutes by SB Tucker, seconded by Regina Blasberg. Unanimous. Approved.
- 2) CE Website Format Review, Picture, and Videos (Gary & Harriet)
 - a. **Is there a need for the CE website?** Majority of students are not going to CE website they are instead visiting their program. For example, many do not know that Culinary is in area of Business. It was suggested to have Dept Chairs look at their department websites. Gary has met with her and started working on the business website and will be taking pictures. Gary and Robin will meet again after the Business dept website to make more changes. Recommendation to send an email to Robyn as she is ready to help all faculty. Her contract will continue after July 1st, 2023.
 - b. **Pictures:** Gary and Regina set up time to meet with Robyn.
 - c. **Landing Page:** Is the landing page any good and how can we make it better?
 - d. **Marketing Updates:** Harriet has worked with Full Capacity Marketing and they have done full marketing and social media plan. The message of, "Ready, Reset and Go!" does not resonate with students. Need new branding for CE programs. There are some programs that have an ADT. Need to communicate to students and in particular adult learner the opportunity for short term certificate for upscaling or re-scaling. They have given feedback and Dr. Torres is reviewing.
 - e. **Rebranding:** The rebranding idea is, "*Career Education and College of the Canyons*", followed by the tag line, "*Where Employers' Connections Matter.*" The idea is to tie the employment to the program. Students are making decision based upon the job. It is no longer thinking of education as transformation but more so transactional. This is what has been done with Career Trees. Need to look at the website to see if anything needs updating such as new jobs or skills. As marketing materials are developed this would amount to skill attainment. This does not eliminate the level of transfer as there are jobs at level 2 or 3 that require the bachelor's or master's degrees.
 - f. **CE website Re-Design:** On the main CE website dept pages will be links and the pages need to be streamlines and clean. How can we make the CE website marketable? Would it be helpful to add a link to the CE page on department pages? This would create a loop for students where the CE page already links to the programs, but now have the programs loop to the CE page so students can find more info.
 - g. **Social Media Program Marketing:** The CCCAOE from the San Diego consortium partnered with a marketing firm and developed student ambassadors. Their jobs were

to go around campus and make short videos on classes and events and post to their social media pages. This is students marketing to students. Internally to the department there has been some discussion about this. In hands on classes students are taking pictures of their work and posting to social media. There were also powerful videos that for profits are creating to demonstrate the competition to CCC's. If the college hires students, then there is control over the content. What PIO is presenting at the Enrollment Management committee states that this is working. In the health industry there has not been an issue with recruiting students, but as new programs are being build this is now becoming critical. E-Portfolios are also great for this area.

- h. **Full Capacity Proposal:** The proposal from full Capacity has been received and there will be a meeting with PIO. CTE must have different marketing than other programs at the college due to the difference with these programs. CTE has been called out with its own branding at other colleges.
- i. **PIO Marketing:** PIO does well in directing students to the college but there is a gap with getting students enrolled at the college and registering for classes. There is a need to look at where the college is with marketing. This is the difference between marketing and onboarding. There is a gap between CCC apply and COC apply.
- j. **Mud Turtle:** Some programs may want to recruit students from the local high schools and for other programs such as Hospitality students will be recruited from the industry. This may be areas to look into with Mud Turtle for ways to market. There is a different between a video that highlights or markets a program. Need to evaluate what is being added to the website and what is the intent. What media stream should be used? For example, PIO may create a video that highlights all CE programs and the only ones who may see this video is parents. Perhaps parents may share with information with their children. For example, many students do not know that COC has an EMT website as many students will just google a program.
- k. **Sub Brand for CE Education:** Is CE allowed to create its own identify in CE. PIO markets the overall college brand, and they market transfer and not CE. The idea is to create a sub-brand CE education. Harriet could push out marketing on LinkedIn and the first hashtag could be #CE. The chancellor's office awards funding with transfer and a BA demonstrating social economic mobility however others feel that it is about skills and not degrees. The world has changed and the way in which employers hire has changed. 90% of the jobs don't exist anymore and it will be about change and skills and not degrees. Work is being done with several employers now and the idea is to get them to the committee, so they allow to put their logo on the website. This communicates that students can at least get an interview. Many for profits are setting up pre-employment with their students as the idea of the whole package is to offer employment. The new GEN Z and GEN Alpha are savvy, and the college needs to give a reason why. Need to make the "why?" relevant. The students want to spend the least amount of time. They are particular about where they want to spend their time on. Is the 16-week semester relevant anymore?
- l. **Hart District Road Show:** The HART district would allow a CE road show. This is in the works, and this includes a road show for HS and middle schools. This helps get key speakers. This may be done during school hours. This communicates to students and parents that there are programs that are non-transfer. Gary can serve as the CE liaison the contact for the High schools. Dual enrollment is great however, getting out there is the next step. For many students it is exciting if they know they can take major courses during their first semester and not just transfer level general ed courses. The majority of

dual enrollment began with counseling 110. The philosophy of counseling is for students to discover pathways and explore. Many students no longer watch regular cable TV and there is a need to determine how to reach students. There is also a need to determine how many available seats there are and how much marketing needs to be done. There idea is not to market at the institutional level. How granular do you want to get so there is a good pay out?

- m. **CTE Toolkit:** There is still a need for CTE Toolkit, there is much discussion at CCCAOE and Gary attended the Non-credit session. There were 60 attendees and 35 in the room. The idea is to start this discussion in the fall 23. The Chancellor was not against the toolkit but just needed more time. Need to also see how many other colleges want to use this toolkit. The current rule is if someone has 18 units, they are allowed to teach college level courses.
- n. **Matriculation Committee:** There is a matriculation committee working on a reports dashboard and working with a vendor. This will be up and running in a few months. This will look at how to filter programs and tools. The purpose is to track students via the entire registration and enrollment process. This will allow for new data for students in a specific program at different points in the process. This will help to improve yields and outcomes.

1) Career Education Awareness and Brand Strategy (Harriet)

2) What's on your Mind? (Harriet & Gary)

Announcements: Open Forum for Discussion Future Agenda Items:

- The last meeting will cover the Perkins Application. There has been some training on program review with codes 777 and 999. There will be a tentative application by the 21st.
- Agenda item request: There is an outdoor orientation program. Brittany Applen has the ability to take campers at Castaic HS. Could this be a way to have a CTE component and students can approach faculty and learn from them at the campgrounds?

Adjournment: 2:01 pm