

# Academic Senate

## Career Education Committee Meeting

September 12, 2022 1:00 p.m. to 2:00 p.m. (Zoom Virtual Meeting)

Attendees: Andrew LaFave, Daylene Mueschke, Dr. Kathy Bakhit, Gary Quire, Harriet Happel, Heather Dotter, Hency Chu, Jeff Baker, Jeff Gregor, Jennifer Paris, Justin Wallace, Larry Alvarez, Marilyn Jimenez, Mark Daybell, Nadia Cotti, Dr. Omar Torres, Paula Hodge, Regina Blasberg, SB Tucker

Start Time: 1:03 pm

### 1) Approve Previous Minutes

#### a) May 23, 2022

- Motion to approve the May 23<sup>rd</sup> minutes by Jennifer Paris, seconded by Larry Alvarez. Mark Daybell did not vote as he was not at the last meeting. Unanimous. Approved.

#### b) August 29, 2022

- Motion to approve the May 23<sup>rd</sup> minutes by Larry Alvarez, seconded Mark Daybell. Unanimous. Approved.

### 2) CCAOE Fall 2022 Conference October 4-7, 2022 (Gary)

- #### a)
- If anyone wants to sign up please inform Harriet and Gary. There is a special event for CIO's and Business Development for one day. This event gives you a good understanding as to how other CCC's are doing their CE work. There is a list of who is attending this event.

### 3) Employment Center Flyers (Harriet)

- #### a)
- Harriet shared a flyer for the Employment Center Open House. The idea is to get students to visit the Employment Center for jobs, internships and to create a Job Speaker profile. There will be a laptop card and students can create a profile on the computer or phone. Student will receive a piece of pizza when they create their Job Speaker profile. This will also be an opportunity for job developers to visit classrooms in person or via zoom.

### 4) COC to Employment Day (Harriet)

- #### a)
- COC is transitioning the College to Career Day event to Employment Day, and this will be the first of many annual events. This event will be held on January 28<sup>th</sup>, 2023, right before fall semester as this may help to build some last-minute registration. The vision is to have departments participate and work with Justin Wallace and Paula Hodge to have employers work with faculty. There is a large number of employers asking for skills over degrees. It is important for programs that have certificates to begin promoting themselves as the trainer or choice. The interest for a degree is much less than it has been in the past. Apprenticeships was not added to the flyer as this is done through Instruction and not through the Employment Center.
- #### b)
- Taskforce Group:** Gary Quire and Jeff Baker will serve on the taskforce. Regina Blasberg may be joining the taskforce. Anyone interested in joining the taskforce can let Harriet know. For those who volunteering Harriet will have Nancy to send out a email to find a common meeting

time.

- c) **Marketing and Outreach:** The employment center will be doing the outreach. Justin Wallace and Paola Hodge are continuously in contact with employers. Justin connected Woodwork Industries and they will be part of Manufacturing Day. What is the best way to bring employers to the classroom to establish educational partnerships? There is a larger percentage of baby boomers who are retiring. This puts COC in a unique position to be open to new ideas and develop partnerships. Marketing will also be done via the AJCC and to non-native speakers.
- d) **What will the taskforce focus on?** The taskforce will provide Input as far as how to schedule this event. One idea is to make this event skills oriented. Need to make the connection that if a student goes to school at COC, they will obtain skills to work at a particular company. In the past with the Discovery Day event, Dave Brill will bring film equipment and a truck like Tim in the Welding Dept. Faculty are encouraged to bring over their departments tools to showcase.
- e) **Logistics for the event:** The event will be hosted at the UCEN front and back patio. Mini workshops may be included. There is concern that the lobby at the UCEN may not be large enough to accommodate everyone. There were suggestions to host this event at the parking lot on the corner of Valencia and Rockwell or at the Valencia mall parking lot? The benefit to host on campus is for the public to make the connection. It may also rain in January, and it may be better to host indoors, however some department showcasing equipment may be too large to have indoors. Harriet will look into the parking lot option. Could students do demonstrations to present on the day of the event. One way to recruit it to go to all dual enrollment classes.
- f) **Faculty Compensation:** It is a lot of work for many CE to bring out their equipment trailer, staff and supplies. Some departments are much smaller and other departments need to go out to CCC to pick up supplies. Is it worth the amount of time and effort for a dept to attend when it doesn't result in any enrollment in the program? While there is compensation for the faculty for the day of the event it still required a lot in the days coming up to the event due to the planning. Harriet will work on obtaining additional faculty compensation.
- g) **More marketing to local high schools:** Many of the people who come up to the tables are parents or children in Junior High and very few high school students. It would be nice to make sure high schools and the community at large knows about this event. The name change alone will help to redirect. It is important to think about accelerated programs that will get students employed.
- h) **Community Ed & Dual Enrollment:** With the recent change in BOT and with possible pending approval from Dept. chair and faculty there may be some great opportunities to engage 9<sup>th</sup> and 10<sup>th</sup> graders. Community Ed will host the summer, fall, winter and spring institutes. The idea is to give students exposure to career pathways at 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> grade so they can then enroll through dual enrollment at 9<sup>th</sup> and 10<sup>th</sup> grader. The average age for some programs has gone down over the past 5-6 years. As of 10 years ago, there was a lot of adult trainers and now the average age is 20 due to concurrent enrollments. There are concerns with recruiting younger students as those in 11<sup>th</sup> grade cannot get to an internship in Burbank as they are relying on parents to drive them or public transportation. This can create different complexities within programs. It is suggested to look at adult learners and focus on both ends of the spectrum. Also, simultaneous marketing can be done to reach out to business in the

various industries. This will help to give some current currency.

- i) **Smaller Events by Academic Program:** Could this event be broken into a smaller events? For example, host one event for ART, LAW, or GMD. Perhaps have a GMD graduate student meet with GMD students. The idea of having graduate students talking to students is very impactful. However, there is concern with capacity and resources when hosting smaller events.
- j) **Enrollment Data from Past Events:** There was a request to collect data from past events, that is reliable, that showcase how these events have help with enrollment. Daylene clarified that there are questions on the survey that ask how students get information about the college. It is not clear if there are "event" specific responses. In regards to a profile of students in MEA there's a "Fall Student Profile" visualization that provides demographic data for fall terms (Fall 2017-Fall 2021)

[https://tableau.canyons.edu/t/Public/views/FallStudentProfile/FallStudentProfile?%3Adisplay\\_count=n&%3Aembed=y&%3AisGuestRedirectFromVizportal=y&%3Aorigin=viz\\_share\\_link&%3AshowAppBanner=false&%3AshowVizHome=n](https://tableau.canyons.edu/t/Public/views/FallStudentProfile/FallStudentProfile?%3Adisplay_count=n&%3Aembed=y&%3AisGuestRedirectFromVizportal=y&%3Aorigin=viz_share_link&%3AshowAppBanner=false&%3AshowVizHome=n)

## 5) Enrollment Management "Who is our competitor?" (Harriet & Gary)

- a) The entrepreneurship program is looking to offer courses in formats other than the 16-week to compete with other colleges and for-profit schools. However, not all formats work for all courses. Can certificates be completed in 1 semester such as during winter session or 1 -2 certificates in 1 year? For profits are hosting intense 5-6-week classes and it is about acceleration about how quickly students can be moved through. This is now the time for the great reset and enrollment is down. Next year will be sustainability and the following year it will be hold harmless and this will have significant consequences for the college. This will require a lot of marketing. The greatest concern is that COC does not have the additional support that for profits have. When a student is recruited at a private school there is one point of contact that is helping to move them through the process. At COC this creates a disconnect with students to get then thought at an accelerated pace. There are not enough instructors to run multiple schedules. The private sectors spend a lot on marketing. While profits do assign a case manager, their background may not align with the student's area. This is more so enrollment management and not so much content. Need to address more cohesively the outreach process. In for profit, students are placed in a cohort system and this helps students have a support group with their peers. Any ideas please bring forward to Harriet.

## 6) Other

### **Announcements: Open Forum for Discussion Future Agenda Items:**

The next agenda will include a discussion item on different possible course modalities and marketing efforts.

**Adjournment:** 2:03 pm