

Academic Senate

Career Education Committee Meeting

April 22, 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) March 11, 2019
- 2) Perkins (Harriet)
- 3) Program Review Career Ed Addendum Questions (Nicole) (Also See Attached document)

ADDENDUM FOR CAREER EDUCATION

Career Education Outlook

- How is the program responding with regard to labor market demand?
- What sources of information do you have to support your conclusions?
- What similar training programs exist in the surrounding area or nearby colleges in the South Central Coast Regional Consortium?

Please provide job placement rates for students completing certificate programs and CTE (career-technical education) degrees for your programs. Include the following:

- 1 - Institution-set standard for job placement rate.
- 2 - Job placement rates for 2015, 2016 and 2017.

[Click Here for Perkins Form](#)

Please comment on how the program's industry advisory committee has been involved in the preparation or review of the program's annual program review.

If your department's programs prepare students to sit for an industry licensure examination, please provide the name(s) of the licensure exams, licensure type (state or national), institution-set standard for pass rate, and pass rates for the most recent three years (2015, 2016 and 2017).

Externally Imposed Regulations: Please describe any mandated externally imposed regulations or external reviews of your program that have implications for the program planning and review.

- 4) Enrollment and Retention DRAFT Timelines (from Mark Perna task force group) (see attached documents)
 - a) College2Career Day Debrief and New Career Day
 - b) Career Trees and Copy Points
- 5) National Honor Society for CE Students (Harriet)
 - a) <https://nths.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://nths.org/establish-a-chapter/>

6) Website/Migration Update (Regina)

7) 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. Working on renewing for another 10 videos next 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)

Announcements:

- ASCCC Career and Noncredit Institute – April 25-27 in San Diego
 - <https://asccc.org/events/2019-04-25-180000-2019-04-27-190000/2019-career-and-noncredit-institute>

Future Agenda Items:

- LinkedIn
- Change to “Doing What Matters” logo/branding
- Advisory Board Handbook
- Program Review for Budget Request.