

Academic Senate

Career Education Committee Meeting

February 11, 2019 1:30 p.m. to 2:30 p.m. BONH 330

Begin – 1:35 pm

End – 2:33 pm

Attendees: Jerry Buckley, Kathy Bakhit, Lee Hilliard, Nicole Faudree, Omar Torres, Larry Alvarez, Keri Aaver, Jeff Baker, Gary Quire, Harriet Happel, Regina Blasberg, Marilyn Jimenez

1) Approve Minutes from October 29 meeting

- a) Minutes for the Oct. 8 & 29th will be reviewed at the next meeting.

2) SWF Budget

- a) SWF Local Allocation 2017/2018 Budget: An Intersect Lab Technician or a Client Relationship Management (CRM) System Super user have not been hired. This is still on phase 1 of the CRM project which is part of the B2B system being used. This is a firm that the chancellor's office has been working with through, Business U. Phase 1 will require the use and set up of the system. Phase 2, we will be integrating via the chamber, economic development and the Hart District. This will help to leverage relationships for the benefit of that student interface. There is a need to hire a part-time super user through local funds. Salaries are not done out of regional budgets. Regarding the Intersect Lab Technician, the graphic media and design lab will be brought in this semester. The equipment list and the classroom is being finalized. The Lab Technician will begin in the fall.
 - Incentive Funding for 2017/2018: There was a significant amount of incentive funding on the local SWF budget from 17-18. As a result there is a commitment to fund 7 Career Coaches, one for each high school site in the Hart District. This was previously being supported on our California Career Pathways Trust (CCPT) grant which expires in June. There are 4 Career Coaches being supported on the CCPT grant and the Hart District is supporting 3. Currently some of the positions are vacant. It was clarified that a Career Coach is a student in the progress of obtaining their master's degree. They are not a part of the counseling staff. Their purpose is to work with the high school students and help them explore a career pathway.
 - Faculty Staffing Budget update: Christina Chung's positions will no longer be funded out of the SWF budget.
 - Budget Development Update: The State Chancellors Office has proposed through the legislature and to the Governor to fund the Strong Workforce budget at a one time basis for the next two years. It is not clear if this funding will be ongoing; therefore, districts are looking at alternative funding sources to fund existing positions going forward.
 - Data Coaches: Six letters of intent were received, 25 emails expressing general interest from full-time, part-time faculty and classified employees. IE² will determine the best timing for training. The formal selection will take place this

week and training will take place in the later part of February and will launch in March. The student success teams are being put together.

- b) SWF Regional 2017/2018 Budget: The funding for the Cyber Security Project Manager ends on 6/30/2019. Ron McFarland has retired. This position may be filled on a contract basis to finish the year. Marketing will continue through contracts with Mudturtle and Robin Spurs. Chris Revinas position will also continue. There was \$216,202.00 in incentive funding. There will be a need in securing a third site for the Advanced Manufacturing Program Development position. In the regional budget there is also budget allocated towards projects in common to help fund positions such as Keri Aaver's Job Developer position and the James Glapa-Grossklag Prior Learning Assessment project. James Glapa-Grossklag will present on the Prior Learning Assessment project at a future CE meeting.
- c) SWF Regional 2018/2019: The COC Base allocations will remain the same for 2018/2019. More specific marketing is being expanded for the GMD intersect lab. There will also be additional costs associated with the migration of the existing SharePoint website platform to the new platform. ACUE/Professional Development will begin immediately. There will be some excess funds in the projects in common which will allow for the creation of an extra cohort. In two months, budgeting for the next two years will begin. There was a suggestion to provide extra help in marketing for the smaller academic programs.

3) Faculty Professional Development – ACUE Update (Regina)

- a) 2 cohorts – 23 in one and 30 in other-
 - Update: there are now 31 in the second cohort with a total of 54 enrolled. Our contract allows for a maximum of 60 participants. Regina is working on a contract for another cohort to run next year. There are two facilitators facilitating the cohort, Cindy Stephens for COC/AVC and Jennifer Garner from Ventura College facilitating the cohort for Santa Barbara College and the Ventura District colleges.
- b) Launch Events – Thursday, 21 Feb and Friday, 22 Feb
- c) Special thanks was given to Dr. Jerry Buckley for approving the Salary Advancement Credit for full-time faculty. An email was sent to AFT President, Dan Portillo, requesting him to approach the district to have the course equated to the Skilled Teaching Certificate so that part-time faculty could also receive salary advancement benefit from participating in and completing the program. This training provides more hours than the Skilled Teaching Certificate.
- d) There was a question regarding what would be the likelihood that the ACUE training could be a requirement of the tenure process? This may be an item for discussion. The funding would also have to be determined. Currently it is approximately \$37,000 a cohort. Regina is submitting an email to Dr. Buckley who will then forward to HR confirming salary advance credit for any full-time faculty who participate in the ACUE training.

4) Contracts still open for Website work and Video production

- a) PIO using 30 second videos last week and this week
 - There are still open contracts for the Website with Robin and for videos with Sean. If there are website update requests, please reach out to Robin. There have been requests to IT for shortened URLs as the new sites are being developed.
 - There are 10 videos being done per year per the contract with Mudturtle. Each contract is for one year. The list of department videos which have been created as well as the list of videos in progress for the 2018/19 Contract have been posted to the CE website.

b) Will use them in movie theaters this summer

- In addition 30 seconds videos are being created. PIO will use these videos on Instagram and other social media sites. These videos will also be cycling through the movie theaters over summer for fall registration. They are being packaged at 4 per group for 3-4 weeks in theaters. There are contracts being developed for Robin and Sean for next year.
- In April drafts of the new college's site platform will be available. There have been some inconsistencies with what the expectations were from the new web developer and what the actuality is. The technical individual is not a designer but a programmer and is only doing the programming. Each school's administrative support will be trained on how to update/edit the websites. Robin is on contract until June 30th.

5) Advisory Board Meetings Update

a) Currently reviewing applications for the position

- The position for Lynn's replacement has opened and applications are currently being reviewed.

6) Advisory Board Handbook

a) Draft ready for committee review in early March

- Regina, Larry and Gary are all working on the Advisory Board Handbook. A draft will be sent to the committee in early March. The draft will be posted to the website.

7) Mark Perna from Tools for Schools Update

a) Career Trees and Copy Points

- Mark Perna is on contract to provide marketing support.

b) Regina, Rebecca, and Erika will visit each school meeting prior to March 15

- The purpose of these site visits is to encourage faculty to hear Mark Perna speak at the IAC meeting. Mark will then present at the LEAP meeting. Questions that will be addressed are regarding how to reach out and target the XY & Z generations.

c) Presentation at IAC meeting on March 15

d) Regina is working with a small pilot group of chairs to develop sample career trees and copy points. Once they are developed, Regina will give them to Mark and he will create the official documents. This will be done across all programs, including General Ed and Career Education programs. There is work being done with Jasmine and Kari to create strategic marketing maps which outline various student touch points and plans. This work is different from Pathfinders. The work with Program Points will help a student identify their areas of interest. Site visits will be held on campus so students can attend and do that exploration. This aligns with our Guided Pathways work and will help students identify what path they want to pursue before starting at COC. All post-secondary education is for career and each pathway will look different. The end goal is a career. The vision in the future is to have this process in place for Meta majors.

8) Perkins

- a) Nancy Sandoval is working on a master list of all programs and will be sending an email to everyone regarding how to spend their funds.

9) Request for future Agenda items:

- a) College to Career date update and debrief
- b) Program Review for budget request