

Academic Senate Career Education Committee Meeting Summary

May 11, 2020 1:30 p.m. to 2:30 p.m. (Zoom Virtual Meeting)

Begin: 1:35pm

End: 2:13pm

Attendees: Cindy Stephens, Gary Quire, Larry Alvarez, Jeff Baker, SB Tucker, Harriet Happle, Joe Gerda, Nicole Faudree, Don Carlson, Eric Arnold, Justine Wallace, Keri Aaver & Marilyn Jimenez

1) Approve Previous Minutes

a) April 27, 2020

- Motion to approve the minutes by Nicole Faudree, seconded by Jeff Baker. Unanimous. Approved

2) Introduction **Justin Wallace** – Director of Business Partnerships and Workforce Engagement

- Justin Wallace will work together with both Gary Quire and Regina Blasberg as CE liaison. Justin has worked in Workforce Development with Jeffrey Forest but will now be working in Academic Affairs under the CTE department. He will also play a major role in the Advance Technology Center. Justin is very well known in the Santa Clarita Valley, as well as across the region and the state. His primary roles will also be to establish business/industry partnership who can be co-educators. This may result in more internships, work base learning opportunities and apprenticeships depending on the budget. Justin has made himself available to programs to discuss more specifically how we can work with them.

3) Perkins – CLNA Comprehensive Local Needs Assessment & Future of Work (Continued) Preview (Harriet)

- Strong Workforce Funds: CTE Marketing will be a priority for next year with roll over funds from Strong Workforce. It is not clear if Strong Workforce funding (SWF) will be received On July 1, 2020. For 2021 is it more likely that California will not have an approved budget until August. If the college does receive SWF the budget will not be clear until fall 2020. Governor Newsome announced that there will be an \$18.2 billion cut in education. The priority is to do as much marketing with programs using the SWF as possible as those 3 minute videos do have an impact on students. Any program thinking of doing a video is being encouraged to do so as quickly as possible as it is not clear if another 10 videos will be funded next year.
- Perkins Funding: The application for Perkins funding is being worked on for next year. There has been \$500,000 that has been received in Perkins funding. There was \$452,000 that was received for FY: 19-20. The increase in funding is due to the Department of Education giving Perkins more funding than the previous year. There

could be more funding if there were more students on Pell Grants. The same protocol which was established last year will be established again. Any request submitted through Program Review will be looked at first, and what Perkins or Strong Workforce can realistically address in terms of forced cost. There is some lab equipment that can be leased rather than purchased which can help with managing costs. PAC-B meetings have also begun and spreadsheets are being reviewed to look at request for professional development and supplementary services. Supplementary services will go through CTE. There will be an exception with those programs such as Early Childhood Education and Paralegal departments which have accrediting bodies that require professional development to be met. The state has extended the application deadline to June 15th. Advisory board minutes will also be included with the application.

- Perkins 5- Comprehensive Local Needs Assessment (CNLA): An assessment needs to be done with local Business and industry to determine what it is that they need. An assessment also needs to be done to help determine what the future of the workforce is going to look like. It is not clear what the economic fallout is going to be in terms of the displacement of workers and what young people will decide is going to be their educational pathway. The CNLA is not tied to the funding.

4) PRT – Justin Wallace

- Litmus test: This test will need to be done with local business and industry. The top 50 employers will be targeted with the exception to education in SCV. This list was collected from Economic Outlook conference from 2019. The 2020 conference was postponed until September 2020 due to COVID-19. To qualify for Perkins a survey will be sent out which will help to do an assessment and to collect preliminary data in terms of marketing and messaging.
- Customer Relationship Management (CRM) tool: This tool has been used to collect data. The needs assessment project will be two fold in that one part is to collect data and the second part is to have a test pilot for the CRM and to ensure all systems are functioning correctly. This process outlines how to use the CRM to identify super and regular users for each department. This process will be rolled out in three phases in the coming weeks. The foundation at COC uses Razor's Edge as a CRM tool. A meeting will be held to discuss if this tool is compatible and can be integrated with the B2B, IT and the Foundation. The important part of the implementation process is to establish a standard operating procedure to ensure data is being uploaded consistently. Otherwise reports cannot be run and information cannot be pulled. In some industries jobs are found outside of SCV. It's important to be respectful of other areas, community colleges and their districts. However, if an employer reaches out they will receive a response and consider if there is an opportunity to partner with other institutions. A prime example is with Northrup Grumman which is located in the Antelope Valley which has reached out to COC. Collaboration will take place with COC and AVC. There is also another great untapped resource in LA County with the City of LA and there are various sub-committees for various industries. This will help grow the advisory boards.
- Process Map: The other idea is to put together a process map for departments. As

many departments are seeking Workforce Development Advisory Boards, Internship Opportunities and Work Base Learning.

- Social Media Development: Social media development is being looked at, as COC is seen as the trainer of choice. It is going to be important to determine how the branding and marketing of programs is being done.

5) Marketing Videos (Gary)

a) 2020/21 Contract Videos + (10 New Videos)

MEA – 3D Animation – (Maybe Completed before Fall)

MEA – Sound Arts – (On Hold)

ARCHT/ID Home Staging (On Hold)

Non-Credit – Vocational Programs

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(On Hold)

Automotive maybe (2) - (Both on Hold)

- There is another contract for another 10 videos. This is for 10 additional videos on top of the videos which were previously approved. It is not clear what next year's budget will be. If instruction continues in a remote format until June 2021 Gary and Harriet will meet in spring 2021 to discuss how to move forward. The 10 videos are already funded and paid for. If these videos do not move forward next year fall 2020 and spring 2021 the videos will be worked on whenever the new normal starts.
- For the MEA-3D Animation video Jeff will be submitting the sound art either by end of spring or summer 2020. Students have not been interviewed. There may be filming done for the MEA-Sound Arts video. The video will need to be configured and formatted before submission. The new videos will be combined with the videos previously approved. All MEA videos will be placed on hold until people can return to campus.

Announcements: Open Forum for Discussion

Future Agenda Items:

- College and Career Day (Still in Discussion)