

Academic Senate

Career Education Committee Meeting Summary

September 14, 2020 1:00 p.m. to 2:00 p.m. (Zoom Virtual Meeting)

Attendees: Gary Quire, Harriet Happle, Kathy Bakhit, Garrett Rieck, Regina Blasberg, Tim Baber, Daylen Meuschke, Don Carlson, Jennifer Paris, Nicole Faudree, Tina Waller, Keri Aaver, Justin Wallace, Omar Torres and Marilyn Jimenez

Start time: 1:02 pm

1) Approve Previous Minutes

a) May 11, 2020

- There was a clarification made to the minutes regarding the new role Justin Wallace will be serving in. Justin's primary role will be to work with industry both profit and non-profit in the Valley and the Region to bring industry into the classroom. A significant emphasis will be building and managing a Client Relationship Management (CRM) system to serve as a central repository of the communication streams for all College stakeholders per the PRT efforts. Also Justin will be building Business and Industry Leadership (BILT) teams as part of the development the ATC.
- There was also a clarification that Academic Affairs is now referred to as the Office of Instruction.
- On page 2 of the summary it states that the LITMUS test will target the top 50 employers with the exception to education in SCV. This sentence will be corrected to read as "the top 50 employers, not including education will be targeted."

a) August 31, 2020

- The corrections to the minutes from this meeting are mostly typos. Regina will forward those minutes to Marilyn for review and to update.
- Harriet made some additional clarification to the minutes. There is currently Strong Workforce funding and we will use some of this funding for marketing programs. Work will continue to be done with Robin Spurs for the website and marketing for the Career Trees. The contract for Mud Turtle has not been suspended. There is some work being completed where it can. Most likely the work will need to be moved to the 2021-2022 year. The decision to move the remaining videos will be decided in April 2021. As soon as those can be completed they will move forward.
- There is limited social media marketing from PIO. The idea is to take this to the next level with program specific social media marketing, in particular with using points from the Career Trees. There are some Strong Workforce roll over funds available. A contractor may be hired specifically for social media marketing for the CTE programs. The PRT is evolving and the CRM is still being used. The initial survey was done in May. Due to the low response another survey will be done soon to feel out what the industry in SCV is seeing in terms of future work.
- The College to Career Day with the Hart District will be held virtually. A webinar will

hosted on Thursday, September 17, 2020 with Kevin Fleming. This webinar will focus on how student and parents make educated decision regarding the secondary education and really focusing on skill attainment as opposed to degrees. The COC career coaches will be interfacing with the high school counselors to do some more professional development.

- The goal is to have the career trees done by spring for the high schools.
- LinkedIn Learning is also integrated into Job Speaker. LinkedIn Learning and Job Speaker are being monitored and controlled by SCCRC.
- New quotes in Perkins will be addressed.
- Lunch and Learn event is being put together by Keri Aaver. Invitations will be sent out to the employers and faculty and to anyone who wants more information on how Job Speaker works. There will be a representative from Job Speaker doing a presentation about how to set up employer accounts. These events will be held monthly for six months. There is also now information available on non-credit courses for ESL, immigrant, undocumented and for students with disabilities. The resources cover topics on gaining employment and different types of internships for students with disabilities. There is also a new section on employer spotlights
- Motion to approve the minutes with the indicated changes by Regina Blasberg, seconded by Nicole Faudree. Voting done by roll call vote. Unanimous. Approved.

2) CCCAOE – (Harriet)

- The conference has been expanded to go for 5 weeks. The recording from the conference will be available for up to one year. ACUE is also very much involved in this year's conference. The conference will focus on Diversity, Inclusion and Wellness. Funds are available through Perkins. Anyone who is interested in attending please get in touch with both Harriet and Nancy as registration begins next week. Lastly, a section on Classified Support has been added to the conference.

3) Career Trees Update (Gary)

- There was a clarification that the last option that was presented at the last meeting is actually not an interactive option. A tab can be added but the page cannot be made interactive. Instead levels can be added below the Career Tree PDF and those labels will be made into hyperlinks. There was question regarding if pages should be made before or after the links are made active. The page will also need to be run through a Section 508 compliance. There was a question regarding if an image on the page can be made into a link that will take the viewer to the bottom of the page? There was a suggestion to remove the instructor and date as the can make a page look outdated. There was a preference to have the Career Tree image at the top of the page. There was also another suggestion to remove the list of careers from the left side of the page. The links can be activated to take viewers to Onet. Any who request the password for the adobe program can get in touch with Nancy. If anyone needs the Adobe Pro program they can get in touch with IT.

4) Social Marketing Campaign (Harriet)

- Harriet asked everyone to begin looking for a social media contractor

5) ATC (Harriet & Gary)

- This project has been in the works for 18 months. There is currently no Advance Technology Center at COC. There is a weak Manufacturing program with limited CNC offerings that has served the CACT efforts. There is also a a Welding and recently a new Construction Technology program. Work has been done with the National Coalition of Advance Technology Centers in which they conducted a Member Assistance Project (MAP) to conduct an environmental scan with local stakeholders including industry to assess the need for an ATC and COC. The MAP concluded that all three pathways classified as Advanced Manufacturing have significant employment pipeline supply gaps. The Chancellors office in Sacramento approached the College with a \$1.5 million grant to create an Advanced Technology Center. A proposal was put forth in late May and the contract was signed on July 1st. There is now a full team of faculty, administrators, community members and as well as the K-12 partners due to the infusion of Pathways into this curriculum. This is really a K-14 pathways. Additionally, this project provides many opportunities to collaborate across the SCCRC starting with Antelope Valley College.

6) Integrative Learning (Gary & Harriet)

- Gary has been working with the Culinary Department on developing a Business Entrepreneurship class and how those two can be integrated together. The business portion will focus on how to create a business. The culinary positions will focus on student who want to open up their own food truck.

7) Brainstorm Project Management Integration (Harriet & Gary)

- There is also discussion regarding having a Project Management class. Where this course should be housed? There are many different disciplines that could touch on Program Management. The first step will be to go to Curriculum. There was a suggestion to see where this program lives at other colleges. There was another question regarding who would be qualified to teach this class? In regards to MQE, typically a faculty member would need to have a degree in project management or an MBA in addition to some sort of industry experience. Typically someone will need 10 years of project management experience to sit for the certification. Most community colleges do not require certification but require a related discipline. Will this program be credit or non-credit? This course could also be part of a Certificate of Achievement. Perhaps an ad-hoc committee will be needed to further discuss how to develop the curriculum. This item will be tabled and brought back on the next agenda.

Announcements: Open Forum for Discussion

Future Agenda Items:

- SWP Summary (Harriet)

Adjournment: 2:10 pm