Academic Senate
Career Education Committee Meeting Minutes

April 22, 2019 1:30 p.m. to 2:30 p.m. BONH 330

Begin -1:30 pm
End -2:29 pm

Attendees: Kathy Bakhit Larry Alvarez, Nicole Faudree, Robin Spurs, Gary Quire, Rebecca Eikey, Jeff Baker, Rajwanl Kair (intern with Gary Quire), Marilyn Jimenez, Jasmine Ruys, Harriet Happel, Cindy Stephens, Regina Blasberg

Note: Due to meeting time conflicts the meeting began with item #4 on the agenda.

1) Approve Previous Minutes

   a) March 11, 2019
      - Nicole Faudree provided feedback and corrections on the minutes. Minutes will be corrected and re-submitted.

2) Perkins (Harriet)

   - Perkins will be delayed this year due to the state not knowing how much funding will be received from the Federal government. The Federal government has said Perkins funding has been cut. A Perkins plan must still be created. The requests from PACB were received. Any request not made in Program Review will not be reflected in the spreadsheets. An email will be sent to all CE program chairs regarding any request to help prioritize needs.

   - SWF: Funds where miscalculated, in particular on the incentive funding and possibly on the actual funding. It will not be clear how much was miscalculated until the end of May. If funds need to be paid back, the funds will come out of the 2019-2020 funding. This will affect both local and regional funding. The majority of local funding is allocated towards salaries. All Job Developer positions are funded through regional funds. It is unclear if this funding will also be cut. Budget for conferences is still available through this year's funding.

   - It is unclear when a decision will be made regarding the new position in the Chancellors office that will be responsible for covering Perkins funding. There is a new monitor who is the same monitor for the Deputy Sector Navigators (DSN's). There is a new person in Perkins but they do not have the plans for Perkins 5. The plans for Perkins 5 have not been made. The new Perkins books have been ordered. There is a 200 page document on the website which shows the changes between Perkins and Perkins 5 section by section.

   - Harriet will send out an email with the Perkins budget worksheets. For those who have previously submitted their worksheets, Harriet asked those people to re-submit to her.

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?*
   - These are examples of prompts answered in the program review for the Career Ed

programs. The Program Review Committee is examining all the prompts as there was some repetitive questions in different sections. Some questions are those which have been asked every years and those have rolled over.

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.
- There was a question regarding whether this prompt is helpful, beneficial or should it be reworded? There is a need to capture Nursing and Paralegal students who have job placement.
- It was stated that is it is unclear where Labor Market/Employment Data would be available for recent COC graduates. However, there are some programs where students do not require a degree or certificate in order to be employed.
- The only employment data available is through a self-reported survey students fill out. This survey does not specify where they are placed, only if students are placed in a related field and if their income increased from when they began their program of study at COC. Many students return to Career Services after leaving COC to find jobs. There is no system capturing this data, there is a need to work more closely with the current Job Developers to collect data/spreadsheets. The work with Strong Workforce is meant to be very intentional. Perkins will begin asking for this data too.
- Nicole will email the CE faculty and ask if this type of data is being tracked and then bring this information back to the Program Review Committee.

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).
- Nicole will send out an email to CE faculty to find out if licensure examinations are being tracked.

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.
- It was clarified that budget forms will continue to be used for Program Review.
- Sec. 2 Part B form is mandated by the state. If this is not filled out, the college can get fined. In Perkins 5 this form will need to go out to the Advisory Boards.

4) Enrollment and Retention DRAFT Timelines (from Mark Perna task force group)

a) College2Career Day Debrief and New Career Day, under consideration
b) Career Trees and Copy Points
- A taskforce has been working with Mark Perna to come up with a strategic Marketing plan as well as the Career Tree and Copy Points. A draft of the work was shared with the committee. Jasmine Ruys has also been working on this project due to the Guided Pathways work related to Student Services.
- A copy of the COC TFS Enrollment/Retention timelines was shared. The timeline outlines for one year (beginning in July and going through June) how a recruitment process would be done. Recruitment timelines were shared for various grades including 6th – 12th and the adult population. The timelines show when mailings and campus visits will be done.
- Career Day: A tentative date of Oct. 26th (a Saturday) is being considered. This event will be a hybrid between the current College2Career Day done in the spring and a culminating showcase

in the future. The showcase was not an option yet as the copy points/career trees are not done. Community members and those outside of high schools will be invited to participate in the Oct. 26th Career Day event. This event is being held on a Saturday so that local high school students would not have to miss a day of regular school. This event will be able to showcase all of the current COC programs to students. This event is different in that it will not be held in the University Center lobby area. Instead it will be held across campus such as in labs and respective areas. Academic Departments could showcase their work by either using tables to pass out information, holding program sessions in classrooms, or in a conference style format. The conference style option would require students to register for sessions on eventbright.com (or other conference registration system). Sessions would be held for approximately 30-45 minutes so students could attend sessions on three different majors/programs. It would be up to each individual department to determine how they would want to showcase their department. This event will be very interactive and inclusive of all departments. Students would register for each of the Career Day Sessions. This format will allow for follow up with students by accessing the registration data. There will be plenty of staff available to direct students to where they need to go.

- There was an idea to group some departments together and possibly put together slides shows to demonstrate what those departments do.
- There will be multiple escorts walking prospective students and visitors to the different locations on campus as our maps need to be updated. Updating the current campus maps could be another potential GMD student project. Volunteers will need to be stationed at different points to guide and direct students along the way. The sessions would run for 45 minutes on the hour to allow for 15 minutes in between to get to the next session.
- There is a meeting on Tuesday, April 30th from 3-5pm, which will cover more details of this event. There was a request from both Gary Quire and Larry Alvarez to be invited to this meeting.
- One last suggestion shared was to have food trucks available to provide food for students. The food trucks could be stationed by Boykin Hall.

5) National Honor Society for CE Students (Harriet)

- Due to time constraints this item was not discussed.

6) Website/Migration Update (Regina)

- Robin Spurs will recreate the current CE web pages on the new web platform. The new website platform does not include drop down menus. The new navigation method is in "breadcrumbs", horizontal style. There is concern that this method may create equity and accessibility issues. The website will be categorized by "Academics" and no longer by "Departments." Tables are no longer an option for layouts and "snippets" will need to be used. The "snippets" will require "Alt tags" and "descriptions." All current images will need to be resized/adjusted to fit into the new landing page areas.

- There are too many pdfs on the current COC webpage. All images and .pdf's need to be updated to be ADA compliant. All images and pdfs must have a title and all pdfs must run through an accessibility check. Robin asked that everyone send her a list of current photos with titles to help her with the transition process. These steps are required in order to ensure a webpage gets published and goes live otherwise a "not accessible compliance" error will be generated. The current COC website is not ADA compliant.

- The May 28th date is due to a June 1st ADA compliance date.

7) Video Marketing Update (Regina)

- Due to time constraints this item was not discussed.

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:

- Advisory Board Handbook
  - Regina will work on this handbook over the summer semester.
- Program Review for Budget Request