

# Academic Senate

## Career Education Committee Meeting Summary

February 24, 2020 1:30 p.m. to 2:30 p.m. BONH 330

Begin: 1:31 pm

End: 2:22 pm

Attendees: SB Tucker, Lee Hilliard, Keri Aaver, Harriet Happel, Cindy Stephens, Jeff Baker, Marilyn Jimenez, Nicole Faudree, Don Carlson, Daylene Meuschke

### 1) Approve Previous Minutes

#### a) Nov 4, 2019

- This meeting were revised after Nicole submitted request for revisions.

#### b) Dec 2, 2019

- Minutes will be tabled and moved to next meeting as not all committee members had a chance to review.

### 2) Marketing Videos (Gary)

#### a) 2019/20 Contract Videos

Fire Tech – (In Final Review)

MEA – 2D Animation

MEA – 3D Animation

MEA - Filmmaking

MEA – New Media Journalism

MEA – Sound Arts

ARCHT/ID Home Staging

Paralegal?

- There are some changes that need to be made to the videos, such as replacing European fire trucks images with American fire trucks.
- In regards to MEA, content has been submitted to PIO and was approved. Jeff Baker is collecting past student work to submit to Sean at Mudturtle. Dave is currently working on the MEA-New Media Journalism content. There is no full-time instructor for MEA-Filmmaking, therefore, Jeff will be contact and will communicate this information to Shawn. Shawn has updated Jeff in regards to the MEA-2D and 3D Animation content but has not heard back regarding the other videos. Videos will need to be finalized by the end of the year. The graphics need to be reformatted to the required resolution to increase the size of the files. ARCHT/ID Home Staging has been in communication since the first week of the spring.
- There are still three open spots for videos. Shawn will need this content soon. 10 videos have been paid for with 7 filled.
- Nicole with Paralegal stated that the Paralegal video is not that old however, it could be updated. The video was done by Robin. Nicole will reach out to Lori to determine if the video could be updated. There was a request by ECE to re-shoot the video due to changes which have taken place in the program. Once Accreditation is complete, ECE will be placed on the list. The contract with Shawn will continue for another year. A poll will done with programs which have not done any videos to confirm they are not interest in videos.

### 3) LinkedIn –LinkedIn Learning Platform (Gary)

- The new LinkedIn Learning is the old Lynda.com platform. LinkedIn determined there is a glitch on their end and not the District's system. Keri will follow up with LinkedIn. A list of students used to be uploaded to the Lynda.com and an email would be generated to students. The email contained a link to activate the students account. Students are not getting this email. More troubleshooting will need to be done.

#### 4) ACUE Update (Gary)

##### a) 2 New Cohorts - Total of 65 faculty –

- 48 COC, 2 AVC, 15 Ventura District
- 35 CE Faculty and 30 Non CE Faculty
- 28 FT Faculty and 37 PT Faculty

##### b) Pinning Ceremony (Gary)

- Gary attended the Pinning ceremony. There were 20 out of the 30 people who were at the ceremony. Administration was present as well. The new cohort is going well. There was one member from the AVC cohort who stated the training has helped with forming a better connection with students.
- ACUE Faculty Survey Results demonstrate that COC has done very well. Each module exercised about three learning styles when there is only a requirement to do one. Once the data is in, a meeting will be set up with Daylene Meuschke and a report will be compiled. There will be some section comparisons. There is a possibility that this has improved retention rates. The goal is to develop a case so this is institutionalized. This may come through Program Review next year.

#### 5) Career Trees and Copy Points (Gary & Harriet)

- An outside marketing team will be submitting information to Harriet. The marketing team will also work on improving the Copy Points. Once this is completed all copy points will be returned to each department for review. The contract with Mark Perna's company has been approved. Once everything has been finalized, Nancy will do the input and then Copy Points will be forwarded for printing. Robin will also take the Copy Points and upload them to the website. There was a request made to provide information at the next meeting regarding where the Copy Points will go for outreach such as, local high schools. There is concern with students that some of their programs are not more successful and mainly due to the lack of marketing.
- **College to Career Day:** It was clarified that College to Career Day will be hosted in the fall with the Hart District, on the COC Campus and on a Saturday. Marketing material, such as table top banners will be available at this event in regards to Copy Points. The idea is to host this event with both Hart District and COC Counselors so there is a better understanding of what is offered at COC. A consultant will be hired who will serve as an event planner and who will also work on social media marketing. Representatives from various CSU's and UC's will be present at this event. There is a plan to use current industry sectors with meta-majors to group for power presentation, for example Business, Paralegal or Health Care. Tables will be strategically laid out so that there is no one section of just UC tables or COC tables. The last two College to Career Day events had mostly middle school students attend. This event will now be geared towards College applicants. This event is also being held in the fall as a way to push for students to apply to COC. It is important to

communicate that COC is not in competition with UC's but rather working in partnership with UC's. Many students feel COC was a second choice either because they couldn't get into a UC or they couldn't afford. How can students feel more positive about going to COC? Transfer students have a higher chance of getting admitted into UC as opposed to students who apply right out of high school. High school, students, parents and counselors need to understand it benefits students to attend COC first. Many local high schools are incentivized by the state if they have more students transfer directly to a 4-year university. Less than 50% of students by sophomore year will be able to complete the curriculum due inability to do higher level math. COC receives 50% of students out of the Hart District. There is also a need to have a plan for adult learnings.

6) Perkins V (Harriet). To view complete "Perkin V" presentation, please visit this link: <https://www.canyons.edu/resources/documents/administration/academicsenate/PerkinsVOverview.pdf>

- **Perkins has been legislated:** A consultant, Robin Harrington from the region, has been hired. Robin has 30 years of Perkins content experience for the State Chancellors office and will help with guiding Perkins. The intent is the same in terms of program improvement for Career Education Programs, exercising best practices, professional development (for faculty, administrators and counselors), supporting K-12 partnerships, continuous learning (due to aging population), incarcerated population (due to qualifying for Perkins funding), underemployment and unemployment, disabled, economically disadvantaged, foster care youth and homelessness.
- **Comprehensive Local Needs Assessment:** There is a need for a Comprehensive Local Needs Assessment (CLNA). This assessment will bring together a large Advisory Board to look at which CTE programs should be funded as this aligns with industry sectors demand. Where are employment skills gaps? For example, Manufacturing is at the top of the list with close to 3,000 jobs which are unfilled due to applicants have a lack of some post-secondary skill attainment. This assessment will both qualitative and well as quantitative. Are local and regional workforce needs being met?
- **LMI data:** The focus is on in demand sectors. How have these sectors been identified? Not just through the Center of Excellence but also local and state WIOA Board and Workforce Development. The idea is to look at this data, put it together and look at projections within these industries as to the number of positions which demonstrate are going unfilled. LMI data has been looked at in Program Viability. The justification for funding will be based on regional LMI. The sub-regional LMI is primarily for Los Angeles County and Antelope Valley. There are 10 leading sectors which have been identified by the State Chancellors Office. Harriet will be looking at how COC programs fit into these sectors. How does AB288 impact pathways? This will be examined in more depth. The needs assessment will be shared with the k-12 partners so this can be adopted by them as well.
- **Advisory Committee Stakeholders:** This will include local education agencies such as, K-12 (which can be unified school districts as well as Charter schools), post-secondary colleges, regional and local WIOA Boards, Workforce Development Boards, Business and Industry, parents, students as well as parents who are also industry members. This demonstrates which direction we are going in such as having students as part of the needs assessment advisory board but internal advisory boards. In addition, there will need to be special populations included, agencies servicing out of school homeless, at-risk youth and were applicable Indian tribes and organizations. If there is a presence in Santa Clarita those

groups need to be a part of this Advisory Board. Some of these groups will need to understand what an advisory board is.

- The state has not provided guidance this information has been taken from Federal legislation. On March 6<sup>th</sup> the convening of this board will take place. The first half of the day will include training, the second half of the day will be assessment. Robin's company will prepare the assessment and send it out for review and comment and will be brought back for final assessment.
- The goal is to have an Advisory Board comprised of at least 50% business and industry, however it is still under 10%. Special populations have changed, there is now disabilities, economically disadvantaged, non-traditional fields, single parents (both male and female), out of workforce individuals (previously displace homemakers), English learning, homeless youth and youth with parents in the armed forces which are on active duty. This area will be key for the current Veterans work being done.
- Core Indicators: There are now 3 core indicators. The percentage of concentrators in a CTE concentrator is 6 or more units that after completion are either employed in advance training such as an apprenticeship, military service, volunteer for the PEACE core, retaining 0employment and those who have received post-secondary credentials. Lobbying is being done to recognize industry credentials and not just local credentials and those going into non-traditional fields.
- The State Chancellor's Office has confirmed there will no longer be a three year rule therefore, there will be more flexibility this will mean fewer of the CTE programs will be funded due to prioritizing by labor market demand. The state plan is no yet complete. Section 2, Part B of the form has to be completed and is an audit requirement regardless if a CTE program has ever been funded by Perkins at COC. Section 2, Part B of the form has to be completed. The goal for COC is to have the local needs assessment completed by March 31<sup>st</sup>. The state is also planning to finalize the plan by March 31<sup>st</sup>. Applications will be inputted into NOVA this year. The application deadline is the May 15<sup>th</sup> with funding being awarded by June 30<sup>th</sup>. The award funding amount for COC is based on how many current CTE concentrators exist who are receiving Pell grants. Prioritization is now based on LMI data and which program is showing the greatest labor need. A summary needs to be done now for each program requesting funds.

#### **Announcements:**

#### **Future Agenda Items:**

- Career Trees and Copy Points Finalization
- College and Career Day
- PRT

7) **Adjournment:** 2:22 pm