

Academic Senate

Career Education Committee Meeting Summary

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

Begin: 1:31 pm

End: 2:17 pm

Attendees: SB Tucker, Lee Hilliard, Keri Aaver, Tim Baber, Regina Blasberg, Harriet Happel, Cindy Stephens, Omar Torres, Jeff Baker, Marilyn Jimenez, Eric Arnold, Larry Alvarez, Nicole Faudree

1) Approve Previous Minutes

a) Nov 4, 2019

- Minutes were approved unanimously.

2) Advisory Board Handbook Approved by the Senate! (Regina)

- The new handbook was approved by Academic Senate on Nov. 21st. Regina will communicate with Robin to have the handbook posted and with Rebecca and Marilyn to get the handbook posted on the Academic Senate website. Handbook can be revisited when needed.

3) SWP Budget – Preliminary Draft (Harriet)

- An 83% allocation was received. The amount of incentive funding will not be known until January. The total between budget received from round 4 and the amount of local funding received comes out to a total of \$250,000. The Faculty Professional Development funding is quickly depleting in addition to the Perkins awards. Video Production wants to add an intersect lab; Therefore, a 19 hour hourly employee is needed. All CTE faculty have been paid under CTE since round 1 and now it is round 4. All faculty need to be institutionalized so that so CTE faculty can continue to be hired. There is over 1 million dollars in local budget and this should be used for new faculty and not supplanting for existing faculty. The plan is to decrease what is being paid through Strong Workforce for faculty who are currently being funded and allow to consider funding all CTE faculty request.
- **Regional Allocation update:** Based on the Regional round 4 and several programs which have not continued, such as the Cyber Security and the Advance Manufacturing roll over funds, there are approximately \$699,850 in the budget. This is considering the marketing and consulting budgets are increased. This will allow for social media marketing push out. There is pending approval of the Advance Technology Center. Preliminary approval has been given by the Chancellor and the Executive Cabinet. A project plan will be developed for this center. Harriet will be entering this information including the incentive funding into a spreadsheet and will make this available in February. Surplus funding will be looked at to address the lab spacing issue in the Construction department. Harriet will be reviewing Perkin's 5 to get ready for the new award.

b) Social Media Expert on contract to assist with marketing programs

c) Copy Points Writer

- There were no updates.

4) Technology Center/Construction Tech/New Manufacturing Program (Harriet)

5) Perkins/SWP and Program Review (Harriet)

- Preliminary approval was received for the Advanced Manufacturing Center. A meeting will take place in January with both Lockheed Martin and Northrup Grumman to present the concept and determine what type of partnership can be established. Harriet thanked the committee members for including Perkins in their program review. There was a reminder to make sure to include in the worksheet what is needed from Perkins and SWF.
- The intent this year for Program Review is to refine the process through various iterations. Before level 2 goes to level 3, look at all requests and determine if there are any forced costs or augmentation requests. At the level 3 meeting with the CIO requests will be reviewed to determine which can be funded through Strong Workforce or Perkins. When reviewing the remaining requests transparency and notification to faculty will be ensured before forwarding from level 3 onward. Different groups this year will be looking at the requests. For example, if “B” is selected for Program Viability that will then go to the Program Viability Committee. These steps will take place prior to moving to PAC-B. There was a reminder that Perkins is for Program Improvement efforts which is defined as expanding, growing, and responding to emerging technology. In addition, professional development and equipment. Strong Workforce funding is for enrollment such as growing program completion rates which will lead to employment.

6) Marketing Videos (Regina)

a) Running 8 videos starting Nov 22 (Now in Tier 2)

Construction Management	MEA
Hotel Restaurant Management	Business Entrepreneurship
Land Surveying	GMD
Photography	Computer Networking

- Marketing videos have begun running at Edwards Theaters including the theater in Canyon Country. It is difficult to track what impact videos are having on enrollment as there is no current mechanism in place. Videos are now running on tier 3. There is a difference as far as cost to run videos sooner, however this was not significant. The theater currently provides a price break. Shawn helped convert the files and re-format them in order to upload into the movie theater system. There currently exists a generic overview video. It would be difficult to create a 30 sec. compilation video with all 26-36 programs. The videos are currently running at different theaters separately. There was a

suggestion to do industry section, compilation videos. Shawn can include a tag at the end of the videos and list all related fields. Most theaters now allow for people to reserve their seats so many people may not show up early anymore and not see the videos.

- Videos can be run at other locations such as:
 - DMV TV Screens
 - Gym, such as LA Fitness or Gold's Gym
 - Valencia Town Center Mall
 - Gas Stations
 - COC Marquees, this may be difficulty due the many events on campus
 - COC Score Board at the Stadium
- Harriet will meet with Eric Harnish regarding setting up another Marketing contract.

7) LinkedIn –

a) Upgrade to LinkedIn Learning Platform complete (Regina)

- Linked has upgraded to the new Learning Platform. Unfortunately, LinkedIn did not bring over some of the previous features. The new system is not attaching students to any particular program.

b) Possible regional project (Harriet)

- The Reginal LinkedIn project did not go through. Santa Barbara College may be picking up the project as a host. The new program would be a 4 step program.
- Job Speaker has been brought in by some of the colleges as workforce development with their students. It was emphasized that most employers are looking at the name on the resume and going to the LinkedIn profile.
- There is a new Faculty tab on the Career Services website. Cindy Stephens will be sending out a notification to all faculty

8) ACUE Update (Regina)

a) Data Collection/Reports

- Cohorts 1 & 2 are now done. There are 4 faculty who are still finishing up the modules. Of those faculty one still need to do 4 modules. The success rate has been very encouraging. ACUE will be providing a report soon. The standard report will be available by February 2020. There are also 45 new ACUE participants and not all are CE faculty. There is also the possibility of providing this training in the future to high school faculty.

b) Pinning Ceremony for completers

- Cindy and Regina will be meeting during FLEX week to begin planning how to do the Pinning Ceremony. There is interest in having public recognition of faculty which have completed the training. This discussion may be brought forward to Academic Senate and on Opening Day. A list of faculty who have completed the ACUE training will be brought forth to Academic Senate. An idea was presented in which to establish an ongoing practice of having faculty (who have completed the training) discuss with other faculty what skills were incorporated in the classroom. This practice may be a project for a video production student. Cindy Stephens will be adding to Professional Development

the [OACC's, Great Ideas for Teaching \(GIFT\) program.](#)

9) Career Trees and Copy Points (Regina)

- The Career Trees and Copy Points are still being refined. A Marketing expert is need to help with turning these into marketing statements. There are some program descriptions which are too long and cannot be listed as a bullet point. Copy points are not mean to reflect the catalog but more so it is meant for a student to discover what they would like to do. The program descriptors are also not mean to be written as academic but more so in a language that is clear for students. The information must be included in a fold out brochure. Regina will continue to communicate with all of the departments.

Announcements:

- Regina will be on load bank next semester. Gary will be running the CE meetings in spring 2020.

Future Agenda Items:

- Program Review for Budget Request
- National Honor Society for CE Students (Harriet)
 - <https://ntho.org/>
 - "<https://ntho.org/establish-a-chapter/>