

# Academic Senate

## Career Education Committee Meeting Minutes

May 6, 2019 1:30 p.m. to 2:30 p.m. BONH 330

Begin - 1:31 pm

End – 2:26 pm

Attendees: Jeff Baker, Gary Quire, Cindy Stephens, Kathy Bakhit, Daylene Meuschke, Catherine Parker, Regina Blasberg, Marilyn Jimenez, Nicole Faudree

### 1) Approve Previous Minutes

- a) Meeting minutes from the April 22, 2019 meeting will be approved at the next meeting. There was a request to correct Gary Quire's title and remove "Dr."
  - *Note:* due to the website migration we cannot upload the agenda or the minutes from the previous meeting. Regina will email a pdf copy of the Meeting minutes from last meeting.

### 2) National Honor Society for CE Students (Harriet)

- Due to time constraints this item was not discussed.

### 3) Contracts Update (Regina)

#### a) Website:

- The website contract has been renewed with Robin Spurs for the next 19-20 year. Current contract for 18-19 was amended a month ago due to inability to migration of CE website Robin will be running out of hours within a week due to work on the new website migration project. The current 18-19 contract will need to be re-amended. The new contract will include enough hours to complete the website migration work for this academic year and to meet the May 28<sup>th</sup> deadline.
- Robin has re-developed 20 out of 30 sites. The sites, however, are not final or complete. Robin is working on content only but is including pictures if "tag" information is available. In regards to PDF files, those will need to be caught up after the May 28<sup>th</sup> deadline. The only PDF's that will be uploaded will be those which department chairs have updated and sent to her. Regina will sending out a link which will include all the new sites which Robin has completed.
- The office of Institutional Research & Development will be looking at tableau visualization to see what adjustments will need to be made.
- The system contains a glitch in that if two users are working on the platform at the same time it will overwrite the last person who logged in. It was asked that if any department administrative assistants are working on any of the career education websites to please coordinate with Robin so that work does not get accidentally deleted.
- It was clarified that Robin is only updating CE websites. Department's Administrative Assistant's will be responsible for updating the school websites and non-CE websites. It is stated in the contract that department chairs are not responsible for web design but just content management. It was clarified that due to funds coming out of SWF Robin is only updating CE websites. Robin may also be doing some work, through a separate contract, with

non-credit.

b) Video:

- Shawn is working on finishing the remaining videos for the web and Instagram for this year. Any work completed will need to be billed however, there is no finished product as the Nursing department is not available to meet with Shawn. Shawn's contract is finalized for next year for an additional 10 videos. Those departments which were not included this year will be included for the following year. Other departments are interested in video re-dos. Next year may be last year SWF funds will be available for videos.

c) Association of College and University Educators (ACUE):

- ACUE currently provides pedagogically based training for faculty to learn effective teaching strategies. There are currently 48 participating in this training with 23 in each cohort. The cohort has been split in half between two semesters (spring and fall.) Regina is currently creating a contract for a 3<sup>rd</sup> cohort which will begin in the next academic year. It is not clear if the cohort will begin in fall or spring and if it will include only COC faculty or if it will be regional. It is currently open to CE faculty but if the cohort cannot be filled it will be opened up to other faculty. It can be justified with SWF funds as it does have a career component built into the modules. Currently each 30 person cohort cost \$40,000. Facilitators/coordinators also receive a stipend which is paid in addition to the cost of the cohort. If two cohorts are run there is a \$5,000 saving which comes out to \$75,000 for 60 people. The Teacher Prep Grant is being used to pay for a portion of the regional portion. The first current cohort includes, COC and AVC faculty with most from COC. The second current cohort includes Ventura District and Santa Barbara college. At COC there is an opportunity for salary advancement for faculty for 4 units.

4) Video Marketing Update (Regina)

a) Contract with the movie theater secured for 8 of the 30 second videos to play for 4 weeks in July. Which programs?

- PIO is asking which 8 departments we would like to run/market in the theater.
- There was a suggestion to target those programs with the least enrollment. A report could be run to determine which programs could benefit from the videos. Regina will bring back a list in two weeks. Not all 8 programs chosen will be played at all movie theaters. The program videos will be rotated.

b) Maxed out the Mudturtle video production contract for this academic year.

c) Facebook Analytics (from PIO)

- Due to time constraints this item was not discussed.

5) LinkedIn (Regina)

a) Renew Contract?

- It is running about \$22,000 a year for 2,000 licenses. It was clarified that anyone can have a LinkedIn page as it is free. The cost is for access to the LinkedIn learning platform/Lynda.com. The question is should we continue to fund this access for CE students? Is this helpful for students and faculty?
- Students have been using LinkedIn to create a professional profile and resumes. Some departments are using it as a resource and are incorporating Lynda.com into courses. The GMD department is referring students on CANVAS to Lynda.com as it is more beneficial than referring them to YouTube. Lynda.com is helpful for students working from home as YouTube tutorials may not work or be as helpful. Students in advanced classes have requested links for Lynda.com.

- There was a request to have Regina & Jeff teach a Professional Development FLEX workshop on how faculty can integrate Lynda.com into their courses. This training can also be available as a part of a 2 day CETL workshop. This funding will continue and will be communicated to more faculty.

**6) Change to “Doing What Matters” logo/branding (Harriet)**

- There has been a big change at the state level regarding DWM. The branding and logo have changed. Any new websites will no longer have the old logo or branding and any content with the old branding/logo must be removed. The content will remain the same. The reference to Strong Workforce can still be found. A question was raised about if the Chancellor’s office will continue to support the various data platforms like Launchboard, etc. With the recent move towards Student Success Metrics, they are no longer putting energy into other platforms. Additionally the staff in the research group in the Chancellor’s office has decreased from 6 people to only 1 person which doesn’t leave much bandwidth to do anything more than just the Student Success Metrics.

**7) Career Tree and Copy Points Update (Regina)**

- Some departments have sent over their Copy Points. There was a request to have Regina send over examples of what others have submitted in terms of copy points. Regina may be offering open labs between now and the end of the semester. Regina is collecting the information and inputting it into a spreadsheet to try and keep track of which departments and programs have created career trees and copy points. It will be up to each department if they will do career trees and copy points for each department or for each program. The hope is to have this project done by the fall semester.

**Announcements:**

- Mark Perna will be back on August 16<sup>th</sup> as he will be the opening day speaker. There was a request to have Mark change the presentation. Some faculty have stated it is the same presentation they have heard in the past. There are, however, several faculty who have not heard his presentation. Mark will be doing a “Connecting to the Local” at the end of his scheduled presentation.
- Last CE meeting of the semester will take place on Monday, May 20, 2019.

**Future Agenda Items:**

- Advisory Board Handbook
  - Regina will work on the handbook over the summer.
- Advisory Board Meetings
  - Discussion regarding whether the meetings should focus on students needing employability skills and soft skill. If this is not in the course outline how is this work being assessed?
- Program Review for Budget Request