

Academic Senate

Career Education Committee Summary

October 7, 2019 1:30 p.m. to 2:30 p.m. BONH 330

Begin – 1:32 pm

End – 2:30 pm

Attendees: Nicole Faudree, Don Carlson, SB Tucker, Jeff Baker, Gary Quire, Cindy Stephens, Regina Blasberg, Marilyn Jimenez, Omar Torres, John Makevich, Keri Aaver, Harriet Happel

1) Approve Previous Minutes

a) Aug 26, 2019

- Minutes approved unanimously.

2) [Advisory Board Handbook \(Regina\)](#)

- Several suggestions were made regarding changes to the language in the handbook. It was clarified that the formatting has not been finalized.
- **On page 4** under “Students” the first bullet which reads “Provides real world work experience opportunities for students” it was recommended to include information interviews, job shadowing, paid/unpaid internships and project base learning due to people not understanding what this means.
- **On page 5**, under “Membership” there is a discrepancy. It states that “At a minimum each member should be an active participant in the bi-annual meetings and should provide technical assistance and advice as needed” but it also states in another part of the document that only one meeting is required. It was clarified that there is no guiding handbook from the State of California. Instead the language from the CDE program book from K-12 partners is followed. K-12 is only required to meet once a year. It is highly recommended that every program hold a fall and spring meeting. If there is a third party accreditation then it is a requirement to hold two meetings a year. One meeting may not provide enough feedback. It was suggested to add language stating the best practice is to hold two meetings a year. However, others feel one, three hour meeting a year is enough. There are also other methods to communicate information and connect with other members such as via email. There was a suggestion to add language which states that “we recommend the best practice is to hold two meetings per year, however the requirement is only to hold one meeting per year.”
- There was a suggestion to add “professional organizations” under committee members as an “industry member.”
- **On page 6**, under “Finding New Members” it was suggested to begin the sentence as “A good starting point would be to ask current members...”
- There was a request to add on the next agenda a discussion item regarding changes to Perkins due to faculty doing program review, objectives and needs assessments. Each state is responsible for writing their own Perkins state plan and define how a needs assessment needs to be done. There is a question regarding if this is going to be state mandated or if we are going to have local control. This will not be known until January 2020. Harriet will be attending the Perkins workshop at

the CCAOE and to speak with the Chancellor's office regarding what are their projections. Harriet will also meet with Daylene Meuschke to discuss how Institutional Research can help such as using Survey Monkey.

- **On pages under 6-7**, "Finding New Members, it was clarified that Justin Wallace is the current COC Director of Educational Partnerships. The title for COC Business Liaison will be removed. The current title of "DSN's" is now "Regional Directors."
- **On page 7**, under "Role of the Department Chair and Committee Chairperson," more information needs to be added regarding how committee chairs are elected, appointed or removed. There is no language which outlines how this should be done. Could language be added regarding rotation of leadership? It was suggested to leave this area vague.
- Language will be added regarding conducting a new member orientation to discuss the role of an advisory board and provide new members a handbook or handout. Funding for these marketing materials will be determined.
- **On page 8**, under "Meeting Frequency," there was a suggestion to change to "Generally meetings are suggested to last one to one-and-a half hours..." Under "Meeting location and schedule," the language regarding "Dates may be planned for an entire academic year..." was added to communicate to industry leaders that they need to plan a meeting date for the next semester. There was a request to remove the following language "one suggestion is to draft a short survey with relevant questions..." until the needs assessment requirements are defined. This may cause confusion with the survey. This item will need to come through Senate during the 2019 semester. There was a suggestion that if the language is left as is to add a disclaimer that "the language in this document is subject to change due based on evolving federal and/or state policy, law, and guidelines."
- **Page 10**, under "2-3 Weeks After..." it was clarified that these items are subjective due to limitations of resources. Under "Ongoing..." It was clarified that "display names on a plaque and/or on the program website" may not always be possible due to lack of funding and that this is just a suggestion. A letter of appreciation or recognition online can be done. Under the section "1-2 Weeks Prior.." first bullet which reads as "Make reminder calls/emails" the word "calls" should be removed due to Katherine not having the resources to makes calls.
- **On page 11**, under "Advisory Meeting Agenda Recommendations" there was a request to come up with an Agenda template linked to the handbook to ensure all required points are being kept. This will help to generate similar minutes across the board and maintain consistency. Advisory and Committee Chairs could have the flexibility to re-create the agenda, using the template, in accordance to their programs. In terms of auditing and keeping in mind quality assurance it was highly recommended to create an Agenda template. Committee members will work on putting together the template and bring it back to the committee for review.
- It was suggested to wait to print this document until state plan is available.
- This item will be tabled and brought back to the committee.
- Once the CE Committee reviews the updates/changes that have been suggested, it will move forward to Academic Senate for approval. If changes need to be made after it has been approved by Senate, we can make them and move the document through the approval process again. But given the time this document has been in progress, it is recommended that we get something in place now before the end of

the semester.

3) Marketing Videos (Regina)

a) Movie Theater Advertising Videos – Which programs?

- Another set of marketing videos will be run starting November 2, 2019. The videos will be in a better tier which will result in better visibility.
- The committee agreed to select the videos for those programs which are most at need. Regina will talk with Daylene to best determine how to define “need” and to collect some data that we can use to assist in the decision making process.

b) Run in July 2019 included:

Computer Networking	Welding
Early Childhood Education	Theater Tech
Land Surveying	Culinary
Water Systems Technology	Construction Tech

- These are the videos which ran the last time.

i) Running 6 to 8 videos starting Nov 22 (Now in Tier 2)

ii) List of additional videos that could run:

Photography	Business - Accounting
Graphic Arts (GMD)	ID
Sports Medicine	Hotel Restaurant Management
ASL	Construction Management
Business – Entrepreneurship	MEA Overview
EMT	Construction Management

- These videos will be available before Nov. 22nd.

iii) 2019/20 Contract Videos

Fire Tech	MEA – New Media Journalism
MEA - Animation	MEA – Sound Arts
MEA - Filmmaking	Paralegal?

- These videos were created as part of the new contract for the next year. These are not ready.

The majority of the meeting was focused on the Advisory Board Handbook discussion. As such, the remaining items on the agenda were not able to be discussed and will be moved to a future CE Committee meeting agenda.

4) ACUE Update (Regina)

a) New Cohort Recruitment

b) Launch Events Scheduled 10 and 11 Oct

5) SWP Assessment of Prior Learning (APL) Project Update – See Attached Docs (Regina)

a) APL Summit 2019 at COC on 20 Sep 19

i) 24 Participants

ii) Guest presentations by:

Council for Adult and Experiential Learning
Norco College
West Hills Community College District

Research on APL
Best Practices on APL
Title 5 Changes re APL
Next Steps in APL

iii) Key Topics:

Research on APL
Best Practices on APL
Title 5 Changes re APL
Next Steps in APL

6) Career Trees and Copy Points (Regina)

7) SWP Budget (Harriet)

- i) Social Media Expert on contract to assist with marketing programs**
- ii) LinkedIn and Jobspeaker**

Announcements:

Future Agenda Items:

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