

Academic Senate Career Education Committee Meeting

October 8, 2018 1:30 p.m. to 2:30 p.m. BONH 330

Notification: *The meetings are audio recorded for note taking purposes. These recordings are deleted once the meeting summary is approved by the Career Education Committee.*

Begins: 1:35pm

Ends: 2:30pm

Attendees: Jeff Baker, Nicole Faudree, Ron McFarland, Lee Hilliard, Larry Alvarez, Gary Quire, Wendy Brill, Eric Arnold, Tim Baber, Harriett Happel, Marilyn Jimenez, Omar Torres, Keri Aaver, Daylene Meuschke, Regina Blasberg, Jerry Buckley

1) Approve Minutes from September 10 and September 24 meetings

- a. Requested corrections were made to the September 10th CE meeting summary notes, Section C. CE Liaison Job Description. This section was switched to read from first person to third person.
 - *Gary Quire shared his experience performing this role at Moorpark College. Moorpark College had this position prior to the committee coming in. Moorpark College wanted representation from their Academic Senate. Gary served as a representative at Moorpark College but he had no voting rights. He was there just as a liaison. Gary would attend the consortium meetings and collect information and bring the information back. He worked closely with the Academic Senate president at Moorpark and had a standing meeting. The meeting was informal and it was only for 30 minutes to an hour. Their representative, who is the Dean of the department would help Gary put things together. It is very similar to the work here at COC.*
- b. A requested correction was made to the Sept. 24th CE meeting summary notes, Section 2.) Sabbaticals for CE Faculty, sub-section b.) Review current sabbatical language—Article 10.F.2.d and F.7.(2).(ii).
 - *There will be a FLEX session available in a few weeks. We can have up to 10% of the total number of faculty (22 ½ people) on sabbatical during any given ~~term~~ year.*

2) Faculty Professional Development - ACUE

- We are moving forward and have received the member service agreement and order request. Both have been passed off to Harriet for processing. The region would like to have this be “their” project instead of “our” project as they have funds that they need to spend. We want to make sure we don’t limit access, if we do it just from the regional perspective they would want approximately equal representation from all eight colleges in the region. This would limit our participation to just 7-8 faculty. That was never our intention. Therefore, we will use our funds to pay for an additional cohort as needed. We will still manage the project. It will be ensured that all interested part-time and full-time faculty can participate. If we have to pay for an additional cohort we will do so out of our dollars. There was a suggestion regarding using the ACUE training for salary advancement but this may only be available to full-time faculty.
- ACUE is a professional development program that will be rolled out over a whole year. It will begin in spring 2019 and will continue in fall 2019. In order for faculty to participate they need to be teaching in the semester they will be participating in. There are 25 total modules that will be split up between 2 semesters. Each module takes 4-6 hours to complete. There is

an outside evaluator who will look at submissions to provide feedback. There will be a meeting with ACUE in which modules will be chosen, not all modules have to be chosen.

- The current AFT contract states that if faculty complete the 54 hours Skills Teacher Certificate they can advance to the next step which is the “Associates” range.
- The ACUE program is 100% online. ACUE will be at the next CCCAOE conference and will be doing two presentations and will be hosting a networking lounge.

3) Advisory Board Meetings

a) Suggestions on how to get a robust and diverse industry representation on our boards?

- The advisory board meeting is now on the calendar for Thursday Oct. 18th at 3:30pm. That will be a general meeting just on advisory boards. A question was brought up regarding how we get a robust and diverse industry representation on every board. Is that something that chairs should be pushing? What is our process for this? There is a database of about 300 businesses in the valley. Dr. Buckley has been working with Harriet Happel on ideas for sending communication directly to those businesses to try and recruit them.
- There was a question regarding how student alumni are tracked. Keri Aaver is currently working with computer support to create a list serve to make it easy for students to identify what field of study they are in and whether or not they want to receive email notifications from the college for things such as employment opportunities. There is an existing alumni organization that only has about 200 students on LinkedIn. Keri receives a lot of job requests from the advisory boards.
- It was clarified that Justin Wallace is primarily focusing on businesses as opposed to alumni. Justin is working on creating relationships with businesses. Perhaps we can use his contacts to get additional members on the advisory boards.
- We may be able to find advisory board members for some programs by contacting staffing firms. There was a question as to how to find individuals with specific backgrounds or skills. There are larger staffing firms who have those clients or those business contracts who are looking for a specific set of skills.
- There was a recommendation to send any employers looking to connect with students to fill their hiring needs to direct them to the department and department chairs websites. It was suggested that a flyer or email that can be provided to employers about how to join an advisory board might be helpful.
- There was an idea suggested about possibly setting a set date every year for each advisory board meeting but there was concern that due to holidays and other changes to the calendar, meeting dates would still need to be moved. The scheduled time of the meeting may also determine the number of attendees that show up. Holding the advisory board meeting in lab or classroom spaces on campus such as n Makerspace or Welding may make the meeting more interesting. This also give people an opportunity to see the equipment or facilities related to a particular program.
- The labor market has changed and employers are having a more difficult time filling positions. On Manufacturing Day Lockheed Martin brought in a newly hired younger employee who could relate with younger students. Lockheed Martin wants to work with the college.

4) College2Career Day/What's Next Starts Now Update-Omar Torres

a) Other industry specific events? Ideas related to outreach?

- There has been a group of faculty (sub-committee group) who have met over the summer

to discuss what the next College2Career Day will look like. There was a tentatively agreed upon date of Sat. Oct. 20th but the sub-committee is recommending that this be postponed. There is a suggestion to move this date to Wednesday Nov. 14th 11am-3pmduring the Major Quest event

- There was a question regarding who is our audience? There was concern that moving this event to a Wednesday will draw in a different population of attendees. What is the message we are trying to deliver?
- There has been great success when it is narrowed down by industry sector. We also have to consider our return on investment for the event. Is a face to face event a better option when more and more students are interacting on social media? The marketing videos are very critical as they can be created in various formats to get the message out. All day fairs that take a lot of human resources don't give us that return on investment. Major Quest is for the student population that is already here. College2 Career Day is more hands on. There is a concern that you cannot receive the in person, hands on experience on social media. Combining both events may not be the best option as both events are different. If the event is held during the week, it will be challenging to bus in all the students. However, if the event is scheduled on a weekend, the event can be more of a family event. The sub-committee wants to change the scope of the event to have more industry sector involvement. This will bring in more businesses and community as part of the guided pathways framework to show students the interplay of business, industry and educational programs.
- One reason College2Career day was being postponed was the minimal faculty participation to date. There was a discussion regarding pathways in that every major should be directed towards a career or employment. There are many programs and faculty that still don't understand guided pathways.
- The College2Career Day was changed due to the question of who is the audience. There was some discussion from the counselors that the millennial generation do not understand the idea of College2Career Day. Some students are not interested in hearing about careers. There was a question about reaching the other demographics such as veterans, and adult learners. There was a suggestion to get the word out to local veteran centers off campus, 150 nonprofits, and that information can be sent out via the Chamber of Commerce or VIA to local businesses. What is needed is a flyer with the appropriate information. The event will be cancelled for Oct. 20th and moved to January, closer to end of the month. It will likely be on January 26th.
- Marketing material from the new contract with Mark Perna will not be available until the end of the spring semester.
- Demographics are changing, historically 18-20 yr. old was the demographic but there is now a 25 yr. old + demographic. There is concern that industry does not identify us as the educator of choice.
- It was suggested to keep the College2Career Day name but market it differently. It was clarified that the title of the event "What's Next Starts Now" communicates that wherever someone is starting from this is the next step in their pathway.

5) Pathway Days with the Hart District Oct 22-25

- a. More scheduling information.
 - Harriet has more specific timing/scheduling information for the Pathway Days and will send invites to faculty for their specific session. If any faculty can participate, it is highly recommended.