

Academic Senate

Career Education Committee Summary

Aug 26, 2019 1:30 p.m. to 2:30 p.m. BONH 330

Begin – 1:32 pm

End – 2:32 pm

Attendees: Gary Quire, Eric Arnold, Cindy Stephens, Regina Blasberg, Jeff Baker, Don Carlson, Larry Alvarez, Omar Torres, Daylene Meuschke, John Makevich, Joe Gerda, Lee Hilliard, Marilyn Jimenez, Harriet Happel & Wendy Brill.

1) Approve Previous Minutes

- a) May 20, 2019- minutes were approved.

2) Perkins (Harriet)

- We are moving towards Perkins 5. The state is writing the “state plan.” Some questions which were discussed were, is the state going to dictate how the new requirement is done regarding industry engagement and a need for a complete needs assessment for each of the 29 programs of study? Or will there be local control? The needs assessment needs to be submitted with the grant application. In the manufacturing area and through the National Coalition of Advanced Manufacturing a model has been constructed referred to as the Business and Industry Leadership Team. One proposal is to begin building teams based on industry sectors such as those in Strong Workforce and use those teams as the base population for the needs assessment.
- A new strategic plan needs to be submitted and it must include current labor market data for all 10 industry sectors. Harriet will have this report within the next month. There is a need to begin looking at who is on the advisory board and look at the top employers in the Santa Clarita Valley. Industry teams can then be built and those teams can serve as the base population for the needs assessment. The needs assessment will be defined by the state and it is not clearly delineated locally. There may not be a need to do 29 assessments. It may be best to do these assessments by the 10 industry sectors in the spring semester. This would align well with Strong Work Force. In Manufacturing one way an assessment can be done is to ask the employers for the job descriptions for their entry level employment needs. This will help to assess if the curriculum, labs, technology and faculty professional development is current.
- There will be a pre-conference at CCCAOE to begin addressing the change in Perkins 5. These assessments will entail more than just a few weeks’ notice. It was clarified that this will be separate from an advisory meeting. In many of the advisory boards there are more faculty than industry.
- There was question regarding adjunct faculty serving in a dual role on an advisory boards. Is the adjunct faculty member on the board as faculty or as an industry member and is there a conflict of interest when reporting out on needs? Minimum Qualifications do indicate adjuncts must have industry experience.
- The state committee, which has been put together to develop the State Level Perkins needs assessment, includes a third of the chancellor’s office, a third industry, and a third

government and workforce development. There are no CTE deans or faculty on this committee. There is an advantage to looking at various industry sectors as it can help with leveraging resources. It will help to determine if there is a need for more work based learning or internships.

- Harriet requests that everyone respond to the email from Katherine regarding the fall Advisory board meetings. Harriet will be looking at the top 100 employers in the Santa Clarita Valley. Depending on what sectors those employers are in, she will forward contact information to faculty for possible addition to advisory boards or for other program involvement. There was a request to identify employers outside of the Santa Clarita Valley especially for certain programs/disciplines.

3) Strong Workforce Funding (Harriet)

a) SCCRC Project Funding

- For 19/20, there was a 37% increase in funding locally. There was also an increase in regional funding. The majority of the 2018/19 local funding (90%) was spent on salaries. With the increase for 2019/20, we will only be spending about 80% on salaries. Regionally they are still working on a budget. Many decisions still need to be made. For example, are there still plans to move forward with an Advance Technology Center for the Manufacturing, Construction & Welding area? If so, what will that look like?
- Contracts for MudTurtle for video production and Robin Spurs for websites have already been renewed and funded for 2019/20. Another ACUE cohort has also already been approved and funded.
- There were significant increases in funding across our region. Information regarding incentive funding will be available at the end of September. Work will begin on a tentative budget.
- Perkins awards went out at the end of the semester. Harriet will resend this email. Anything that needs to be purchased must be done so before the April 1st deadline.
- There was a request to allocate Strong Workforce funding (or Perkins funding) to purchase one more diesel engine for students at the Pitches Detention Center. The diesel engine is around \$17,000 to \$22,000. It was confirmed that the diesel classes are for credit and students can take two, 3 unit courses for a total of 6 units. Students can receive a Certificate of Specialization upon completion of the courses. Students are also eligible to sit for the ACA9 certification exam. It was clarified that only our local, college certificates and degrees apply to the Strong Workforce incentive funding formula. Industry awarded/recognized credentials do not count.

4) Advisory Board Handbook (Regina)

- Regina researched Perkins and how it will connect to our advisory boards. The handbook will be looked at again and it will be brought back to the committee. This will be an electronic document.

5) Project Updates (Regina)

a) Video Marketing

- The MudTurtle contract has been renewed. Sean is working on new videos. There

are currently 6 in progress out of 10 identified in the contract. There is room if there are other needs.

- From the end of June through the end of July, 8 different Videos on different cycles were run in the local movie theaters. There was a mix up with the timing of the videos at the theaters. There is an opportunity to run the videos again during the holidays. The videos will be aired during the time when students can enroll. There is no way to capture the effectiveness of the videos.
- Parent Reach Out: Kari Sofa and the career coaches receive opportunities to speak with high school parents at events such as the College to Career Fair and the Parent University. This is based on invitation from the Hart District. It was clarified that PTA's are different. There was a recommendation to connect with Jasmine as she recently presented to the PTA's as part of the College Going Culture. It was emphasized that the Junior Highs are the target groups.
- It was also suggested that reaching out to the high school sports booster clubs may be an option.

b) Websites

- Robin's contract has been renewed. Current contracts are under the bid limit. There may be a need to look at other vendors in the future. All the CE websites have been migrated over and the navigation is very different. There are some areas which still need to be updated. Regina asked Chairs to send information to Robin.

c) LinkedIn

- Harriet will be working with Keri and Gina to ensure all students have created a LinkedIn Profile. It has been proposed to support the LinkedIn project at the regional level. This would benefit students at all 8 campuses in the region.
- Region will be purchasing the new Career Strategist badges for the New World of Work. Harriet will be working with John and Garret to ensure it is aligned with noncredit work.

d) ACUE

- ACUE has been funded by the region as well as locally. There is another region and local cohort coming soon. Regina will send an email to all chairs and the cohort will run fall to spring. It will start late September, early October.

e) Career Tree and Copy Points

- Mark Perna's contract has been renewed so that Career Trees and Program Points can be completed. There will be brochures created which the Career Coaches will share with high school students and counselors.

6) Enrollment Management Discussion (Regina)

a) Class Cancellations 2 weeks prior to the start of the semester

- i) Regina has asked Omar to bring up this item at an IAC meeting as CE programs will be the most impacted and this is a significant departure from past practice. Based on

changes to the part-time faculty contract, which brings the college in compliance with current laws, instructors must be paid for one week of work if classes are cancelled less than **two** weeks prior to the start of the semester.

- b) IEPI PERT - integrated outreach and engagement
 - i) Initial Visit Oct 22
 - ii) Return Visit Nov 19

Announcements: none

Future Agenda Items:

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