

## **Career Education Subcommittee of the Academic Senate Meeting**

March 12, 2018 - BONH 1:30pm - 2:30pm

Begin – 1:33pm

End- 2:30pm

Attendees: Keri Aaver, John Makevich, Ron McFarland, Larry Alvarez, Omar Torres, Rachel Houghton, Lee Hilliard, Mark Daybell, Eric Arnold, Regina Blasberg, Cindy Stephens, Harriet Happel, Marilyn Jimenez

### **A. Approve Minutes from February 12, 2018 Meeting**

### **B. DWM Budget – Harriet Happel**

- Program Review Budget Requests from CE Programs
  - Funding amount FY: 17-18 in March on DWM. Locally we have \$426,000 in incentive funding that is not budgeted for any project. Regional incentive funds will go back to the individual colleges based upon a funding formula which is another \$216,000. All must be budgeted in the state system by March 31<sup>st</sup>. Program review budget request were reviewed by the Deans. We need to see what didn't get funded and what the opportunities are with the extra funding received.
  - . Looking to have a proposed budget by late next week so it can go to Executive Cabinet then back to CE committee for feedback.
- CE Faculty Training by Association of College and University Educators (ACUE)-Cindy Stephens
  - There are models geared towards helping us connect to students such as for example building diversity, syllabus and active learning. You can take the units, take a quiz and introduction to the material and then pick a strategy in your class and reflect on it.
  - It was suggested that providing this training to regional faculty could be submitted and funded as a regional project in common. At the end of the current pilot, CE Faculty will be asked to provide feedback that can be used to improve the modules and make them more CE focused. This is offered throughout the state and listening to others in other states is very valuable. The training is for both full-time and part-time faculty. Optimal cohort is 60 faculty. With 8 regional colleges, we can easily compile a group of 60 faculty. If COC is the sponsor, then we can have more of the 60 spots which could provide greater opportunities for collaboration. A proposal can be written to have trainers at the COC campus as CE faculty and then have other faculty from other departments participate. Each module is about 3-5 hours and they are structured to accommodate faculty in various teaching formats. Each module also has an online piece.

### **C. Perkins Funding – Section 2 Part B**

- Perkins process: Funds must be spent. There was discussion regarding the application for next year. A Review Committee needs to be set up for those who apply for the award again.
- Need subcommittee to review applications. Harriet will send out an email to all program chairs. If anyone is interested please let Harriet know. The process will need to start by April 1<sup>st</sup>. It will be the section 2 part B form, putting together your proposals which need to have alignment with your program review. We will not be receiving the size of award as in the past as the federal government has decreased the award amount. Statistics in terms of special funds have gone down. It is preferable to have a month to work on the Perkins proposal and it will be due by May 1<sup>st</sup>. State is waiting to get the allocations back from the federal government, last year we did not get the appropriations until June.

### **D. DWM**

#### **• Cybersecurity/Plan –Harriet Happel**

- We are moving forward with hiring a Project Manager it was on the Board Agenda this week, pending approval. Once approved it will be posted.
- Lee Hilliard submitted a proposal for a cyber security program on September 11, 2017. At the time, Dr. Buckley stated the college is not looking to do a program just some courses. Also Lee presented to the Academic Staffing Committee for Full-time faculty for Cyber Security.
- Project Manager will work with the faculty at each campus. Mandate from the Chancellor's office is to have the common identifier numbering system. Each campus needs to identify which curriculum they need to adopt based on what labor needs demonstrate and must align with ICT pathways that has been developed by the state for Cybersecurity.
- It was suggested to wait until the consultant is selected so we can work with that individual. Lee and Samuel attended the Cybersecurity C-ID meeting on the 2<sup>nd</sup> of March.
- Harriet will begin the process to put together a hiring committee for the new Project Manager position.

#### **• Marketing- Harriet Happel**

- Feedback on marketing
  - 1 sheet flyers? /Other?
- Meeting with Mark Perna – March 19<sup>th</sup>
  - Mark Perna is with Tools for Schools, a nationwide consultant and speaker with his own consulting firm. Harriet was introduced to Mark at the Association for Career Technical Education. This company specializes in CTE marketing and works a lot with high schools which is beneficial as the work with marketing will have to have that component or relationship with the Hart District. Mark Perna's internet tag is "TFS results."
- Meeting with Scorpion
  - Local marketing firm in Santa Clarita Valley.

- Meeting with SynEd
  - A California firm that does a lot of research in terms of data. CE Committee is working with this consultant on the Digital Badges.
- Looking into a multi prong approach. We are lacking in “brand” in the marketing world. We need more data and a comprehensive plan to determine what to put in written form and what to do with Social Media. “Canyons Completes” is our brand but how far do we take it?
- Industry is a beneficiary of what we do and we need to consider how best to market to them. They are benefiting by our students entering the workforce.
- PIO will help with marketing. Marketing will incorporate non-credit and fee based learning.
- LA Trade tech in Orange County just reassessed all of their industry focuses and Advanced Manufacturing was removed from their top 5. It is no longer a priority sector for them.
- This a large project. We will likely need to work with more than one firm. Therefore, it is important to recruit consultants who can work with each other and those that have experience working in education and industry. PowerMinds.com will be added to the list of possible marketing firms..
- Need to focus on marketing existing programs rather than creating new ones.
- How do we target Generation Z? The new generation does not stay at one college for very long. How do we retain students? Regina would like to bring back Kevin J. Fleming as a speaker. He would be a good option for opening day in the Fall.

#### **E. 2018 Career and Noncredit Education Institute**

- Funding is available for faculty who want to attend
  - May 3-5, 2018 in Orange County
  - <https://www.asccc.org/events/2018-05-03-190000-2018-05-05-210000/2018-career-and-noncredit-education-institute>
  - There is still funding to attend this conference. Part-Time faculty can also attend. There will be several sessions. At the last institute several colleges shared their designs, GP plans and toolkits.
  - Parenting courses are one non-credit category but they are not eligible for enhanced funding.
  - LMI data is typically regional. We are looking to use DWM funding to provide Data Coaches to assist faculty with finding, interpreting and using all of the available data. The Centers of Excellence also provide data.
  - For some of our programs, our regional labor market data doesn't make sense. For example, in programs like MEA, the jobs are going to be in the greater Los Angeles area, not within the region. So, labor market data can be pulled from other areas. Additionally, other supplemental data sources can be used to show program need.

#### **F. Advisory Board Update- Harriet Happel**

- We are down 700 parking spaces which creates a challenge when scheduling meetings in terms of advisor board members having a place to park.
- Attempting to hold the advisor board meetings in partnership with the Hart District. We are unique in that we have one college district and one high school district. The advisory boards are required by the Federal Carl D. Perkins Act, which is the primary Career and Technical Education Act from the Federal government. We are funded with Perkins grants, as is the Hart District..
- CA Education Code requires these secondary recipients to meet once a year but requires us to meet twice per academic year to focus on curriculum development and to demonstrate how we are responding to emerging technology and how we are training faculty to produce students that are workforce ready.
- There is some Welding technology equipment COC will give to the Hart District so students can receive the hands on experience.
- Funding sources are being realigned and the community colleges will now be getting and distributing CE funding to the high school district instead of the high school district being funded directly This has been set in place to ensure strategic alignment and in essence it will make our college the agency which distributes those funds.
- Keri Aaver shared a flyer on an upcoming workshop “Learn to Effectively Use LinkedIn to Stand Out and Build Your Network” with Abby Kohut. This workshop has been approved for flex credit.