

**Career Education Subcommittee of the Academic Senate Meeting**  
April 9, 2018 - BONH 330 - 1:30pm

Begin - 1:35 pm  
End - 3:00 pm

Attendees: Daylene Meuschke, John Makevich, Ron McFarland, Nicole Faudree, Tina Waller, Dr. Jerry Buckley, Regina Blasberg, Mark Daybell, Wendy Brill-Wynkoop, Omar Torres, Harriet Happel, Russel A. Waldon, Gary Sornborger, Rebecca Eikey, Keri Aaver, Jason Burgdorfer, Marilyn Jimenez

**A. Minutes where approved from the March 12, 2018 Meeting**

**B. Student Success Strategies – Adam Kempler**

- a. This agenda item has been tabled to the next meeting.

**C. DWM Budget –**

- a. Summary Budget – one time funds remaining
  - i. Dr. Buckley provided a spreadsheet showing what program review equipment requests were and were not funded. There was a discussion regarding using DWM funds to fund some of the items that were not funded.
  - ii. The spreadsheet was from Academic Affairs and includes department, division, and executive priority ranking. The cumulative total of requests column turns red at the point funding is no longer available.
  - iii. Dr. Buckley stated that if there is an item on the list (in red) and it still needs to be funded, the committee could discuss using DWM funding to cover the cost.
  - iv. A separate spreadsheet showing the program review augmentation requests was also reviewed and discussed during the meeting. The items on the list are all numbered and include the department activity, object code, objectives, activities, comment and actual ID number. Some of these activities have been funded through various mechanisms. It is possible to apply Perkin's dollars and other sources of funding. Using this list of priorities we can see what has not been funded that we can still fund from this year's 17% of the Doing What Matters funds.
- b. Program Review Budget Requests from CE Programs
  - i. On Friday, 6 April the DWM Finance Steering Committee met to discuss the budget. Funding priorities include marketing, ACUE training (which Academic Senate currently has a running pilot for), Externships, LinkedIn, and a continued contract for Robin for the

website and Sean for videos. There has also been discussion at the steering committee meeting and during this meeting to provide DWM funds to support the Auto and the Welding Department.

- ii. The Strong Workforce Budget Summary was presented. We currently have \$400,000 onetime money which is the realization of the 17% incentive funding for 17/18. Additionally, we have a carryover balance of \$818,000 from our previous DWM allocation that needs to be spent by 12/31/19. We will fund for 18/19 at 83% for a total of \$947,913 and realize any incentive funding in January 2019. Although we received significant incentive funding for 17/18, we are not anticipating the same amount for next year.
- c. CE Faculty Training by ACUE
- i. The regional funds budget document was shared, COC receives both local and regional funds. This document shows how we allocated our regional dollars. We are proposing to use regional dollars for the CE Faculty Training from ACUE because the training would be available to any CE faculty in the region.
  - ii. The assessment for prior learning project is funded with regional dollars but it is not part of what's allocated to us. The regional budget has been arranged by Projects in Common. We currently have three regional projects, Cyber Security (of which the Project Manager Position has now posted), CTE marketing, CTE liaison, and what we are proposing to add which is Professional Development ACUE. The report also listed all of the budgets for the DSN's and TAP.
  - iii. Association of College and University Educators (ACUE) is an organization that the state is partnering with to provide faculty Professional Development. Tim Baber and Cindy Stephens have both participated in this training and have provided positive feedback. This training would be open to CE full or part-time faculty. It is a long term training (divided within two semesters) with 25 modules. If we are planning to have part-time faculty participate in the training we need to ensure they have an assignment both semesters. Faculty must be teaching to participate as they have to implement the tools and report back during the class. Some of the modules are online zoom meetings and videos. This training will accommodate any modality such as online, hybrid or face to face.
  - iv. This module will cost \$70,000 for 60 people or less. Ideally a 60 person cohort will be split into two cohorts of 30. Even if COC puts together a 30 people cohort there still is the \$70,000 flat rate. The college would need to provide a facilitator for each cohort. They will provide a training facilitator to oversee and the facilitator can also participate in the cohort for free. The 60 would be used to put

together the cohort but if we do not get enough faculty then we would invite the region to participate.

- d. Professional Development Funding Still Available
- e. Funding is available for faculty who want to attend the 2018 Career and Noncredit Education Institute
  - i. May 3-5, 2018 in Orange County
  - ii. <https://www.asccc.org/events/2018-05-03-190000-2018-05-05-210000/2018-career-and-noncredit-education-institute>

#### D. DWM

- a. Cybersecurity Project Manager Position Posted – Hire in May?
- b. Marketing
  - i. Mark Perna with tfs (tools for schools) Proposal
    1. We have met with Mark Perna and he has submitted a proposal to the college for assisting us with Marketing.
  - ii. The COC website is being re-designed; we need printed material and a social media campaign. The college does not have a brand, but we do have name recognition. How can we use that to build our brand? With Guided Pathways, what is that going to look like?
  - iii. There was a question as to how will the proposal tie in with non-credit and guided pathways. The funding would pay for the consultant but additional clarification is needed related to the outcome of the consultant. The proposal also states that a team is needed of 10-15 people from the college in order to execute the process. The team would include some non-credit members.
  - iv. We are unique in that we are one college and one high school district but there was a question as to what gives us a competitive advantage. We have a competitive advantage over the for profits, continued education for adult learners, we are the best educator for our employers in our valley.
  - v. Dr. Buckley recommended looking back at the Pathfinder document. Update the current content, ensure it represents the current programs we are offering, the ADT's. Create a searchable .pdf version of it, which can be used with our catalogue and on our website. We want to have something produced by the end of April or May. We are trying to simplify the document so it is more of an At-a-Glance table.
  - vi. We would like to contribute about 50% of the cost for a new Web Master position. We need someone who can commit 100% of their time to the webmaster duties. We need to take the current CE websites and migrate them to the new platform. The webmaster

needs to work with our Administrative Assistants in terms of keeping things current on the website.

- vii. Tim has requested expanding his classified lab support. He has increased sections. Dr. Buckley is proposing a one year contract to provide Tim additional staffing in the Welding department. There is a possibility of expanding this to a permanent classified position.
- viii. We need to meet performance goals that the state has set before us, enrollment, completion and employment. There are other sources available to fund equipment such as Perkins and the Instructional Block grant. DWM wants us to be innovative in our approach. We cannot fund positions on Perkins but we can on DWM.
- ix. Regina is still advocating for individualized program by program marketing plans. We need marketing that is current, and we need to know who we should be marketing to.
- x. Biz Engagement Eco System: How are we communicating and reaching out to businesses? How do we develop a tracking system? We also have this work based and community based learning pilot that is becoming quite extensive.
- xi. It was recommended to have everyone look at the budget documents to determine what needs to be prioritized and to come up with a budget for DWM. Send an email to Regina and Harriet with what is your perspective and the criteria you have used. This information can be used to make recommendation at the end of May.
- xii. There was a recommendation to fund Tim's classified welding position and upgrade Gary's classified position from 72.5% to 100%. In looking at the classified staffing list, there are primarily Chemistry and Biology type of positions, there are no CE positions on the list. There was concern shared that before they make a decision they need to have more information on the list of rankings and Dr. Buckley will be sharing the list with some of the faculty. Jason Oliver requested a lab tech.

#### **E. Advisory Boards**

- a. Cluster discussion
- b. Meeting template
  - i. A copy of the meeting template was shared and members were instructed to review for the next meeting.

Announcement: There is still professional development funds available. There will be an email sent out with information regarding the Perkins Section 2B form and core

indicator, please sign and return to Harriet. Worksheets will also be sent out to make requests.

**F. Regional curriculum recommendation process**

**G. Perkins**

- a. Perkins process
- b. Need subcommittee to review applications