

Career Education Subcommittee of the Academic Senate Meeting
Aug 27, 2018 - BONH 330 - 1:30pm

Begin - 1:33 pm

End - 2:30 pm

Attendees: Lee Hilliard, Eric Arnold, Daylene Meuschke, Nicole Faudree, Dr. Jerry Buckley, Regina Blasberg, Wendy Brill-Wynkoop, Harriet Happel, Marilyn Jimenez, Jeffrey Forrest, Gary Quire, Keri Aaver, Tim Baber, Jim Temple, John Makevich, Ron McFarland, Jeff Baker, Wendy Ruiz

- Regina asked for feedback regarding the CE Website and CE membership list.
- A. Approve Minutes from May 14, 2018 Meeting
- a. Due to the Summary Notes going out so late an extra week was given to allow more time for review. Next meeting the committee will look at the May summary notes and those from today's, August 27th meeting.
 - b. The November 19th meeting may be cancelled due to Mark Perna coming in that day.
- B. Advisory Boards
- a. Meeting template
 - i. Regina posted and sent out three different advisory board agendas. Two, one from Business and one from Welding, are very similar. Regina requested some input for ideas or suggestions. In one previous meeting there was no consensus because there was an agreement that one size does not fit all.
 - ii. The data portion can be 2 years old and there is always a gap. For example data for Technical Theater may show up as N/A as there is no established cohort. Program review will demonstrate what enrollment, diversity and program awards will look like.
 - iii. The Perkins core indicators come out in February. In advisory board meetings there should be discussion on course sequencing, curriculum, AB288, articulation, and efforts in aligning with secondary partners. Perkins' 5 stresses this even more so and will come into effect on January 1th, 2019.
 - iv. A document created by CTE which speaks on the points and the reauthorization at the Federal level will be sent out by Harriet Happel.
 - v. The state will also put more parameters. By July 1, 2020 we hope to have some type of guiding documentation from the Chancellors office in terms of how this will all align with Perkins 5. Key points are the data, course sequencing and LMI to ascertain the relevancy of the program in terms of student being able to get jobs.
 - vi. There will be a request for industry feedback to demonstrate we are using the proper equipment, or new safety regulations or if there are new techniques in the field of Welding. In terms of career exploration we need to continue to ask what the opportunities with industry partners are. Such as, site visits, job shadowing, mentoring, work base learning opportunities, internships and apprentices. This is being

stressed with Perkin's 5 and this is in alignment with WIOA.

vii. The LA consortium is facing some issues in terms of attracting special populations. What they are doing is encouraging HR hiring managers from the companies that they are partnering with to come and talk about, from an HR perspective, what they are doing to attract those special populations. Those same approaches can be adapted at the community college. At the high school, there is a recommendation to work with the industry partners to determine what type of hands on career exploration opportunities are available. There was a recommendation to schedule a follow up advisory board meeting to determine some consensus. Since Dr. Buckley's office scheduled the previous meetings, he offered to schedule the next.

b. Hiring Permanent Part-Time support position

i. Lynn is no longer working at the college and there is a part-time position going out. There was a request to let Regina know if anyone is interested in participating in the hiring committee, in particular chairs.

C. Professional Development

a. ACUE

i. Advertisement and signups, for this professional development program, will take place this fall 2018 semester and the training will start up next semester spring 2019. Recruitment will take place first at COC then they will open it up to the other 7 colleges in the region. By October 1st we should be ready to go. The mentor position will be filled by someone at COC. This is a long program which will be split between spring and fall. It is 25 modules total, and each module takes 4-6 hours. It is costing \$75,000 just for the training. There is no additional funding to provide supplementary services to adjunct faculty who participate. For full-time faculty there will be a conversation with Dr. Buckley about obtaining salary advancement credit. If there are not sufficient funds to pay for adjunct faculty, full-time faculty can participate in the courses and relay the information to their adjunct faculty.

b. \$50,000 available for 2018/19 outside of Perkins funding

i. The \$50,000 is available out of the DWM funds. ACUE is coming out of regional funds, Professional Development is coming out of local funds. \$50,000 is the max. All funds in the local is now going towards full-time salaries.

D. Marketing

a. Videos

i. Sean is back again this year with another contract to do another 10 videos. There are already 3 or 4 videos on the list. This list was sent out to all committee members for feedback. We need Technical Theater which is brand new, Sean has already met with Chris and will be doing some filming next week. Sean met with Eric and will be filming

two separate videos. Sean and Jason have also already begun communicating to film a video for ID. The others on the list are Manufacturing, CAWT, Hotel & Restaurant Management and Administration of Justice. Each program will end up with a full length marketing video of 2 to 3 minutes and a 30 second version of the video. The 30 second videos will be used in the movie theaters, on LinkedIn, and in on other social media sites.

- ii. Some things had been pushed out for enrollment on LinkedIn for Technical Theater, and there were over 700 hits. Jason Oliver created, for both Interior Design and Architecture, graphics to help push enrollment for three courses. Most students are on social media, there is a need to push things out also on Instagram. Students access the videos more frequently than the college website.
- b. Websites
- i. A new webmaster will be hired to redesign the website. If the website is the first point of contact for your program this is probably not a good strategy, because students cannot find the webpage.
 - ii. Harriet and Regina went through all the new webpages for the CTE programs to determine which have videos and which don't or who has one that may need to be updated. There are 26 programs with DWM included in the list which also includes notes. Regina has kept copies of all the final videos. To make any updates to the website, items are sent to Robin to upload to the site. Sean will be able to cut down 12 existing videos to 30 seconds and has been contracted to provide captioning for all the 2018/19 contract videos.
- c. TFS – Mark Perna
- i. There is a list of recommendations, in terms of marketing, from Mark. This list will be available after the 1st of the year. Some of what he was suggesting was more so relating to how to speak about a program.

E. DWM

a. Budget Updates

- i. Lab Assistant for Welding
- ii. Increase 75% to 100% for Auto Lab Assistant
- iii. Auto Equipment
 - No auto equipment was purchased on Perkins. Only a portion was from DWM funding. \$200,000 came out of the Chancellors funding.
 - It is critical to capture and identify in program review and equipment that is beyond its life expectancy and any preventative maintenance issues. We need to know how to budget for this. We need know how to prioritize. When equipment breaks that needs to be communicated. Sometimes there is no need to buy new but simply to repair a piece of equipment.

iv. Crossover from Perkins requests

- The Perkins grant has been approved. There will be a memo sent out next week reminding you of what you applied for. Begin doing your Travel Authorization forms. There must be agendas to be able to ascertain the dates, the states (due to the travel ban) and be able to do out of state request. If the conference is providing meals, expenses for those meals cannot be included on the form. We want to make sure travel forms are filled out correctly to ensure reimbursements are processed in a timely manner.
- Dr. Buckley shared that he and Omar Torres have a discretionary budget which can help fund a single major emergency per year.

b. LinkedIn

i. Applications

ii. Review/comment on 1 page faculty handout (FAQ Suggestions?)

- The LinkedIn contract has been renewed. A one page document has been put together and sent out with the Agenda. There was a request for ideas for FAQs for LinkedIn for faculty especially those who haven't used or integrated it into the classroom. If the background provided is not helpful it can be removed.
- There was request to have a short video explaining how to use LinkedIn and how it can link future alumni students, networking and staying connected.
- Keri Aaver volunteered to put something together and present on LinkedIn. There currently is no free access to Lynda.com but it is provided to the students if they fit within one of the CE programs. The Lynda.com licenses were purchased with DWM funds and can only be used for CE students. . The current contract is for 2,000 licenses. We are nowhere near using all of these licenses. Only 25% of student who asked for access have activated them and those which did, it was due to in classroom presentations. LinkedIn is great with content mapping. There is an existing list on Lynda.com with play lists which can be looked up by subject. The licenses for Lynda.com also apply to CTE noncredit students. We need to make sure we are double checking student's majors to ensure they are CTE majors. Of the 1,200 students serviced last year about more than half where CTE students. The key measure is that students are getting a job related to what their award is.
- Our campus LinkedIn alumni account is not being utilized as it should. There is one post every seven months. There was a request to have consistent naming for each CTE group. There are over 100,000 members who identify as COC alumni but there are only 200 members in the COC alumni group.
- There was a suggestion to set up a meeting with Wendy in

PIO, Keir Aaver in Job Placement and John in non-credit to discuss what will best fit with the brand in terms of the CTE LinkedIn alumni groups.

- There is a new drop down link feature on the Career Services website for classroom presentation requests.

c. Cybersecurity Project Manager Position Update

- i. Ron McFarland has been hired as the new Cybersecurity Project Manager.
- ii. There is a project in the works in terms of how to define how programs will expand across the region. There was mapping done for the CAE2Y class certification. Which is the NAS's certification for accreditation for cyber security education. To identify gaps and strength and needs to be verified with different faculty at colleges.
- iii. There will also be some ETI training with both credit and non-credit.

d. SCCRC Regional Updates

- i. The Centers of Excellence will be putting out their statewide report on Cybersecurity.
- ii. Over the summer the legislation and the governor approved \$150 million through DWM funds that will go to our K-12 partners. It will be administered through the region. Workgroups will be developed on a micro region level between the college and Antelope Valley. There will be one college administrator. This money will fund K-12 projects with a DWM focus. We will get a local K-12 tap, funded by the state working exclusively here at the college and with the Hart District. This will be the re-hire for Karen Miles old position.

F. New Funding Formula Impacts/Questions?

- a. There was a recommendation for two items for discussion at the next meeting, an update on the \$150 million for Strong Workforce for outreach and the activation of the Customer Service training.