

Academic Senate Career Education Committee Meeting Summary

April 10, 2023 1:00 p.m. to 2:00 p.m. (Zoom Virtual Meeting)

Attendees: Dianne Avery, Jennifer Paris, Justin Wallace, Paula Hodge, Mark Daybell, Marilyn Jimenez, Gary Quire, Dr. Kathy Bakhit, Brittany Applen, Daylene Meuschke, Jeff Baker, Regina Blasberg

Start Time: 1:09pm

1) Approve Previous Minutes

- a) March 13, 2023, Meeting Minutes
- b) March 27, 2023, Meeting Minutes
 - Motion to approve both the March 13th and 27th minutes by Brittany Applen, seconded by Jeff Baker. Unanimous. Approved.

2) [CCCAOE Spring 2023 Conference in Sacramento](#) (Gary & Harriet)

- a) This conference starts next week. Gary Quire, Regina Blasberg, Harriet Happel and Paula Hodge will be attending. If anyone interested and cannot attend the spring 2023 conference, there is a [fall 2023 conference in October](#). Many reservations for the [Omni Hotel](#) in Palm Desert are done in July as this event sells out. There are 623 people registered for the spring 23 conference. This event has outgrown the Hyatt and is now scheduled at the [Sacramento Convention Center](#). The conference has gained the trust of the board at the last couple of meetings. The Chancellor's Office has come in and presented at the conference. There will be more areas of CTE involved at the state level. The new state chancellor comes out Bakersfield. The CCCAOE President Elect has worked closely with the State Chancellor. The online college is not going away and there will be more updates soon.

3) CE Website Format Review (Harriet, Regina & Gary)

- a) New Drop Menus in OU Campus: The navigation has been updated by IT and there are now drop-down windows. This change now changes how everything lays out on websites. There is now a need to structure the navigation to align with a program. Regina is meeting with faculty on the 28th to do photos.
- b) Career Trees with Mark Perna: How valid are the career trees? Gary will follow up with Harriet on the contractual agreement.
- c) Original CE Program Website Template: There are new programs coming on board. All CE program pages had three boxes at the top and now due to the changes with navigation some content is going to different places that don't align. How can program best present content. The original layout agreed on included 3 boxes, one video box in the middle and a career tree as the third box. Need to get Robyn Spurs to update the webpages. A meeting needs to take place with all dept chairs so they can review their website and get in touch with Robyn. Gary has reviewed the page for the [Business Dept](#). There is much outdated stuff on the website that is not updated anymore.

- d) Program Mapper Software: The Program Mapper software was uploaded, the college wants faculty directly to link to program mapper, however, this software does not allow for a direct link. There are program comments that need to be uploaded and this cannot be added at this time. This all needs to be integrated. Students need to know what classes they need to take? In business they started added courses, but it does not explain the courses well. What are the business and non-business classes students need to take?
- e) Request for Recreation Management Website to be added to the “Programs” page: Brittany requested the Recreation Management website be linked on the CE website. It is recommended faculty allocated 2 hours to meet with Robin to do live changes.
- f) “Here to Career?”: It is not clear why this information was included. The CE program home page is managed by Harriet and Gary. It is recommended that this page be re-worked. Paula will also be included in this email. The “Here to Career” information used to exist but not clear if it does. This may be connected to “Doing What Matters” this was a state site that included salary information that can be found at this page:
<https://foundationccc.org/what-we-do/workforce-development/here-to-career-mobile-app>
- g) New Programs at COC: There may new program coming in the fall to check if what is on the page is still offered at COC. Gary will work on this for the rest of the semester to have done by the fall.
- h) What does CE mean to the students, how are students finding the CE page?
- Could a banner add be added to the COC homepage? This request may need to go to PIO. Could this information remain on the homepage for a certain time and then be removed.
 - What is the value it has once students find it and how many clicks would students need to make to find the information?
 - Could a link for the CE program website be added to a signature or via CANVAS?
 - The Academic’s page is a mimic of the COC homepage. If students want to explore CE, the link should live on the homepage and not at the bottom of the page. Students will not click on 1-2 clicks. What is the purpose of the CE page? Is this for students who don’t know what they are doing, exploring options or for those who want CE? It is recommended to have CE as a separate box on the homepage. CE is imbedded in the various programs having a separate box will make it easier for students to find these programs. For example, MSE is now two divisions, two boxes can be added for MSE and HPPS and one for CE programs. However, these boxes are a school, but CE is not a school. Gary will meet with Harriet about to address these questions.
- i) Guided Pathway Recommendations: When the college worked on GP the decision was made to stay with the names of the schools. This recommendation was made to all CCCs. Should this designation be inward or student facing? How extensive will the revisions be?
- j) Student Focus Group: It is not clear if students use the term “CE” for vocation programs that live within schools. How useful is this term from a student perspective. Perhaps, “College of Career” is a better tag line. Need to talk to students to find out how they are interacting with the website. Students are who informed the college about what programs or information is on the COC home page. It is recommended to have a new focus group as in the past there was a focus group that was part of IE2. IE2 members watched students

navigate a website. Maybe students might like to see more pictures.

k) Suggestion to look at existing school websites: Are there any exemplary educational websites that are well designed and are award winning? So, we don't have to re-invent the wheel. Pull in experts at the beginning part of the re-design process. There are private sector school that are in competition with other schools who have better marketing. Need to do user testing at every phase of the development of a new website. is there a way to track "user" eyes. As simple as a group of five students can give you much information.

l) Suggestions to make the CE website more interactive:

- How to Choose a College Major and Develop a Career Plan: Step 1: Consider Your Interests and Passions. ...Step 2: Think About What You Like to Do. ...Step 3: Consider How Long You Want to Be in School. ...Step 4: Visualize Your Ideal Post-Graduation Life. ...Step 5: Research Prospective Careers. ...Step 6: Do Internships!
- A suggestion is to have an interactive process where students can click on some areas of a website such as selecting a few options and they can then be taken to certain information. This has been done in counseling and based on this the counselor's developed an ed. plan. The current format was built by looking at PCC website as it was the most interactive framework. Per GP the schools were kept as the paths. Three in a half years ago the world was different and now there needs to be updates done.

m) The suggestion is to create a taskforce. Gary will also reach out to all the chairs. Need to make sure all websites are all aligned and named correctly. This item will return for the next meeting. Gary will meet with Harriet and Robin.

n) Daylene is part Strategic Enrollment Management Academy. Daylene has made a note of the questions regarding how to get students to the right place, right away.

4) What's on your Mind? (Harriet & Gary)

Announcements: Open Forum for Discussion

Future Agenda Items:

-

Adjournment: 2:00 pm