

Academic Senate

Career Education Committee Meeting Summary

April 11, 2022, 1:00 p.m. to 2:00 p.m. (Zoom Virtual Meeting)

Attendees: Gary Quire, Harriet Happel, Heather Dotter, Hency Chu, Jeff Gregor, Jennifer Paris, Justin Hunt, Justin Wallace, Larry Alvarez, Marilyn Jimenez, Nadia Cotti, Nicole Faudree, Nicole Faudree, Regina Blasberg, SB Tucker

Start Time: 1:04 pm

- 1) Approve Previous Minutes
 - a) March 28, 2022
 - Motion to approve the minutes by Regina Blasberg, seconded by SB Tucker. Unanimous. Approved.
- 2) Market Group Taskforce, regarding low enrollment challenges (Harriet & Gary)
 - a) Deans Council Update: The *Discovery Date* event will be scheduled on **Saturday, May 14th at 9am - 1pm**. This event will be to showcase the campus and communicate those classes are being scheduled and that the campus is open. If any faculty are interested in hosting a lab on this day, they can contact their school Dean to showcase their program. There will be supplemental pay available for faculty who participate. The 9am – 1pm will pay for pre-set up. All faculty will be paid from 8:30am to 1:30pm for set up and to clean up
 - b) For those who have completed their Career Tress and banner, Harriet will check with Mark Perna to expedite these requests. This event will be broadcasted to the community. This event will be for adult learners as many have disengaged from the workforce and now want to re-engage. Marilyn, Gary, and Harriet can also send out this information. Student services will launch marketing emails to all students this week. This will be an all-hands-on deck event. This event will also be marketed to all local high schools, AJCC, Workforce Dev. Boards and the community at large.
 - c) Marketing: There are some guidelines and there is a schedule which allows to plan months ahead of time for registration. Marketing needs to be done for Fall 22 and Fall 23 registrations. The Schools Deans will send this information out regarding mailers and social media marketing. Mud Turtle will resume video tapping. Masks are no longer required. The videos what were started can be completed and will look to see which others still need to be done. It is suggested to have faculty look at their Career Trees and brochures, 3-4 program points, flyers, social media so this can be updated for marketing. There is a need for comprehensive marketing.
 - d) CE Committee Marketing Sub-Group: It would be beneficial to have a work group from the CE Committee to address marketing. Justin Hunt, Larry Alvarez, and Gary Quire will be joining this group. Nancy Sandoval will be contacting the group and setting up a meeting. There is a list of students who were enrolled and who then disengaged. There is also a list of students from Hart District who did not engage in COC. These students

will also be targeted. In terms of CCAOE, there has been a drop-in birth rates due to COVID-19 which account to a 28% birth rate decline.

- e) CSU and UCs are all competing for the same students. The SAT and ACT has been removed, the FA has been raised, CSU's and UCs are working with companies for loans. This has affected enrollment. Need to not only look at 18-24-year-old but also adult learners. How will people re-engage in the workforce, such as those with BA who don't have a job? Employers such as Target stated they are not interested in BA or MA they are interested in skills and industry-based credentials. There are people at the Target Distribution Center in Davis, CA who did an industry recognized credential and are being promoted. Need to think about how to market to these people? How will this be promoted? COC has many opportunities for this population. The increase in this decline has not yet been reached. Mark Perna recommended that COC show how the district is working with CSU's and UC's. Students should go to COC not just because it is cheaper but because it is a steppingstone to a 4-year college. Need to have a strong focus year at COC on welcoming students with open arms. Students may not get into their preferred school, but COC is available, and registration is still open. Students need to rethink their educational plan. This is a good opportunity for those students who did not get into their 1st choice for an out-of-state school. Marketing is all about time and needs to be done at the right time.
- f) There was a suggestion to have the COC be an industry responsive campus as there are some programs that are currently not being offered. This is just in time training and COC needs to be able to response to industry and COC has been doing this with companies such as Lockheed Martin. This can be done in a cost-effective way to bring in training in a non-credit, mirror or credit format and have this go through Curriculum Committee. This has also been done with CNC Training.
- g) Another suggestion is to message students to have them message their peers about this program. The other ideas are to market these programs in the classroom to support students in their retention. COC needs to be industry responsive so that if industry contacts a CE program the college can be responsive. The message with industry is that COC will entertain many areas to support industry. Anyone interested can contact Justin Wallace. The suggestion is to also include industry partners at the *Discover Date* event so they can see what COC has to offer. This will be an event to show case programs not just for students but for employers.
- h) Robin Spurs (Mud Turtle) & Mark Perna Update: There will be a discussion for other ideas for marketing going forward. As a reminder any information submitted by CE faculty will be collected and forwarded to Mark Perna and then forwarded to Robin Spurs to add to the website. There are some non-CE programs who have reached out Gary Quire for assistance with their marketing.

3) CCAOE Spring 2022 Conference Recap (Harriet)

- a) CCAOE Recap: It was announced that Vision for Success 2021 has completed. There is now a new Vision for Success. Everything is being re-thought from the Chancellors office. The key words are, "unconditional belonging." The idea is that failure is success

and that colleges need to concentrate on short-term training. The idea is Confidence Based Education and not have a grading system but more so on the mastery of competencies for CE such as Industry Based credentials or licensure. This will be marketing via a road show with CCC's so that districts can understand this new idea. Industry representatives have said they have an employee pipeline gap and when combined with resignations, raising costs, inflation, possible upcoming recession, and the many global issues they need a trained workforce. How does COC get their students trained? Industry is not interested in degrees but in skills for most programs of studies. When looking at programs there is a need to look at short term accelerated training. This will be lifelong learning as students will be trained and go into the workforce and then go back to school to be re-trained as the industry changes. There is a need for planning to 2025 and not do what is being done for 2022. How are programs planning for 2025? What will the industry look like in 2025?

- b) Great Resignation Workshop Session: Regina attended this event and they discussed how millennials and Gen Z are changing the workforce and are demanding different things. The idea is that Colleges are not quickly changeable either due to the bureaucracy or union contracts. This makes it difficult for colleges to adjust. As a system the CCC's are dealing with supply chain shortages and a decline in staff. Need to figure out how to be more adaptable for employees so they stay and service students. How can more students be retained? What can faculty be doing to help improve student retention? Being with people does require a lot of emotional draining can be emotionally draining and people feel overstimulated and on overdrive. Students have been at home and students have experienced much anxiety of the idea of being back on campus. Regarding mental health there is a need to think about students, faculty, staff, and administrators. There was a lot of discussion of who is helping those who are running the college? Where is their support? There are many CCC's who are also struggling with the same issues in regard turn over. It was nice to get a sense of community. Unless areas are addressed people will continue to be burned out and students will not return to campus. There is no going back to normal as that no longer exists. There is anxiety as the new normal is not clear what it will look like? As an institution how can a college plan internally and externally? In Advisory Board meetings there is a common ground with challenges the new normal. This is being looked at by all regions in the Board Meetings.
- c) The next CCAOE will be held at Rancho Mirage in October 22 and registration will open in June. For those who have not attended it is highly recommended to have all attend as it is a great opportunity to meet colleagues and to learn that we are not alone. This is a great way to get different perspectives, create new approaches and learn that we are all CCC's facing similar challenges.

Announcements: Open Forum for Discussion Future Agenda Items:

- As a reminder there are two more meetings left in the semester.
- If anyone has any questions relating to Career Trees, please send to Gary. Any other questions can be forwarded to Harriet and Gary.

Adjournment: 1: 45pm