

Academic Senate Career Education Committee Meeting

May 24, 2021 1:00 p.m. to 2:00 p.m. (Zoom Virtual Meeting)

Attendees: Daylene Meuschke, Donald Carlson, Dr. Kathy Bakhit, Gary Quire, Harriet Happel, Hency Chu, Jeff Baker, Jennifer Paris, Justin Wallace, Keri Aaver, Larry Alvarez, Marilyn Jimenez, Nicole Faudree, Dr. Omar Torres, Regina Blasberg, SB Tucker & Tim Baber

Start Time: 1:05 pm

- 1) Approve Previous Minutesa) May 10, 2021
 - Motion to approve the minutes by Nicole Faudree, seconded by Jennifer Paris. Unanimous. Approved.
- 2) Perkins and Strong Workforce Funding FY 22 (Harriet)
 - **Program Review Requests:** [Harriet shared a budget report.](#) There are new applications for Perkins funding that will be submitted in the next 2 weeks. Anyone doing program review needs to fill out the worksheets to help capture what is being requested. If there are force costs those will get reviewed by the Deans Council and PAC-B. These could be paid through Fund 11 or 12.
 - **Perkins Funding Update:** Professional Development was included by department ONLY when it is specifically related to any industry certification. There is still no travel policy and it is not clear when this will be lifted. Much of the professional development is limited to what can be done virtually. If this is added under the award there are several budget transfers that have to take place. Several CTE instructional programs will be getting funded. The rules have been changed with SWF and any items which have an Allied Health Care Top Code will require an additional 20 page application. Therefore, SWF was not used for Allied Health Care and instead Perkins funding will be used. In addition this budget report included funding allocations across CTE such as PT Clerical Support, Contract Services, Professional Development, Conference and Administration that includes office supplies and memberships for Harriet. The total award for the next fiscal year 21/22 will be \$516,484.00. Finalized budgets will be coming out by the end of June. All program chairs will receive an email from Harriet confirming the funding awarded both by Perkins and SWF. Instructions will be provided as to how to proceed with purchasing and pre-authorizations for items such as supplemental services. In fall 2021 there will also be discussion regarding SWF 6 as funding will be solidified.
 - **Strong Workforce Funding (SWF):** Some funding has been accumulated over the past 5 rounds. Currently SWF is in round 6 and will come to fruition sometime in July after the finalized budget is receive from legislation. There were unspent funds in round 2, 3, and 4 which need to get spent down. The projects for the regional funding for round 6 will be close to \$1 million. This will allow the continuation of great work that has been happening. The majority of the local share does go towards faculty salary and benefits as well as to the CSU representatives. These are part-time counselors which are working at the high schools sites, advising students for dual enrollment pathways, enrollment at the college and College Now.
 - **Advance Technology Center (ATC):** A big portion of the SWF funding is going toward the development of the Advance Technology Center (ATC) which will encompasses three different programs such a Manufacturing, Welding and

Construction. This also includes Castaic High School, AB288 Pathways. The Hart District has made a \$2 million investment. There is also a lot to do with industry recognized credentials and accreditation. This includes a lot of curriculum revision and to provide faculty with the professional development they need to become certified.

- **Chancellor's Office Grant:** An additional grant from the Chancellors office was received last year in the amount of \$1.5 million over a 3 year period. The college needs to identify an area for manufacturing as there has not been one for almost 2 years. However, a site has been found that allows for a 3 year lease as administration is still negotiation a permanent site. There will be some tenant improvements that need to be made in order for the college to move in. Congressman Garcia stated that the state can allocated around \$1 million in appropriations for equipment.
- **New Commercial Music Program:** There is a new commercial music program. The college is in the process of developing and building an actual studio for commercial music in Pico Hall. This space is going to replicate exactly what students would find in the industry. There are some costs associated as well as [AVID Certification](#). This will include commercial music as well as animation and put the college at a realm of working with Los Angeles industry.
- **Graphic Design Intersect Lab:** This lab was launched this semester. The plans are to replicate this lab for the Film Production department for the fall semester.
- **CTE Marketing:** There is a contract for CTE Marketing and a consultant has been hired for full capacity marketing. A social media marketing campaign for all of Career Education will be launched in late fall for spring semester enrollment. Also from year to year a Job Developer is financed. There is an additional \$200,000 for contract services which is not only for marketing but also for projects such as [Mark Perna's Career Trees](#).
- **Professional Development:** There is \$50,000 allocated for Professional Development as this is how [ACUE training](#) has been funded in the past.
- **Regional Director Contracts:** Some of the regional director's contracts have been extended until the end of December. The Business departments is participating in one of the programs through SWF/Perkins as it is student centered. There was as question regarding if fund can be used with [Eddie Lin](#) from [NEXUS Edge](#)? Harriet confirmed that if this funding goes away they can add this request to SWF round 6. As per the State Chancellors office the Regional Directors will be refocused from an *industry sector* to an *employer engagement*.
- **Faculty & Salary Benefits funding:** Some of this funding will be used for the new Nursing faculty. The Manufacturing faculty will be going to the HTC Grant. This also includes a new Network Technology faculty member (not to be confused with the replacement for the recent faculty retiree) to support the Cybersecurity department next fiscal year. The funding for this position will be part of the HTC grant and SWF.
- **New funding ideas:** If anyone has any innovative ideas please forward to Harriet as more funding will be allocated soon to the college in the next two years. This will be a competitive funding and will need to be placed in an RFA.

3) Programmatic Marketing for Fall Semester (Harriet & Gary)

- **Marketing Videos Update:** The idea is to market programs which need more visibility or which need a boost in enrolment. Marketing. In the past videos have been created. There are a few more videos that will be wrapped in the fall. In the past videos have been placed in

the movie theaters. This is a very expensive endeavor and there is no mechanism in place to measure results. This will not be done again and instead looking at possible marketing strategies which are more intentional or which provide a return on investment. For the Water Technology Program, advertisement have been done in industry journals.

- **Social Media Marketing Update:** There is a comprehensive marketing campaign that will be applicable for spring semester after there is a better understanding of what the new normal will be. Predominantly, most instruction for fall 2021 will be virtual. There are some programs which are thriving and others which are not. The idea is to do program specific marketing such as flyers, working with PIO or social media. There will be some marketing done for Larry Alvarez's new Law Enforcement Technology program. Marketing videos should be no longer than 30 seconds and preferably on [TikTok](#) as that is what students prefer. However there may be a need to do multiple social media impression on multiple platforms. Social media posts need to be continually updated. Campaign development will begin this summer so there can be some content to run by the Faculty. A launching campaign will be done in late fall or spring. [LinkedIn](#) will have some new products that they will be releasing on July 1st. Harriet is working on setting up a FLEX session to be hosted by LinkedIn and focusing on career exploration. [Full Capacity Marketing](#) has done marketing for a number of regions such as the bay, central and inland empire. This company has a proven track record of success and has shared some of the analytics for what they have been able to do in terms of touching points. This templet could be used and modified.
- **Social Media Student Interns:** There is an idea to work with the Business Department to develop intersect labs where student interns could be used for the purpose of assisting departments with social media. Departments and student could connect with Cougar News. There is also the [Global VIP internship](#) available through one of the regions. This program was very successful as there 9 students who went through this programs. Students had a social media expert who was a mentor. Student's works with various small business and developed social media marketing plans.
- **Enrollment Report:** After 4 weeks of enrollment for summer term it appears that the college is at 73% of the target. The college is behind 18% at this point compared to last summer. At this point in time the college is still protected by the emergency conditions allowance, which takes into account whether or not the college generates FTS this summer or not. This is based on the 19/20 & 21 submission and will cover until 21/22. After this time the college will no longer be covered by the emergency conditions allowance which affords the college the guarantee that it will be funded at the pre-pandemic level. There will be much work to do as pathways are being re-envisioned, the development of new programs and looking at how to schedule classes to best serve the needs of students.

4) Open Forum (15 minutes)

- **Add Code Enrolment Procedures update:** The Academic Senate listed, "Add Code Enrollment Procedures" as an action item on the [April 22, 2021 agenda](#). Three different add code options were presented and Option #2 was voted on and approved. However at the [May 20, 2021 Academic Senate meeting](#) an announcement was made regarding Option #2 stating that while this option was approved it is no longer an option. This is due to the new enrollment system that the college is now using for students which does not allow for this access. This automatically now defaults to Option #3 which, *"halts the practice of allowing student self-enrollment from the class start date to the conclusion of the first week of the term for all terms formats to include 5, 8 and 16 week terms, thereby giving total control of enrollment through the issuance of add codes by instructors only from the start date of the class and thereafter."* Option #2 gave the opportunity to allow students to self-enroll in the 1st week of class and it would then be the instructor's responsibility to go off the waitlist or add students upon request. This will be more difficult for programs which only have one full-time faculty member. All adjuncts will need to be in communication with the students to be able to get them into the class and get them enrolled as classes will be cut off on the 1st day of class. The

current add system will no longer exist and the new system will require add authorizations. The process for late add is not yet clear. The new system is scheduled to be activated on August 16th. There was a suggestion to create a cheat sheet for faculty on how to utilize the new enrollment system.

- **Faculty Job Descriptions:** There are some concerns from faculty regarding changes taking place with faculty job descriptions. There are some faculty who feel the changes will create barriers for increasing diversity and seem to place an unwieldy load on new hires. The intent is to simplify the job description as the description has gotten too long and the language tends to be too academic and this can be a barrier. The idea is to keep the description broad. The new job descriptions are now active for new hires.

Announcements: Open Forum for Discussion

- Gary will be sending out an email to all committee members to determine who would like to continue serving on this committee for next year. Also please send Gary information regarding who will be a committee member's replacement. This information will then be forwarded to Marilyn.
- The requests at the last CE Committee meeting for possible agenda items have been noted. These agenda item request will be included on upcoming agendas for fall 2021.

Future Agenda Items

Adjournment: 2:01 pm