

Academic Senate

Career Education Committee Meeting Summary

November 06, 2023 1:00 p.m. to 2:00 p.m.

(Zoom Virtual Meeting)

Attendees: Dr. Hency Chu, Gary Quire, Harriet Happle, Heather Dotter, Jaya George, Jennifer Paris, Jon Amador, Justin Wallace, Marilyn Jimenez, Paula Hodge, Regina Blasberg, SB Tucker and XanTh Stack.

- 1) Approve Previous Minutes
 - a) October 09, 2023 Meeting
 - i) Motion to approve the minutes by SB Tucker, seconded by XanTh Stack. Unanimous. Approved.
- 2) Program Review – Harriet
 - a) **Perking questions added into the Program Review form:** There were concerns regarding many CTE faculty not inputting their questions into program review. There is no deadline for inputting the data from the worksheets into program review for a request for Perkins or SWF funding. Harriet updated all spreadsheets and will forward to the chairs to use as a guide.
 - b) **Perkins and SWF Funding Increase:** There was a 1% increase on Perkins and SWF. The COLA was over 8%. This is an increase for those in categorical funding and this is also regarding the inflation period. On average equipment and supplies have seen a 50% increase due to inflation. There has been no increase in funding to match this.
 - c) **Perkins Application:** If anyone has a Program 1 accreditation requirement or if their program is considered categorical, there may be a need for self-studies, such as trainings and conferences. For example, for the Business Department, there is the Future Leaders of America, and the students who participate and the activities count as workplace learning in fund 11 and 12. This request can be part of the funding request for every year. If there's anyone who needs to attend a conference after the year has started please send an email to Harriet with a copy of the flyer. This request will be funded across CTE. It is recommended to request these funds early in the year.
 - d) **SWF and Perkins FY: 24 Funding:** There is 50K in Perkins and 50K in SWF for total of 100K. However, this year the funds may run out as conference and travel prices have gone up. Therefore, there may not be a lot of funding for new projects. In regards to faculty contracts, there were grants in the past for funding curriculum development. Harriet can pay for sub-services, such as accreditation (or anything mandated by accreditation), student mentoring/advising (as there are certain hours that are calculated), Work Base Learning (WBL), Future Business Leaders of America (FBLA), animation projects, or internships for other departments on campus. This is negotiated on a department by department basis.
 - e) **Funding for Marketing:** There is funding for marketing across CTE.
 - i) **Full Capacity Marketing:** Harriet is working with Full Capacity Marketing to change the focus with permission with PIO. A re-brand with CE is being done so that CE does not

need to follow the COC tag line. Last year was, “Ready, Re-set , Go.” However, via focus groups many didn’t know what that meant. The rebrand focuses on getting the skills and get jobs. This lets students know if you complete a pathway you are guaranteed an interview.

- ii) **Career Trees:** The Career Trees will be revamped. The value proposition is to make an investment in education for the purpose of getting a job. What jobs are out there? The campaign will be underway by spring 24.
 - iii) **Individual Course/Program Marketing:** Typically, no marketing for a course was done but now there can be marketing done for a program for a specific pathway. Harriet can do this with PIO, faculty need to go to their school Dean for approval first. Marketing can be done for any special projects, (special demographics such as traditional and adult learners), industry with quickly changing technology and industry that employees that need upscaling (such as 2, 8-week classes).
 - iv) **Mud Turtle:** This is a continual contract. The first priority is for program which do not have a video. The second priority is for videos that need to be updated. The funding allows for 5 videos a year to be created. There are few videos that will be done soon that where were on hold from the COVID time period. After these videos are completed a new contract can be done in spring.
- f) **Program Review Worksheets:**
- i) **Perking Funding Requirements:** There are 9 goals for Perkins Funding. There are also two requirements for example, *to improve a current program or for program initiation*. If a program can no longer use fund 11 this cannot be put into program review it has to meet one of the 9 goals.
 - Goal #1, *To improve a current program*. This may be due to rapidly changing technology.
 - Goal #2, *Strengthen the academic and career technical skills of students...* The idea is to link CTE to post and secondary enrollment.
 - Goal #4, *Developed, improve, or expand the use of technology in CTE*.
 - Goal #5, *Professional Development*
 - Goal #6, *Develop and implement evaluation of the CTE programs.* This is in reference to special populations student groups such as gender. Host events such as, “Women only in Auto or Coding.”
 - Goal #7, *How do we do initiate, improvise and expand modernization quality in CTE programs.*
 - Goal #8, *Provide services and activities that are sufficient size, score and quality to be effective*
 - Goal #9, *Provide activities to prepare students.*
 - ii) **Activities in Worksheets:** Faculty need to add activities that meet requirements for each of the goals. In the second worksheet requires that faculty rate activities and required resources (human and physical). How is this going to contribute to employer engagement? Will need to have more employers go into the class.
- g) **Perkins V Core Indicators:** The reports are sent out March or April. The MIS system relies on the CE self-survey. The data reflects no reality but this is the way the state collects information. The goal of the report is to not show any negative percentage. If there is a

negative rating then Harriet needs to show how that will be improved. The indicators need to look at retention, placement, and enrollment. The state and federal government wants to see a 25% increase in enrollment and completion. These numbers are also seen in the advisory boards. Many programs are hitting this in enrollment but not in completion.

- h) **Vision for Success**: Need to see an increase in certificate and degrees, transfer to 4-year institutions, securing of gainful employment, reduction in excess unit accumulation by students, closing of equity gaps and closing of regional achievement gaps. With SWF, starting in Round 9 the goals will change and will focus on baccalaureate degree. There will be more emphasis on WPL and apprenticeship.
 - i) **Employer Engagement Goals**: How will activity goals increase or improve employer engagement? Programs need to solicit employer engagement. There needs to be 9 units in a pathway, employment with a livable wage (such as LMI date), and students' employment in a related program of study. The hope is that via internships students are getting employed. All faculty need to follow up with Harriet as there may be 33 program reviews to review. Harriet needs to be aware of areas of need so she can advocate.
 - j) **Program Review Worksheets and Townhall**: The worksheets are not required in Program Review but they are working documents that can help guide in creating the program review submission. There is a Program Review Townhall with Sharleen Coleal and Jason Hinkle on Thursday Nov. 9th from 2:30- 3:30pm in Canyons Hall.
 - k) **CCCAOE Site Visit**: Harriet has worked with CCCAOE via the *CA Staff Education Institute*. This is a non-profit and non-partisan group that educates CCC on legislation. CCC's need assistance with legislation as it is related to funding. There will be a site visit next week. Harriet will be setting up a faculty panel on Thursday Nov. 16th from 1:30-2:30pm in Canyon Country. This panel will help staff understand the challenges and opportunities and why it's important for legislature to understand why CCC's need their support. This includes many education policies in addition to the funding. There will also be a tour of the construction yard.
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Announcements: Open Forum for Discussion

Future Agenda Items:

- Next two CE Committee meetings are scheduled for Nov. 20th and Dec. 4th.

Adjournment: 1:55 pm