



**Career and Technical Education (CTE)
Joint Academic Senate Committee**

April 4, 2017
Bus 111
1:00 – 3:15pm

In Attendance: Leigh Allen, Ashanti Blaize, Fariba Bolandhemat, Salvador Carrasco, Dione Carter, Stuart Cooley, Drew Davis, Frank Dawson Chris Fria, Sasha King, Maria Leon-Vazquez, Ford Lowcock, Laura Manson, Kaysha Morgan, Maria Munoz, Debbie Perret Steve Peterson, Tricia Ramos, Salvador Santana, Perviz Sawoski, Redelia Shaw, Steve Sedky, Sal Veas.

Call to order 1:05pm

Public Comments*

None.

Approval of Minutes: March 21, 2017

Move to approve by Maria Leon-Vazquez

Second by Sal Veas

Chairs Report

None.

New Business - Action Items

CTE Promo video – Redelia Shaw & Stuart Cooley

The Sustainable Technology Program has been working with a consultant who wants to do more work with education. The consultant would help develop a virtual reality experience in order to help increase student enrollment, engagement, retention, and increase campus and community awareness specifically with our CTE programs. CTE captures one third of SMC's population. The script for the virtual reality tour would include a walk-through of the CTE programs using 360 video, application, and platforms. The Sustainable Tech program would use their solar car to outreach to high schools and the community as well. The project would take at least twelve weeks to complete which would produce an hour and a half of content. Marketing funds are being requested under the Strong Workforce local share. This project will cost between \$96,000 – \$150,000 but can be reduced if we use internal resources.

The committee recommends developing a comprehensive short term and long term marketing strategy to keep branding consistent across the board. A marketing subcommittee will be formed in order to begin discussions on first steps and will be agendized for the next CTE Committee meeting. Current volunteers for the subcommittee include Ashanti Blaize, Steve Sedky, Nicola Vruwink, Kaysha Morgan, Redelia Shaw. The Communications department can begin conversations with Regina Ip, Kiersten Elliott and Esau Tovar.

Under the StrongWorkforce Local share – there's \$200,000 for New Programs – a process for accessing these funds should be discussed as well.

Perkins Presentations 1:30 – 3:15pm

Respiratory Therapy – Salvador Santana

**Five minutes is allocated to anyone who wishes to address the CTE Committee on an agenda item, for general comments, or non-agenda items.*



We were recently approved to teach our first equipment course last week by the Curriculum Committee. Our Perkins application is asking for additional equipment to equip lab stations in the amount of \$48,598.

Digital Film Production – Salvador Carrasco and Drew Davis

We're asking to purchase the dolly rather than lease it. It's a fundamental piece of equipment for film production and is used in all film production classes where 95% of shots include dolly. The equipment is essential to teach film grammar, and can be used as a tripod as well.

DSPS – Tom Peters

We have more students coming in needing access to software on Mac products. We need to be able to support students within a Mac environment. Livescribe pens synch to iPads and makes it easy for students to take notes with.

Cosmetology – Debbie Perret

We're requesting facial machines to add to our skin care two classes. We have a big increase in because it's a four month program. Students complete program in 4 months. We're asking for ten machines, each costing \$1500.

Business - Sal Veas and Steven Sedky

We're asking to fund sliding white boards for six classrooms. This request covers five to eight TOP codes. In addition, we're asking for a MacBook Pro which will be used to train our faculty in new technology.

New Programs

- a. Fashion and Technology Certificate
- b. Fashion Industry Sustainability Certificate
- c. Costume Illustration for Film/Television Certificate
- d. Menswear Design Certificate
- e. Studio Assistant for Photography
- f. Digital Tech/Retoucher: Entry Level

Future Business Items

- g. CTE Plenary session and Pathway Academy
- h. Marketing CTE Programs

Announcements

Adjournment

2016 – 2017 Meeting Dates: Tuesdays, 1:00 – 2:15pm, Business 111

Fall 2016:

September 20, 2016
October 11, 2016
October 25, 2016
November 8, 2016
November 22, 2016
December 6, 2016

Spring 2017:

March 7, 2017
March 21, 2017
April 4, 2017
April 18, 2017
May 9, 2017
May 23, 2017