



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

September 19, 2017  
Bundy Conference Room 421 or Zoom  
1:00 – 2:15pm

**In Attendance:** Sal Veas, Tricia Ramos, Steven Sedky, Nancy Cardenas, Sasha King, Ashanti Blaize, Eve Adler, Laura Manson, Gary Huff, Jackie Espinosa, Stuart Cooley, Perviz Sawoski, Debbie Perret, Maria Leon-Vazquez, Mariana de la Garza, Eric Williams, Salvador Santana

Zoom: Saul Rubin, Tom Peters, Dione Carter, Ford Lowcock, Howard Stahl, Maria Munoz, Frank Dawson, Kaysha Morgan.

**Call to order** 1:07pm

**Public comments:** None

**Approval of Minutes:** May, 23, 2017 and September 5, 2017

May 23<sup>rd</sup> – Sal Veas requests to accept as these minutes as presented.

September 5, 2017 - Motion to approve: Laura Manson, second by Tricia Ramos.

All are in favor, no oppositions and no abstentions.

**Chairs Report:** Sal Veas mentions a new folder - on the CTE site under the Academic Senate webpage - has been added – Miscellaneous Documents – in which the items are organized by meeting dates.

**Old Business**

*CTE Marketing Sub-Committee Report* – Ashanti Blaize & Steven Sedky

We've been collaborating with the Marketing department – we now sit in on their meetings and Don Girard is very excited for this project. We want to work with Outreach, involve students, and get the entire campus on board with this project as well. We focused on the Business department as a pilot program for creating a student story video. We had students and alumni work on this portion of the project with assistance from Redelia Shaw. These videos can be used on social media, department webpages and the students who worked on them can use them for their portfolios.

In addition to the videos, we've worked on a website template to be used by departments. The template is a work in progress but it will be finalized soon and we'll be working with departments on redesigning the current sites.

We spoke with five (5) different marketing firms and discussed our goals, deliverables, and necessities. One of our key points in discussions is the ability for the firm to be able to work with our students to create content. Mudai is a smaller firm with a lot of industry experience, and located in Marina Del Rey. They're more about design thinking and will help us put together a strong strategic blueprint we can use if and when we no longer need assistance.

The CTE Committee recommends instructors be included in the videos as well, along with the committee receiving questions the firm would like answered from each department in order to prepare in a timely manner.



The CTE Committee recommends approving Mudai as the selected firm to implement our CTE Marketing Strategy.

Motion to accept by Laura Manson, second by Perviz Sawoski.

All are you in favor; there are no oppositions, and no abstentions.

*Job Placement Center and Business Engagement Center Pilot Report: Sasha King*

We're working with Apple One in launching the Job Placement and Business Engagement Center which will be implemented in three phases. We are currently in phase one which includes process development, testing process, and outcomes that are defined by the SWP metrics. The JPC/BEC is complementary to the Career Services Center.

We've had extensive conversations with the Career Services Center and Jackie Espinoza has been identified as the conduit counselor to assist with meeting our objectives. Mariana de la Garza – Outreach Counselor – will be the point person working with CTE Department Chairs and faculty, and will implement communication channels to students. Nancy Cardenas has been involved in the process as well and has been included in discussions regarding pathways.

The primary location for the JPC/BED will be at the Center for Media and Design (CMD) and hopefully rotate at the different satellite campuses. The primary focus of the JPC/BEC is to bridge gaps with students and employers (job placement). Apple One personnel include Rose – Student Relations Manager, Sean – Office Project Manager, and Amber – LA Regional Market Lead.

Students will be able to visit [www.appleone.com/smc](http://www.appleone.com/smc) where they'll build their profile and have access to their job history, resume builder, tips and tricks for landing a job, social media audit, references, hours of availability, and industries they'd like to work in. Apple One has a very comprehensive match process for students and industry. Apple One will attend the CTE Advisory Board meetings to be better connected with our programs and industry. A contact/directory list will be shared with the committee consisting of SMC and Apple One personnel and roles related to the JPC/BEC.

### **New Business**

*Strong Workforce Incentive Funding Model - Patricia Ramos*

This is the first time we're moving towards performance based funding which is also known as incentive funding (the state is holding back 17%). We will be competing against other colleges for the funds in which a point system will be used. Points will be assigned based on enrollments, completions for certain certificates, transfers, job placement, bachelor degrees, and non-credit job placement. The metrics have to be met as district. Employment will count for round 3. More information should be available on October 1<sup>st</sup>.

*SWP Local Share New Program Development Requests*

This item is just informational. There may be a misunderstanding of what this funding is for. There is only \$200,000 for new program development. The application should be looked at with a problem solving approach with meeting the metrics in mind. You can resubmit or submit the application within a week – due by September 26<sup>th</sup>.



## **New Programs**

### **Future Business Items**

- a. Statewide Senate Leadership – Nate Donahue is asking our committee to revisit the idea of getting CTE involved in state senate activities. Please email Sal Veas if you'd like to attend these events.
- b. Existing Regional Consortium Updates
- c. New/Potential Consortium Opportunities
- d. Sector and Deputy Sector Navigators

### **Announcements**

One of our Cosmetology students won an Emmy for hair and make-up.

**Adjournment:** 2:31pm – motion by Laura Manson.

### **2017 – 2018 Meeting Dates: Tuesdays, 1:00 – 2:15pm**

Locations: Business 111, Bundy 123, CMD 216, Zoom

#### **Fall 2017:**

September 5, 2017  
September 19, 2017  
October 3, 2017  
October 17, 2017  
October 31, 2017  
November 14, 2017  
November 28, 2017

#### **Spring 2018:**

February 20, 2018  
March 6, 2018  
March 20, 2018  
April 3, 2018  
April 17, 2018  
May 1, 2018  
May 15, 2018  
May 29, 2018



**Zoom meeting option**

Topic: CTE Committee Meeting 9/19

Time: Sep 19, 2017 12:45 PM Pacific Standard Time (US and Canada)

Join from PC, Mac, Linux, iOS or Android: <https://cccconfer.zoom.us/j/515129897>

Or iPhone one-tap (US Toll): +14086380968,515129897# or

+16468769923,515129897# Or Telephone:

Dial:

+1 408 638 0968 (US Toll)

+1 646 876 9923 (US Toll)

+1 669 900 6833 (US

Toll) Meeting ID: 515

129 897

International numbers available:

[https://cccconfer.zoom.us/join?m=4KXtRB-N\\_CiqP5tYVaJQYgD2jb9se5Bi](https://cccconfer.zoom.us/join?m=4KXtRB-N_CiqP5tYVaJQYgD2jb9se5Bi)

Or Skype for Business (Lync):

SIP:515129897@lync.zoom.

us