

Career and Technical Education Academic Senate Joint Committee

November 26, 2013

Academic Senate Office

HSS 261

1:00 – 2:15 p.m.

Meeting Commenced: 1:00pm

In Attendance: Vini Angel, Fariba Bolandhemat, Salvador Carrasco, Ruth Casillas, Stuart Cooley, Jose Cue, Frank Dawson, Laura Manson, Ford Lowcock, Wendy Parise, Audra Penchansky, Debbie Perret, Steve Peterson, Tricia Ramos, Vicki Rothman, Perviz Sawoski, Joy Tucker.

Review and Approval of Minutes:

Motion to approve minutes by Tricia Ramos, and second by Stuart Cooley.

All are in favor, no abstentions.

Chairs Report

Frank Dawson bypasses the Chairs Report in order to get through the important items on the agenda.

Major Items of Business

Sub-Committee Reports

Funding – There's an overall agreement about funding possibilities from state and federal levels. At the moment, we're not prepared to cease upon those opportunities that are available. There are two SB70 grants available both having limited funding but due to lack of articulation agreements with local high schools, we're not in good position to lead one of the SB70 grant consortia. AB886 is a \$250 million being put together through the department of education where the consortia are already being composed and SMC we will take part in.

Marketing/Web Support – This subcommittee discussed mainly the web presence of CTE on the SMC website. The main goals established in this subcommittee are:

- Review content of CTE and Workforce websites
- Possibly have Lisa Brand recreate websites
- Assemble graphical content for webpage such as pictures and videos
- Using student employees to maintain website
- Have a separate site – need a web presence that is more dynamic and less of a website but aligns CTE programs and goals.

Update – there is a CTE link on the articulation website and Audra will speak to Helen Porter in regards to changing the title of the Workforce & Economic Development link to "CTE/Workforce". Both Dr. Tsang and Jeff Shimizu acknowledged and agreed that there is not much of a CTE web presence.

Employer Engagement – a few items covered:

- 1) Memberships – Some faculty are being asked to participate in trade with the challenge being that memberships have to be petitioned at the beginning of the fiscal year and the institution as a whole has to be the member.
- 2) Having strong advisory boards is essential to building strong employer base. We can possibly send out a survey to see what is needed/expected on the CTE advisory boards. This list would then be sent to the employers.
- 3) Work with employers to create pathways and build relationships off of that.
- 4) Find incentive for students to intern at certain organizations – especially those in downtown Los Angeles.

Information Communication Technology - it is important to have dedicated resources for the ICTE initiative. Dan Watanabe – the Deputy Sector Navigator for ICT, put together an ICTE panel last Thursday where 15 industries presenters were very impressed with SMC's programs especially Film. Two areas identified as having not enough people to fill jobs are Digital Transfer/IT unit, (DIT), and Graphics.

Student Produced Content – In a way, almost all of the CTE programs have high quality student content already. There is concern with regards to copy rights and legal issues. A list of concerns should be compiled and sent to Jeff Shimizu who would then send to Bob Myers for establishing guidelines. In terms of the TV channel which should be better utilized, we need to have the ability to control the messages being sent out. With student content, we would supervise and monitor the content so nothing would go through to the media stations without going through us first.

The Center – the subcommittee came up with five (5) ideas to help students be successful and to get fund support from The Center. A survey will be sent out to the CTE Committee for feedback.

Signature Event – this subcommittee has had several meetings with various departments to help support this event. The Business department will assist with marketing and promoting of the project. Business and CSIS have identified five (5) faculty that will incorporate elements needed for the project into their spring 2014 courses, Film classes are gathering shots/pictures on Venice Beach, Walt Louie from AET will be editing images the Film program produces, the Art department will create content for display, and the History department will create a historical lobby. With the project potentially being held at the Broad state, there have been many roadblocks with technical set up, test runs, and staffing.

Because the Funding and Employer Engagement subcommittees have several connecting goals, they may be combined.

Continuing Discussions

Load Factors – CTE programs have a lower load factor than other programs – which is a statewide issue. Georgia Lorenz will be invited to the next CTE Committee meeting to discuss CTE and load factors.

Announcements

Special informational presentation with Tongal and KCRW will take place on December 5th where the target audience is our students and alumni where students creating content/campaigns for organizations can get paid for their hard work. There will be a second session once when KCRW decides they are ready.

The Perkins 2014-15 application has been released. It can be found on the CTE site under the Academic Senate, as well on the CTE shared drive.

The Theatre Arts program has released their newest production – Plaid Tidings with showings from December 6 – 15 at the Main Stage.

The Film program did a co-production with China- TCTB, and interviewed Jimmy Carter.

Meeting Adjourned 2:15pm