



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

November 14, 2017

Bus 111

1:00 – 2:15pm

In attendance: Leigh Allen, Ashanti Blaize, Nancy Cardenas, Stuart Cooley, Frank Dawson, Jackie Espinoza, Nathan Khalil, Sasha King, Maria Muñoz, Debbie Perret, Tricia Ramos, Howard Stahl, Sal Veas.

Zoom: Eve Adler, Chris Fria, Gary Huff, Laura Manson, Sharyn Obsatz, Redelia Shaw.

Call to order: 1:07pm

Public Comments*: None

Approval of Minutes: October 31, 2017

A motion to approve the minutes was made by Stuart Cooley, second by Tricia Ramos. All are in favor, no abstentions, no oppositions.

Reports:

Chair. Sal Veas invited Elaine Polacheck to our last CTE Committee meeting of the fall semester – November 28th. She's currently over Fiscal Services and Purchasing, and has been reviewing contracts and conference requests. It would be a good time to voice your concerns. We should communicate how CTE is different from other academic programs and how we're investing our funds. Sal will send out an email to the committee to find out who will be here and what it is we'd like to showcase and discuss with Elaine.

CCCAOE update

Frank Dawson attended the CCCAOE conference and shares there's a soft roll out with removing the T from CTE. A presentation was made on Guided Pathways, which we've already been doing. It was mentioned to focus on adult education as part of non-credit education in order to feed into enrollments for CTE. It was also mentioned to focus on Skills Builders – an area of growth - when marketing CTE. Kathy Booth presented on the "Seven Deadly Sins & Seven Lively Virtues of Educational Reform" - bit.ly/fall17cccae. There are some interesting things being done with Math in terms of placing students into transfer level Math. Nancy Cardenas adds the importance of working with high school faculty and aligning programs, along with inviting them the high school faculty to our advisory board meetings – they'll benefit hearing from industry as well. The CCCAOE encourages more faculty to attend the conference – since there are so many initiatives, it will help for everyone to be on the same page.

Sal Veas and Howard Stahl mention the Chancellor's Office goal of reaching Skills Builder students via FLOW – Flex Learning Options for Workers which would create or use existing online platforms to reach adult workers and those who lack college credentials -

<http://californiacommunitycolleges.cccco.edu/Portals/0/DocDownloads/PressReleases/NOV2017/PR-FLOW-11-13-17-FINAL.pdf>



Marketing Subcommittee – Ashanti Blaize

We used the Business department as a pilot for our first pop up banner. Some minor adjustments need to be made but the idea is for every CTE department and or program to have its own pop-up banner. It would be good to get our own students to work on these projects. Ashanti is working with the Marketing department on getting a series of promotional videos featuring career education. An email template will be created with a unique link for instructors to share with their students. Different links will be used for analytic purposes – to see how students are obtaining the information and which is more effective – via social media or emails from instructors.

Lastly, the Board item to work with the marketing firm – MU/DAI was approved. We're in the process of getting all the documents submitted to get the Purchase Order by the end of December. We'll be working with MU/DAI to set up a design sprint in January, preferably January 12th after our CTE winter retreat. The design sprint would take place on two days in January and would focus on marketing CTE programs – issues, gaps, and strategies. This would include all stakeholders.

JPC/BEC Update – Sasha King

None

Old Business

Stipend standardization by scope of work – Sal Veas and Patricia Ramos

This item is on hold for further discussion. Sal met with a representative from the union and has had conversations with other chairs. We want to make sure there is flexibility and that we don't limit ourselves. Tricia Ramos adds it would be good to have standardization for budget development purposes.

CTE Outcomes Survey – N/A

Committee name and branding change to career education – N/A

Strengthening Advisory Boards – N/A

SWP recipient meeting TBD – N/A

New Business

Winter Retreat/Design Sprint: Friday, January 12 – a save the date will be sent out.

Perkins application 2018-19 - Ruth Casillas

The application will be sent out the template in the next two weeks and will be due on Friday, February 2nd.

Conference Requests Reminder – Sal Veas

Dr. Jeffery is requesting we provide justification for sending more than one person to the same conference even if funded with grant monies.

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



New Programs

N/A

Future Business Items

Existing Regional Consortium Updates

Announcements

Sal Veas mentions a phone call he received from RPA – a full service independent agency who is interesting in partnering with SMC in areas such as Business, Communications, and Marketing. It would be good to use them as a pilot partner for the Business Engagement Center. Sasha King and Nathan Khalil will strategize on the approach we'll have with businesses, and what Career Services and the BEC have to offer. Tricia Ramos adds it would be easier to institutionalize the JPC/BEC if we have a transparent process on how we partner with business and industry.

Tricia Ramos adds the proposals for round two and three of the SWP funds have been ranked. SMC's AWS proposal ranked number 2 out of the 21 proposals submitted.

Adjournment 2:20pm