



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

October 16, 2018
Business 111
1:00 – 2:15pm

In Attendance: (sign-in sheet)

Call to order 1:05pm

Public comments: None

Approval of Minutes: May 29, 2018 & July 12, 2018
Motion to approve by Howard Stahl, second by Tricia Ramos

Reports

Chair: Sal Veas
None

Vice-Chair: Patricia Ramos

During the pre-CCCAOE conference, Workforce made recommendations with assistance from the Center for a Competitive (CCW) to map out all of the SWP projects currently in progress (phases 1 – 3). Julie Curtis will call the CTE Chairs to get needed information for the map.

Tricia Ramos and Nancy Cardenas were invited to the SEAP meeting which has a new set of funds that is CTE focused but not tied to Strong Workforce (SWP).

The CTE Committee recommends obtaining cross-department data since CTE is data driven, as well, for the class schedule to have clear pathways for students to easily plan their schedules. Since this type of software does not exist – Sal Veas and Erin Steinberger will present to President's and CEO's on November 1, 2018.

Old Business

Department Certificates and Certificates of Achievement – postponed.

Dreamforce Report Part 2 – Nancy Cardenas, Sal Veas – postponed.

New Business

SWP Update – Tricia Ramos – see Vice Chair report

Program Innovation Proposal Evolution: Erin Steinberger

There's \$6 million for marketing on the regional level. Right now, 40% of SMC students are leaving after the first semester. We're currently looking for firms to help SMC with its Education product. Students want real world applications and SMC needs to supplement. At the moment,



McKinsey is being brought in for SMC's product (education) redo. McKinsey will be using market research and consumer insight to analyze the market.

SMC needs to review the 40% of students that left the college, why high school students are not coming to SMC, for profit education institutions, and unmet needs. Initial research shows students want real world experience, 4-year institutions are taking our students, SMC's market position – where are we?, digital strategy, content creation – falls on faculty since there isn't a dedicated department for this, a local SMC brand to serve skills builders, competing with the General Assembly's, and the #1 in Transfers tag which can push people away who don't see themselves as transfer students.

Marketing Sub-committee Update: Steven Sedky, Ashanti Blaize - postponed

CCCAOE Conference Update - postponed

Dreamforce Report – Nancy Cardenas, Sal Veas - postponed

New Programs

Future Business Items

Announcements

Frank Dawson announces the Indicate Gaming conference hosted at the CMD had over 1,500 people in attendance and the state has officially extended the Bachelor Degree pilot program.

Adjournment: 2:25pm

For all CTE documents, visit www.academicssenate.com

2018 – 2019 Meeting Dates: Tuesdays, 1:00 – 2:15pm

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

Fall 2018:

September 4, 2018
September 18, 2018
October 2, 2018
October 16, 2018
October 30, 2018
November 13, 2018
November 27, 2018

Spring 2019:

February 19, 2019
March 5, 2019
March 19, 2019
April 2, 2019
April 16, 2019
April 30, 2019
May 14, 2019
May 28, 2019