



**Career Education (CE) Committee**

Tuesday, March 3, 2020

Business 111

1:00 - 2:15pm

**Attendance:** Leigh Allen, Brenda Benson, Nancy Cardenas, Frank Dawson, Kiersten Elliott, David Hall, Nathan Khalil, Sasha King, AnnMarie Leahy, Maria Leon-Vazquez, Walter Meyer, Craig Mohr, Maria Munoz, Patricia Ramos, Perviz Sawoski, Steven Sedky, Howard Stahl, Vicki Rothman, Yosief Yihunie

Zoom: Sharyn Obsatz, Stuart Cooley, Ashanti Blaize, Walt Louie

**Call to order** 1:10pm

**Public comments**

Frank Dawson introduces David Hall - the new Career Education Specialist.

**Approval of minutes:** October 29<sup>th</sup> and December 3<sup>rd</sup>

Motion to approve with correction by Howard Stahl, second by Patricia Ramos.

**Reports**

Chair - Steven Sedky

We had a good winter retreat and hopefully we can review those minutes next week. Also, there was an LA 19 faculty convening over winter – most of the LA 19 colleges gathered and discussed opportunities to collaborate both on the CE side and non CE side. One of the ideas mentioned was having a f HUB for faculty from different disciplines to potentially get together to share different practices – textbooks and teaching methodologies.

Vice Chair – Tricia Ramos

During the retreat there was an update regarding SWP Round 3 regional funds. The region is already talking about round 4 and we still haven't received round 3 funds. SWP is very metrics driven in terms of the funding. In the first 3 years there was a \$20 million pot to share. The new funding was cut by about 30%. The presidents of all the colleges make up the governance council which ultimately make decisions for the region. We decided to take a 15% cut to be able to fund Marketing/SIM.

There has been discussion with many Community Colleges - with bachelor degree programs - to articulate our coursework, even degrees that we do not offer, so we can share students and align curriculum with one another. we currently have a project at the regional level within the Career Pathway Program. No work has been done to align regional colleges with our Bachelor degree program.



### **Information items**

Update from Career Services Center – Vicki Rothman

We've been meeting behind the scenes in terms of business engagement and what's happening in the career center as it relates to career education and where we can be supportive. This is the 2<sup>nd</sup> semester that the Business Engagement council has been meeting to discuss how to bridge everything and bring us together so we're a united front to really support the students.

(The committee is presented with a folder). On left is the areas of interest and 7 steps to success. Each step will have a live link electronically. The back of folder has a list of career resources. Counseling 15 class will be taught online, which is a job search technique class that helps students with resumes and LinkedIn profiles. The goal is to give the students skills to transfer or get into the workforce. We currently have nine part time and two full time career counselors. In the fall semester, a counselor will be assigned to an area of interest. Classified employees - are currently at three, hoping that soon there will be four and all four will be dedicated to CE only.

There haven't been enough students showing up to the career planning workshop. There is a workshop pilot being presented in English classes and other classes. Perhaps doing mini cool careers with an area of interest and classroom projects with employers can get employers involved in our classrooms. We are creating opportunities for employers to hire our students. If we can get employer engagement involved for a mid-term or final review and let the employers give feedback to students it will be very meaningful.

Currently, there are 160 institutes that provide internships at a rate of \$15 an hour. This is the 2<sup>nd</sup> year that LA County of Arts offers internships, the Getty is coming to campus this Thursday to present and offer internship opportunities. Bixel Exchange will be coming to campus next Thursday. The Career Service Center has been working to bridge agencies services for students, if there are any agencies the committee would like to work with, let the Career Service Center know.

Business Engagement Council – Sasha King.

The Council has been meeting with multiple divisions to talk about what they do and how to prioritize its time, and get a better understanding of business engagement. When developing a business engagement strategy at an institution, the focus has been on the tactical piece and addressing the student readiness and the student preparation part. At the end of the day – developing employment relationships is a mutual understanding to feel confident and comfortable. Faculty need to be comfortable with understanding where their students are and need to be. At same time, SWP has provided funds to the business engagement area.

Concept of Faculty Ambassadors – Nathan Khalil and Sasha King



Faculty involvement is a critical piece – we can evaluate the curriculum and compare it with the job market to stay up to date. Are we actively giving our students the right tools they need to get these jobs?

#### New business

Vote to allocate \$250 - 400k to extend local marketing – Ashanti Blaize

During the campaign (that went from December through February) there were over 8 million impressions. It is believed that due to the marketing there has been an increase in enrollments for winter and spring. This increase is up by almost 3% in the last 5 years. The marketing team is working on building a data set to help pin point if the marketing campaign is the reason for enrollment rates to be higher than before.

Motion to approve the funding with the range – Howard Stahl, 2<sup>nd</sup> Brenda Benson. All in favor, no abstentions, no oppositions.

#### Announcement

Santa Monica College Perkins V - Comprehensive Needs Assessment - Advisory Committee tentatively scheduled for Monday, March 30, 1 - 4pm

We are working on making buttons designed for specific careers and programs.

Adjournment: 2:29pm