



Career Education (CE) Committee

Tuesday, October 29, 2019

Business 111

1:00PM-2:15PM

In attendance Leigh Allen, Brenda Benson, Nancy Cardenas, Stuart Cooley, Frank Dawson, Jo Hao, Sherece Jefferson, Sasha King, AnnMarie Leahy, Maria Leon-Vazquez, Walt Louie, Craig Mohr, Maria Munoz, Sharyn Obsatz, Debbie Perret, Viki Rothman, Perviz Sawoski, Steven Sedky, Sal Veas

Zoom Ashanti Blaize, Erin Steinberger

Call to order 1:06pm

Public Comments Sharyn – speaker series – November 14 – use of VR and augmented reality in interior architecture. Coloration at the Center for Media Design (CMD). Please encourage students – looking at application of difference technology's in our area.

Tricia – what Erin brought to LA Region is state of the art, blockbuster, fantastic that no one else can be held accountable to. There was a panel at CCCAOE on marketing – Erin was part of the panel.

Sasha – we're really fortunate to have Erin, she understands brand management. Integrating technology into it. No other campaign did the depth and scope of research that we did that is really the key to marketing campaign driven by brand and innovation. The State level is starting to recognize what we're doing.

Approval of Minutes October 1, 2019

Motion to approve with edits recommended by the committee Patricia Ramos; Second: Maria Munoz. All approve, no oppositions or abstentions.

Reports

Chair: Steven Sedky

Business Engagement council is trying to see how faculty and as a institution, how do we have better connections with industry/employers in the area. Also discussed how to use the tools – looking at key stakeholders internally and collaborating with career services.

Two weekends ago, along with Sal Veas and Brand IQ, lead a 2-day retreat in Indian Wells, bringing together faculty from Los Angeles 19 Community Colleges on how to better improve our programs.



Last Friday, and this Friday, Erin has been meeting with local marketing strategy innovation– how to prepare for the future and have better impact for students. The marketing presentation will take place this Friday in Business 111.

Vice Chair: Patricia Ramos

None

Information Items

a. SWP Round 3 Local & Regional Updates – Tricia Ramos

SWP program every year allows for 30 months to spend down. 19/20 regional funds were ranked – projected ranks, CA Cloud, Nursing, Career Pathways, Noncredit – get at least 90-100k for each project (50k for Cloud programming), so it's pretty significant, Business Engagement, Cyber security, Regional Transportation, and CCW.

There're about 30% cuts that 19 colleges had to make decision on how to cut the funds. The votes were inconsistent and pushed to the College Presidents. A meeting took place last Thursday with the college Presidents and the Vice chancellor was at the last meeting, there were questions asked in regards to the cuts and the way they rolled out, and why the North received more in funding and why we got cut in our funding's. We are the only region that was disproportionately affected. The college President's did not vote on Thursday meeting, they pushed the vote till December. The Executive committee will come together in December to vote.

b. Brief regional & local SIM updates – Sasha King & Sal Veas

Sal Veas – CCLA brand was put together by Collier Simon, to brand la 19 colleges within Los Angeles. Blackboard is handling the call center and they developed the website. On October 10th everything launched. The social advertising has gotten 2.3 million impressions. 19000 clicks, 9725 visits to websites. If anyone has an Instagram or Facebook page follow – goccla. There have been 750 referrals from website to the call center, the call center has vetted them, qualified them, and has referred them to college of choice.

BLACKBOARD is running the call center, Collier is running the creative and LRW is working on the Market research. There will be will get monthly updates on how this campaign is doing. The conversion is a 6-month campaign – meaning they'll stay with the lead for 6 months to get them to convert – register to a college.

c. Local Marketing Update – Ashanti Blaize-Hopkins



The Local level is working with Collier Simon who is already working on the Regional level and are able to use that information to create a local campaign. The campaign will launch November 26 through February.

d. *Online CE Pathways Update – Steven Sedky*

Degrees will be fully online in the Spring semester, some business, communication, and history. There will be a Winter Institution for online teaching during week four and five of the winter session on Fridays from 8:30am – 2pm. There will be two tracks, 1st for faculty teaching online and improve their skills and 2nd is for those who have never taught online. There is about 60 faculty that teach online classes that have signed up to do peer online course review. These faculty attend learning community events, the Calendar has all events listed, open to all CE faculty, online during the week or Fridays which is in person.

VI. Old Business

N/A

VII. New Business

a. *Identify process for funding new projects with SWP Local 2019-20*

It has been discussed that it will be best to have a working group to come back at end of semester. The committee needs to have a process on how to distribute local funds there has to be a process to prioritizing what's import program development, equipment, marketing, or funding career services position? Keep it on agenda for next meeting, Nancy Cardenas and Walt Louie would like to be on committee.

b. *Certificate Conversion Update- Dept Certs to Achievement) for Administration of Justice, User Experience, Web Design, Interior Architecture Design and Digital Production in Architecture.*

Four new certificates going to be fully online – Administration Justice, Web design, user experience, interior architecture, and digital production in architecture. Will go through local curriculum process and then statewide to get approved. Steven is asking for a vote that we approve these certificates to move forward through curriculum. The committee has not established a process that this committee will vote on moving this forward. The committee needs to check with Academic Senate leadership to see if we need to give it stamp of approval.



There is a disconnect with Academic Senate with converting Department Certificate to Certificate of Achievement, they're sending it to the Workforce department to request LMI and some of the request are not CTE related. For instance, if Anthropology and Archeology are going to create a certificate program they do not need to go to Workforce department if they are transfer courses.

VIII. Adjournment 2:22pm

For all documents, visit www.smc.edu/senate.

Next scheduled meeting: November 12, 2019 in BUS 111