



Career Education (CE) Committee

Tuesday, March 9, 2021

Zoom

1:00 - 2:15pm

Zoom: Ashanti Blaize-Hopkins, Nancy Cardenas, Ruth Casillas, Shelia Cordova, Drew Davis, Mario Franco, Amanda Garcia, Jeff Gordon, Nancy Grass, David Hall, Josephine Hao, Jose Hernandez, Gary Huff, Sasha King, Jenny Landa, Anne Marie Leahy, Maria Leon-Vazquez, Hannah Nelson, Jonathan Ng, Sheryn Obsatz, Janet Robinson, Salvador Santana, Perviz Sawoski, Steven Sedky, Redelia Shaw, Howard Stahl, Joshua Thomas, Fabiola Valcin-Lewis, Elena Throckmorton.

Call to order 1:03pm

Public Comments: None

Approval of Minutes: February 23, 2021

Motion to approve by Sasha King and second Nancy Grass

Reports

Chair Steven Sedky

Welcomes everyone to the meeting

Vice Chair Sasha King

No comments

Informational items

Business Engagement Committee Update – Sharyn Obsatz, AnnMarie Leahy, Vicki Rothman & Sasha King

A PowerPoint is shared with the committee while an update is given. With the current spring 2021 cohort, the focus is to bring a Black and/or Latinx industry expert from specific disciplines to share advice with students. The industry experts are chosen to help close equity gaps. If the speaker agrees to have the session recorded via zoom, the recording will be used in the future for informational purposes. A PDF brochure with more details about the program will be shared in a future meeting.

Marketing Update- Ashanti Blaize-Hopkins, Jonathan Ng & Steven Sedky

The December 2020 through February 2021 digital marketing campaign focused on in state and out of state potential students with impressions totaling over 6 million. The view and click rates compared to last year are up 40%. A few out of state videos from social media were shown to the committee.

Brief Update on Perkins/SWP Presentation Process (process to book presentation slots, extending the March 23rd meeting to 2:40 and Fri, March 26th presentations starting at 1PM)- Ruth Casillas



The committee is informed that they will be given 10 minutes to present and answer questions. Nine presentations will take place on the 23rd of March and the remaining ten on the 26th. A link to sign up for a timeslot will be sent via email. The applications will be posted on the website for everyone to review before the meeting.

Old Business

N/A

New Business

N/A

Adjournment 1:56pm

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

Next scheduled meeting: March 23, 2021, Location: Zoom