

**OCCUPATIONAL DEANS AND ECONOMIC DEVELOPMENT
PRACTITIONERS MEETING
Friday, February 9, 2001
9:00 a.m. – 12:00 p.m.
San Diego Community College District
3375 Camino del Rio South, Room 272
San Diego, CA 92108**

Minutes

9:00 a.m. – 9:45 a.m. Occupational Deans

I. Call to Order/Introductions

Al Taccone called the meeting to order at 9:10 a.m.

Those present were:

- Mary Benard, Miramar College
- Bernadette Black, Regional Consortium
- Pat Centurione, San Diego City College
- Ted Cudal, SD/REBRAC
- Mea Daum, Palomar College
- Scott Hammer, Ed>Net
- Kay Hartig, Regional Consortium Chair, Cuyamaca College
- Lois Knowlton, Grossmont College
- Eileen Kraskouskous, MiraCosta College
- Don Long, SDCCD Continuing Education
- Cassie Morton, SDCCD
- Karen Owen, SDCCD Continuing Education
- Wilma Owens, Palomar College
- Judy Pautler, San Diego Mesa College
- Kathy Pulse, CCCCCO
- Noel Roberts, CCCCCO
- Stan Schroeder, Grossmont College
- Mollie Smith, Palomar College
- Al Taccone, San Diego Mesa College
- Tony Thele, Southwestern
- Marlies Vanderberg, Southwestern College
- Mary Watters, Southwestern College
- Bernie Weiss, Ed>Net
- Mary Wylie, Southwestern College

II. Approval of Minutes of December 15, 2000

The Minutes of December 15, 2000, were approved as written.

III. Program Approvals

a. Speech Language Pathology Assistant Program (second reading)

The Speech Language Pathology Assistant Program received approval from the committee.

IV. Non-Traditional Funds

Kay Hartig mentioned she received a letter from the Chancellor's Office stating that each consortium would receive an augmentation to their grant for approximately \$27,000 for non-traditional funds projects. There were two additional minimum required activities added to the RFA list that include:

1. The regions will distribute the funds to colleges in the region via a mini-grant process
2. Funds shall be used to serve students enrolled in non-traditional occupations to accomplish one or more of the following six activities:
 - Outreach and Recruitment
 - Career Support
 - Academic Support
 - Financial Support
 - Access to Technology
 - Staff Development

Kay indicated she was open for suggestions on what process to follow to accomplish these activities. She indicated the funds could be divided between the nine colleges leaving each college approximately \$2920, or the funds could be combined to allow colleges to work together on a group project. Kay mentioned that if a college was not interested in receiving the funds, that money could be divided among the colleges or be shared in a group project, depending on which process was agreed upon. Lois Knowlton had suggested that we possibly develop a brochure containing testimonials of students in non-traditional careers.

Tony Thele indicated that Southwestern College offers what is called an "Equity Pioneer Award", which identifies male and female students who are currently involved in non-traditional careers, and makes them eligible for a \$200 scholarship. He proposed this to be the group project for the non-traditional funds. Tony indicated that those students who win locally could also compete regionally and for a larger scholarship in the amount of \$1,000. Eileen Kraskouskas suggested developing a regional poster, along with the scholarships, that includes the winners from all campuses. Cassie Morton inquired on how many posters would be developed and the consensus was from 300 to 400 copies. It was agreed that \$11,000 would be set aside strictly for the Regional project and for the printing of these regional posters, which leaves \$16,000 to be divided up

between the colleges. It was agreed by the group to conduct this as the Regional project.

Kay asked for suggestions on who could handle the regional contests and regional posters, and Tony Thele nominated Mary Watters to administer this project and she accepted. Kay emphasized to the group when preparing the mini-grant, the maximum length should be no more than two pages plus the budget. The paperwork is due February 23rd. The group project must be completed by May 31, 2001, which gives the colleges enough time to invoice the Regional Consortium.

V. Old Business

Wilma Owens stated that she will be attending the State Advisory Committee meeting on March 2nd and would like to take all the paperwork for the proposed Retail Management Program Certificate with her to move it through the state level.

9:45 a.m. – 11:30 a.m. Joint Session

I. CCCAOE Vice President's Report

Eileen Kraskouskas stated the Board met in January to plan the upcoming CCCAOE Spring 2001 conference in San Francisco. She indicated the minutes will be on the CCCAOE Web page: www.cccaoe.org. She also handed out a flyer on an upcoming online workshop called "Effective College Teaching" targeted to those who were currently teaching in the community college and those who were considering entering the field. Eileen indicated the Bay Region is working with EDD's California Cooperative Occupational Information System to have labor market data uniformly collected on a variety of Information Technology positions so that they would have regional data for an IT collaborative. Also, the Bay Region is developing new program development guidelines for faculty and administrators, which will be available on the web page.

Eileen distributed a summary of programs that were announced from other regions at the Board meeting. She stated that there will be Bidders' Conferences for Economic Development grants in San Francisco at the joint meeting of Ed>Net and CCCAOE.

Eileen indicated the Fall 2001 conference will be held in San Diego and stated the board members were looking for topics and issues to discuss at the conference. The following were topic suggestions submitted by the group:

- Leadership and Transitions
- Discussion panel on how industry clusters were being developed in our region and how the issue of workforce development was linked.

- Up-to-date employment forecast of the area and state
- The effect of the electrical power problem on small businesses
- Distance Learning

Eileen showed some concern that it was the same group of people presenting topics for the CCCAOE conferences and emphasized the need of participation from others.

II. Regional Consortium Report

Kay Hartig indicated the Regional Consortia Chairs met Monday, February 5th with the CCCCO, and informed the group that the Faculty Leadership Conference will be held March 23rd and 24th in Santa Cruz. She indicated that previously the Bay Region facilitated the conference; however, the State Academic Senate had decided on administering the conference.

Kay also mentioned that the Regional Chairs requested a calendar for key dates for grant applications for next year as there has been some concern regarding meeting deadlines.

A flyer was distributed on an upcoming Tri-Regional Meeting of Coop Work Experience Educators, to be held March 1st at Golden West College.

The latest contact information received from the CCCCO was also distributed to the group.

A. Looking for a Career brochure

Kay indicated that the “Looking for a Career” is in process of being updated and stated she will need all current information from the colleges as soon as possible. The Regional Consortium will provide 3,000 per college, and if anyone wanted additional copies, to let her know.

i. Career Cluster Possibilities

Eileen Kraskouskas distributed a proposed chart comparing categories from other brochures including the US Department of Education, Regional Occupation Programs, SANDAG Regional Employment Clusters, to the most recent Regional Consortium “Looking for a Career” brochure. She made suggestions in combination possibilities of categories from the brochures, which were indicated on the chart.

Mary Benard inquired how the top codes fit in these categories and Al Taccone replied that the top codes are for the program, not categories.

The following information is a list of suggested changes for the categories for the brochure:

- Change “Information Technology” to “Computer Information Technology Services.”
- Rename “Health Science” to “Health and Human Services”.
- Remove the “Public Administration & Government” category under the US Dept of Ed list, and replace it with “Public Services”.
- Remove “Consumer Services” category.
- Combine “Financial Services” and “Business Services”.
- Remove “Other” from Eileen’s proposed list.

Kay asked the committee to have their college information prepared and sent by March 1st to Eileen Kraskouskas, who volunteered to handle this project.

B. Regional Marketing Plan

Kay Hartig introduced Mea Daum who will be handling the marketing for the Regional Consortium. Mea has a B.A. degree in Journalism and is presently the interim director for marketing communications at Palomar college.

Kay reviewed the status of the Regional Consortium’s marketing plan with the group. She indicated the Regional Consortium was able to complete eight out of ten tactics.

Kay indicated that the Regional Consortium has approximately \$40,000 for marketing efforts this year. She asked whether the regional marketing plan should be updated and the group agreed that it would be more helpful. Mary Benard suggested preparing a survey to see what worked in the past and what generated the most interest. Kathy Pulse mentioned that the CCCCCO is generating a statewide marketing effort with a marketing firm they hired, and suggested preparing a statewide marketing plan along with the regional marketing plan.

Kay asked the group if they felt the “Best Kept Secret” brochure was outdated, however the group stated they liked the brochure. It was suggested to change the color, however, Kay stated that they needed to stay with the same look.

Lois Knowlton stated that general brochures are not as effective as targeted ones, and suggested preparing more specific brochures. She recommended preparing brochures that were focused on, for example, computer training and send to those businesses that would be interested in that particular topic. Lois believed Business and Information Technology

were the two largest interest groups and suggested using these categories as the focus point, which was agreed upon by the committee. Scott Hammer stated that this brochure is good for informational purposes, however mentioned that success comes from targeted mailing.

Margie Fritch stated she would like to see the Regional Consortium brochures target industries rather than individual businesses.

Mea Daum suggested updating the Regional Consortium's website to conform to the look of the brochures.

III. Chancellor's Office Report

Kathy Pulse -- VTEA

- The VEST Website has been updated to create a simple, easily navigated site that serves the information needs of college personnel.
- 2001-02 RFA Process: Mail date is tentatively February 9th with a return date of May 10th. Kathy Pulse indicated that the Chancellor's Office stressed the importance of a 90-day turnaround. Colleges should be notified a week or two after the grant reading

Economic Development

- Two requirements were added in the "General Provisions" for the Economic Development Program, to reach out to underserved colleges, and colleges in economically distressed areas. Another change expanded the Job Development Incentive Training Program's target groups to include the "working poor".
- Kay Hartig asked if there could be a calendar made available consisting of key dates for grant applications, and Kathy replied that the Chancellor's Office's goal is to create a timeline and follow it accordingly.
- The Governor's budget included \$5 million for industry region collaboratives, emphasizing workforce preparation and economic development as their focus points.

Noel Roberts

Tech Prep

- Based on the first quarter numbers, it was determined that the spending was low. Therefore, Noel Roberts mentioned when colleges received the next payment for Tech Prep in February, it would be less money than expected, and the remaining balance will be "put on the back burner." If 50% or more of the money had been spent, the Chancellor's Office did not touch the money; however, if less than 50% has been spent, they took half the amount and put it aside.
- The intent letter will not go out until February since it has a March 1st start date.

IV. Update on Statewide Contract Ed Benchmarking Study

Scott Hammer conducted a benchmarking study of contract education and determined how we compared to the national standards. He stated their purpose was to continue to work with the Executive Committee to proactively strategize about how to address the barriers and recommendations that were presented in the study. The Executive Committee wanted to know what the impact was, and Scott distributed a summary of the findings, gaps and strengths that were identified in the benchmarking study. He indicated the Executive Committee asked him to prioritize the recommendations.

The following are CAEL Recommendation Priorities:

LEGISLATIVE

- Recommendation: Resolve the “load” issue as it applies to contract education not-for credit programs. *This action would mean adopting clarifying language that not-for-credit instruction should not be included in load calculations.*
- Recommendation: Adopt clarifying language that would limit “full cost recovery” to the actual cost of an agreement between a college and an external client. *This action would allow more flexibility locally. It would also circumvent potential conflicts between Partnership for Excellence funding for Contract Education and existing Education Code.*

OPERATIONAL

- Recommendation: Actively advocate the market share goal by assisting in barrier removal through recommending policies and procedures that support “business-like” operations for employer-based services.
- Recommendation: Provide expedited dual-track human resource processes that preserve a commitment to hiring “qualified” personnel while enabling colleges to compete for top candidates in a timely manner. *Note: The Committee recognizes the Executive Committee cannot mandate these.*

SYSTEM

- Recommendation: Aggressively promote Contract Education as a primary delivery system for employer-based services and as a leading growth opportunity for the colleges.

Scott indicated that there will be a breakdown session with more details at the Ed>Net Conference in March.

V. New Business

A. *Update on February 2nd SDICCA presentation regarding articulation*

Cassie Morton indicated they took a regional articulation proposal to SDICCA to clarify articulation between high schools and colleges. A process was agreed upon and was in SDICCA's outreach policy. Eileen stated that at MiraCosta, students can take an articulated class and if they get a B or higher on the final exam and in the course, they receive college credit. Eileen informed the group that more than 50% of the 300 articulated students came to MiraCosta and are full-time students. Cassie Morton also mentioned that their numbers have increased as well. She indicated that students are more inclined to go to college because they already have earned college course credits.

VI. Other

11:30 a.m. – 12:00 p.m. Economic Development Practitioners

I. **Approval of October 20, 2000 Minutes**

There were a couple of corrections to the minutes of October 20, 2000, Economic Development Practitioners meeting.

- Make "benchmarking" one word
- Correct "COAL" to "CAEL"

II. **Program Updates**

Mary Wylie

Small Business Development Center

Mission: To help small businesses re-look at their business plans

- Saw 1000 clients resulting in 3000 contact hours
- Offered 60 workshops

Marlies Vandenberg

- Received a planning grant in the amount of \$250,000 from California Endowment, to establish a training center for international healthcare workers. The purpose is to help train international healthcare workers who are currently not employed or are underemployed, and bring them back to the workforce.

Mary Benard

- ATT Advanced Transportation Center--looking at alternative product fuels. Such examples include converting fat into a useable diesel product that can be used in vehicles. She indicated that this topic was learned from a joint presentation from Miramar's Chemistry department and Diesel department

- The Regional Transportation Center is scheduled to be built by this Fall. It will offer training for high school students on environmental transportation, covering fuel gasoline and the impact it has on the environment. Miramar college will have a site for evening classes
- Planning on launching a major career expo in May to outreach high school students, which will be a two-day session.

Ted Cudal

- REBRAC offered an 8-Hour HAZWOPER course at the City of San Diego.
- Several proposals have been submitted to industry, including NASSCO and Continental Maritime.
- Eight more workshops are being offered this semester
- REBRAC hosted an ENVT seminar this quarter to generate a MOU with Southwestern and Palomar, and to create communication with SDSU.
- REBRAC and the Call Center will be having an open house on March 15th.

III. Old Business

Kathy Pulse mentioned that the Board of Governor had a retreat, and they decided to work more towards the transition aspect to the four-year college.

Kay asked the group what their opinion was on a joint meeting between the Occupational Deans and Economic Development Practitioners, and the group displayed positive feedback. Kay suggested changing the meeting start time to 8:30 a.m., therefore, allowing enough time for both committees to meet; however, it was agreed that 9:00 a.m. meeting time was sufficient.

Scott Hammer informed the group that one of his competitive grants is up for bid, which is held by his college, and was asking to get an endorsement from the region. Kay agreed to support him in the process.

XVI. Adjournment

The meeting was adjourned at 12:05 p.m.