

**JOINT OCCUPATIONAL DEANS AND ECONOMIC DEVELOPMENT
PRACTITIONERS MEETING
FRIDAY, APRIL 20, 2001
RED LION HANA LEI HOTEL**

MINUTES

OCCUPATIONAL DEANS COMMITTEE SESSION

I. Call to Order/Introductions

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

Those present were:

- J. David Alpert, SDCC
- Randy Barnes, SDCCD
- Bernadette Black, San Diego & Imperial Counties Regional Consortium
- Lois Bruhn, SDCCD
- Leonard Fabian, Imperial Valley College
- Margie Fritch, SDCCD
- Scott Hammer, ED>Net
- Kay Hartig, Cuyamaca College
- Dino Nelson, Palomar College
- Wilma Owens, Palomar College
- Judy Pautler, San Diego Mesa College
- Kathy Pulse, CCCCCO
- Stan Schroeder, Grossmont College
- Al Taccone, San Diego Mesa College
- Tony Thele, Southwestern College
- Marlies Vandenberg, Southwestern College
- Mary Watters, Southwestern College
- Bernie Weiss, ED>Net
- Barbara Whitney, CCCCCO

II. Approval of Minutes of March 15

The Minutes of March 15, 2001, were approved as written.

III. Program Approvals

a. e-commerce (verbal)

Tony Thele, Southwestern College, announced new programs:
e-Commerce and b-Commerce in CIS and Business Management

c. Culinary arts—Baking program (verbal)

Tony indicated this is a new program with six separate courses that would begin in Fall 2001. Judy Pautler inquired on what the occupational need

was for the Baking Program, and Tony indicated that he facilitated an advisory committee, which was well attended by chefs of Del Coronado, several major hotels, hospitals, and casinos, and all attendees stressed a need for a Baking Program.

IV. Old Business

a. Career Clusters for “Looking for a Career”

Eileen Kraskouskas distributed the updated career clusters list for the “Looking for a Career” brochure. She inquired whether each college would be putting courses where they wanted or would there be a group of people to decide. She also asked whether the committee wanted consistency amongst colleges or would individuality be sufficient. She suggested having new people look at the master list for a fresh look. Eileen emphasized the need of getting accurate information, which was another issue. Kay asked Eileen to identify what the problem areas were and get a small group together to decide on the final look. Margie Fritch asked how often the brochure was updated, and Kay replied that the brochure is reprinted every year and that this is the first time with major changes. Kay asked the committee if we all agreed to keep the “Looking for a Career” brochure as is. Wilma Owens stated that she believed the brochure was done. It was agreed to go with the master list with the exception of one correction for San Diego Mesa College—delete Physical Therapy Aide.

Margie emphasized the need to get the brochures printed before high schools ended for the year. Kay mentioned that if colleges were interested in obtaining more than 3,000 “Looking for a Career” brochures, to inform Bernadette. Eileen reminded the group that next to some programs on the old brochure, there was an asterisk that indicated, “This program requires clinical work” and to include that on the new brochure as well.

b. Statewide Articulation Taskforce Update

Margie Fritch distributed a draft handout on the “Proposed Revisions to Title 5 Regulations: Subchapter 9. Standards of Scholarships”—a response to how tech prep credits were awarded. The handout consisted of suggested language that would be changed in Title 5. The paragraphs that were underlined contained the new language, which was read to and reviewed by the committee.

Margie mentioned that most of the deliberations has been on the articulation of high school courses or programs. The Board wanted this language to reflect what tech prep is doing. The UC and CSU systems were very pleased with college’s credit by exam. Margie indicated that the Board would like feedback from the committee.

JOINT OCCUPATIONAL DEANS AND ECONOMIC DEVELOPMENT PRACTITIONERS SESSION

I. CCCAOE Vice President Report

- The Board has not met since the last Occupational Deans meeting at CCCAOE.
- The Fall 2001 CCCAOE conference will be held in San Diego, and Eileen indicated that the Board is asking for volunteers to help with projects. Wilma Owens volunteered to coordinate collecting prizes from colleges. She asked what items were used for prizes in the past, and Eileen replied “wine, plants, candy...” Eileen suggested selecting items that can be easily carried on planes. The Fall 2001 CCCAOE conference is October 10th, 11th, & 12th.
- Eileen asked to invite a Chancellor who is supportive of vocational education, and has not participated at CCCAOE in the past, to welcome the participants. Dr. Suarez was nominated.
- There is a special CIO Special Session meeting in September. Issues will include: vocational education and economic development. A date has not yet been set.
- There is a call for presentations for the CCCAOE Fall 2001 conference, which was emailed to CCCAOE members. Suggestions can be submitted to the Board.
- Eileen indicated she has a summary of new programs from other regions that she was unable to give in writing. She stated that the reports were changing and in some cases, regions were not reporting on programs. Eileen stated she would continue to bring new programs that were introduced so the committee could see the trends up and down the state. The next Board is June 12th and 13th.

II. Regional Consortium Report

a. Equity Pioneer Award

- The Regional Consortium received an augmentation for non-traditional funds in the amount of \$27,000, to promote non-traditional careers. Kay indicated that part of those funds would be used for a regional project -- Equity Pioneer Award. Mary Watters, Coordinator of this regional project, indicated that she received nominations from only one college. Kay indicated the timeline was too soon and suggested to move it back a week. It was asked if Mary wanted pictures when submitting the regional applicants, however, it was stated that it would be illegal to do so. Mary stated that a photo of the local recipients waist up would be best. Kay indicated Cuyamaca had six applicants; Wilma mentioned that Palomar had 15 applicants; Stan Schroeder stated that Grossmont’s applications were due next Monday; and Eileen indicated that their committee meets next Wednesday.

- Tony mentioned that Southwestern College had a workshop on campus on “Recruiting and Retaining Students in Non-Traditional Careers”. They had over 25 participants.

b. *Mini Grant Reporting Process*

- A Final Report Data form on mini-grants was distributed to Southwestern, MiraCosta, SDCCD, and Palomar to complete and return to Bernadette by May 30, 2001. The data is required for the Regional Consortium’s final report.

c. *New Five-Year Regional Consortium RFA*

Kay indicated that the Regional Consortium is up for the new five-year grant. She distributed a copy of the Regional Consortium’s RFA that listed the objectives and minimum required activities of the Regional Consortium. She stated that the Regional Consortium mostly provides information and marketing services. Other services conducted by the Regional Consortium included: sponsorship of regional meetings, sharing best practices, hosting VTEA workshops via videconference, conducting at least six meetings, and meeting quarterly with the Chancellor’s Office. It was noted that the Faculty Leadership workshop was not listed on the minimum required activities and Eileen indicated that the Academic Senate would be coordinating this workshop in the future.

Kay asked the committee for suggestions to add to the new five-year workplan, and the following recommendations were given:

- More collaboration with particular industry clusters.
- More emphasis on Clusters (i.e. workforce partnerships).
- Regionalizing some of the initiatives (i.e. health), via contact lists for particular clusters.
- Region-wide advisory committees.
- Identify clusters that are a priority for community colleges.
- Address the regional issues that affect the economic development mission. Dana Quittner suggested to facilitate a meeting on how to address these issues.
- Work more closely with the California Workforce Association.
- Work more closely with CalEd (external group).
- Offer more staff development workshops for faculty.

Stan Schroeder inquired why the Center of Excellence did not come back to the San Diego and Imperial Counties Region. Barbara Whitney stated the competitive bid took place in Spring 1998 and San Diego and Imperial Counties region did not apply. Los Angeles submitted two applications and were both successful, which ate up the funds from the Chancellor’s office. Barbara Whitney suggested writing a letter to Victoria Morrow indicating why San Diego and Imperial Counties region should have a

Centers of Excellence. Kay asked if there was much interest in the Center now and Mary Wylie replied that “if a region wants to do it, that would be a good thing.” Scott Hammer stressed that the Center of Excellence was unlike other Centers. He stated that one would benefit from the marketing side from the performance consultant; however, asked how other staff persons would benefit. Al suggested adding this topic to the next Occupational Deans meeting.

III. Chancellor’s Report

Kathy Pulse

Tech Prep

Due to Noel Roberts’ absence, Kathy distributed a summary sheet on her behalf of tech prep unit update.

Economic Development

- The 2001-02 RFA was issued March 23rd
- Grant applications are due June 21, 2001.
- New Industry Driven Regional Collaboratives and Job Development Incentive Fund grants over \$100,000 have a proposed start date of September 12, 2001. Grants under \$50,000 will have a start date in late July.
- There are 18 Centers up for competitive bid (in all initiatives except Small Business Development Centers and Centers for Applied Competitive Technologies)
- Capacity Development (pilot) grants are targeted to colleges or districts that have received fewer than three grants over the past four fiscal years.
- Industry Driven Regional Collaboratives: The total amount of IDRC funds available for 2001-02 is \$3,574,521. Thirty-percent of that amount will be set aside for colleges in economically distressed areas. The remainder of IDRC funds will be awarded as they have been in the past.
- Job Development Incentive Training Programs: The total amount of JDIT funds available for 2001-02 is \$2,394,929. This program has been expanded to include serving the “working poor.”
- Basic documentation (face sheets, budgets, Statements of Assurances) for Renewal applications will be due May 24, 2001. The final documentation is due June 29, 2001 (narrative, workplans).
- Five bidders workshops will be held in early May. Included in the workshop will be a special “Beginner’s workshop” for colleges in the state that have not applied for funding in the past, or that have applied but were unsuccessful. The dates are included on the handouts.
- Readers are needed! Applications for short-term grants will be read July 17-18, 2001, and center grant applications will be read in September 2001.
- The Board of Governors is developing an initiative on Workforce and Economic Development to be included in the 2002-2003 budget. On April 23rd a draft concept paper will be posted on the Chancellor’s website.

- Kathy indicated that she is received a lot of calls regarding the two step application process. She said to follow the letter that was sent out rather than the RFA.

Barbara Whitney

Vocational Education Services Team

- Videoconference: 2000-01 VTEA IC Final Report/2001-02 VTEA IC Application. Over 90 participated in the April 3rd videoconference. One tape of the videoconference was distributed to each district and the Regional Consortium Chair.
- Calendar—2000-01 Funds.
 - *April 30th*: Third Quarter Report due—VTEA IC & Regional Consortium
 - *April 30th*: Amendment Deadline for Regional Consortium and Statewide Discipline/Industry Collaborative Projects
 - *June 30th*: Performance period ends for all VTEA funded grants/projects
 - *June 30th*: Amendment deadline for Workforce Development Instructional Equipment
 - *July 31st*: First quarterly report due for Statewide Discipline/Industry Collaborative projects
- Calendar—2001-02 Funds
 - *May 10th*: Deadline for receipt of grant applications (VTEA IB and Workforce Development Instructional Equipment)
 - *May 17-18*: Reading of 2001-02 Grant applications
 - *June 5th*: 2001-02 VTEA Title IC Application due
- 2001-02 VTEA Allocation to California. VTEA Title I-increase of 6.6%; VTEA Title II: Increase of 2.3%
- Kay asked the Occupational Deans if they had put together an easier format on the RFAs for staff to use. Mary Watters indicated that Southwestern College had scaled theirs down and will email that to share. Wilma Owens also asked for a copy as well.

IV. New Business

Randy Barnes mentioned that SDCCD would be sending instructors to Mexico in the summer to teach, “train the trainer” in three different interest areas: metal trades, electronics, and HVAC. He indicated that they are recruiting potential instructors at this time and to contact him for further information. He stated that bilingual is preferable, however, they will have translators if needed. Each instructor has to be NEMS certified. The instructors would be teaching at a technical trade school for manual machines. Randy stated that this program is funded under the Ford Foundation.

VI. Other

David Alpert distributed flyers advertising Centers for Applied Competitive Technologies, which offers 3-D Rapid Prototype modeling to accelerate product development and commercialization.

David also mentioned that eight SDCC students earned first place at WESTEC 2001.

ECONOMIC DEVELOPMENT PRACTITIONERS

I. Approval of Minutes

The Minutes from February 9, 2001, were approved as written.

II. Old Business

Wilma Owens stated that the forms from colleges participating in the Retail Management Certificate and letter were sent to Charlie Klein. She stated at the last Statewide Advisory Committee meeting, the only question they had was if the Chancellor's Office would accept the data received by the Statewide committee. It was affirmed that the Chancellor's office would accept the labor marketing information.

III. New Business

a. SDICCCA considerations of state policy issues

Dana Quittner stated at the last WEDCO's meeting, the top issue discussed was what was the best way to develop input. WEDCO is a policy committee that brings considerations to SDICCCA and one of the concerns was providing issues to SDICCCA. Dana indicated that SDICCCA was asking for direction in this newly configuring workforce arena, and what avenue. It was suggested to have a joint session of Workforce Development and the Regional Consortiums' Occupational Deans three times a year. Kay clarified that the Regional Consortium facilitates these activities and is not a separate committee. Kay suggested possibly facilitating a Workforce Leadership committee.

It was asked if the Occupational Dean's mission could be expanded to include workforce development. Lois reiterated that occupational education is workforce development, however showed a concern on trying to simplify the number of meetings. Wilma stated that previously the Occupational Deans had a separate meeting from the Economic Development Practitioners, and after combining the two committees, she believed that participation from the practitioners have decreased. Al Taccone stated he would like to keep the meetings as is. Eileen stated she liked the cross over for exposure. Dana asked the committee if they would be comfortable in knowing that there is someone from each district to

discuss issues and make recommendations and report back to the Occupational Deans. Kay indicated that most of SDICCCA members were already a part of the Occupational Deans and Economic Development Practitioners committee. Wilma asked what the consensus was of a joint meeting and it was agreed to keep the meetings as is.

b. Customer Service Academy

Stan suggested to regionalize the Customer Service project and submit an IDRC for the customer service academy with various chambers, partnerships, etc, and use that regional collaborative to offer professional development, share best practices, and market. He stated that the Customer Service academy would be offered in modules and for credit as well. He believed that there would be a regional benefit because customer service is needful for internal and external. He asked the opinion from the committee and Mary Wylie showed positive feedback and stated this would be a good opportunity. Stan suggested the Regional Consortium to facilitate the meetings to get started. Kay mentioned that Cuyamaca is planning to submit an IDRC for the customer service program and call center. Kay asked the group which colleges were interested, and Palomar, Southwestern, San Diego Mesa, Imperial Valley, Grossmont, and possibly MiraCosta gave a positive response. They will be meeting on Thursday, April 26th, at 2:30 p.m., at the Customer Service and Call Center's office located at 500 Fesler Street, to further discuss this issue.

IV. Program Updates

Scott Hammer thanked those who sent a response on the contract education data. He stated that there were two regions that had a 100% response.

- Contract education generated \$28.7 million dollars in 98/99
- FTES generated \$4.5 million
- Fee based generated \$8.2 million
- Job training generated \$4.7 million
- *Grand total of \$46 million dollars.*

The meeting was adjourned at 12:15 p.m.