

Occupational Deans Meeting
Friday, December 15, 2000
9:00 a.m. – noon

Minutes

I. Introductions

Al Taccone called the meeting to order at 9:15 a.m.

Those present were:

Bernadette Black, Regional Consortium

Lois Bruhn, SDCCD

Margie Fritch, SDCCD

Kay Hartig, Chair, Regional Consortium Cuyamaca College

Gonzalo Huerta, Sr., Imperial Valley College

Paul Kelly, Palomar College

Pam Kime, Regional Consortium

Lois Knowlton, Grossmont College

Eileen Kraskouskas, MiraCosta College

Cassie Morton, SDCCD

Wilma Owens, Palomar College

Kathy Pulse, Chancellor's Office

Natalie Ray, Grossmont-Cuyamaca College

Noel Roberts, Chancellor's Office

Al Taccone, Mesa College

Mary Watters, Southwestern College

Barbara Whitney, Chancellor's Office

II. Approval of Minutes of November 17, 2000 meeting

The Minutes of November 17, 2000 Occupational Deans meeting were approved as written.

III. "Industry Cluster Studies" Presentation

Alicia Graham, Research Coordinator for Labor Market Information San Diego Workforce Partnership,

Alicia Graham, Research Coordinator for Labor Market Information, San Diego Workforce Partnership, reported on research on nine Industry Cluster Studies and presented it to the committee. In her presentation, she indicated the top new occupations included Internet web designers, computer support specialists, mechanical engineers, computer network administrators, and software engineers. The purpose of the research was to take an active role to facilitate communication between industry and education centers, to promote education and training, and to meet employer/employee needs of

educational training. The fields included in the research consisted of bioscience, computer and electronic manufacturing, digital new media, environmental technology, medical services, software and computer services, telecommunications, visitor services, and wireless. A separate survey was conducted for employers and employees and the outcome of the study varied.

Alicia stated that she is looking to form a Focus Coalition committee sometime in January to get a better assessment of the core industries. She said that the biggest struggle was getting employees to participate. Kay Hartig asked what the areas were for the Focus Coalitions, and Alicia replied business services, defense and transportation manufacturing, communication, bioscience, computer services, visitor services and medical services. Eileen Kraskouskas questioned what the goal of the coalition was, and Alicia responded that the end result would produce a more depth analysis of the core clusters.

Alicia determined in her research that the software and computer services industry was growing the fastest at a rate of 13%, followed by a 9% annual growth in biosciences and communications, and a 3% annual growth in computer electronics, environmental technology, and visitor services. She emphasized that there is a growing demand for engineers, computer scientists, computer programmers, application development, and artists/designers. Further research showed that there is a shortage of nurses.

Alicia determined that the largest complaint from employers was that they did not feel they were getting the educational training necessary to hire well-qualified employees. She stated that there has to be a compromise between industry and education providers to come up with the appropriate curriculum and to be able to work together without putting up a defense.

IV. Program Approvals

A. Turf Equipment Management (Verbal)

Paul Kelly introduced "Turf Equipment Management", which he described as a "tiny diesel", and stated that this program will train general workers to handle blade-sharpening diesels. Paul mentioned that it would be certificate only and offer 17 to 20 units. Possible job opportunities include a technician for golf courses or cemeteries.

B. Speech Language Pathology Assistant Program (First Reading)

Lois Knowlton gave a first reading on Speech Language Pathology Assistant Program. She stated the program relates closely to occupational therapy. This program will educate people who have been working as aides in special education, nursing homes, child development, and disabled students services. She indicated there would be a bilingual component to the program as well.

V. Regional CCCAOE Vice President's Report

Eileen Kraskouskas mentioned that the CCCAOE is gathering names of those people who are retiring so they can be given an award.

VI. Regional Consortium

A. *Mini-Grant Projects*

Kay Hartig distributed to the committee copies of the approved mini-grants, which were requested at the last meeting. She mentioned that next year, the mini-grants should be no longer than three pages (including the budget page). Eileen inquired on SDCCD's e-Commerce project as the timeline showed a date of December 2000. Kay indicated that she would contact Karen Owens, the project director, regarding this matter. Paul Kelly suggested that in the future there be a dissemination plan on how the colleges will market the projects to all colleges in Region 10. The committee agreed.

B. *Additions to Approved Programs list*

Kay reminded the group that she is missing information on programs from the blanket approval at the May 1999 meeting and needs to know the names of the approved programs to add to the Approved Programs list.

C. *Joint Occupational Deans and Economic Development Practitioners meeting on January 12, 2001*

An updated calendar of meetings was distributed to the committee. Kay indicated that the Economic Development Practitioners/Professionals committee is meeting simultaneously as the Occupational Deans on January 12, 2001. She stated that there was discussion at previous meetings that the two meetings be combined. It was agreed by the committee that it was not necessary for the Occupational Deans to meet on January 12th, and the next meeting will be February 9, 2001. Wilma Owens suggested that the Regional grant for the Regional Management certificate be an item for the agenda for the next Occupational Deans meeting.

D. *San Diego Business Journal Advertisement*

Kay distributed a copy of the Regional Consortium's ad that will be in the December's issue of San Diego Business Journal's Book of Lists. Paul Kelly stated "the ad looked slanted towards Contract Education, which is not Palomar's main focus." He suggested changing the focus to educate people towards careers, and mention that there are evening and weekend classes as well. Lois Knowlton mentioned that she has not had much response from the San Diego Business Journal and indicated that more responses came from the Union Tribune. She suggested specializing the ad to its field. In other words, she recommended doing an ad on just computer training and advertising it under that particular service.

E. *Future San Diego Business Journal advertising*

Kay stated that the Executive Training Guide is a good place for advertising as the guide focuses just on training and workforce. She indicated that if we did any size ad, we could have an article along with it. She said that the guide comes out in March 2001 and asked if anyone would like to take on the task

of writing an article for Region 10. It was agreed to check with Marjie Kallmeyer to write the article.

F. "Looking for a Career" brochure

Kay handed out copies of the "Looking for a Career" brochure so the committee could update or make changes. She asked the group to bring their corrections to the next Occupational Deans meeting in February. Margie Fritch mentioned that she has received a lot of positive feedback regarding the brochure. Kay indicated that copies will be printed for the colleges as well. Eileen asked if there was a common agreement that we would include mini-certificates on the brochure, and it was agreed by the committee that in doing so, it would become unreadable and confusing, and to add "there is other training available" instead. Wilma stated that students could call the college if they were interested in a particular program.

G. Preferred Communication Format

It was agreed by the committee that the preferred communication format is via email; therefore, future agendas and minutes will only be e-mailed to each member.

VII. Chancellor's Office Report

Barbara Whitney--Vocational Education

- The RFAs for the Equipment and Discipline grant is due January 10, 2001.
- The reading will take place on January 16th and 17th and Barbara emphasized the need for grant readers. Eileen asked if the CCCCO has thought about having a bank of readers who are not holding a full time job, and Barbara replied that the pool they create changes constantly. She stated that it is a good opportunity to become educated on how to file an application.
- The CCCCO is continuing to review the VTEA IC applications. Barbara mentioned that there were about 25% applications with technical difficulties (i.e. missing elements, math errors, etc). Their goal is to complete their review by the end of January
- The CCCCO's website was corrupted when the RFAs were put on, therefore, they had to re-create the website for the whole division as well as the vocational education unit.
- The VTEA IB state leadership funds will start sometime this Spring, which they project will receive minimal applications for.

Noel Roberts

- The CDE received a copy of each application to review to make sure high schools and community colleges are working together. Noel stated that the CCCCO has the final say when approving the applications.
- There are less carry-over funds this year as most colleges had spent what they were awarded.
- The intent to award letters for Tech Prep will go out on December 19th.

Kathy Pulse

- The RFAs for the industry driven collaboratives will go out in mid-January. These include collaboratives who are economically distressed in rural and urban areas. Kathy indicated that there is one change in the criteria— applications will be accepted from those colleges who have received *two* or fewer grants in the last four years.
- The CCCCO was considering having a northern reading and a southern reading, which the committee felt was a great idea.
- They were planning to have a bidders workshop on January 18th and 19th, however a conflict has arisen. Therefore, they are planning to have a one day workshop for colleges who have not yet written grants. The committee asked if the workshop would be a videoconference, but Kathy replied that she did not know. The group gave positive feedback on the previous videoconference and felt it was most effective.

VIII. Old Business

A. *Retail Certificate Program—update*

Paul Kelly stated that Coca Cola conducts a retail food study each year and realized that their employee problems were not unlike other industries. He indicated that there is a huge need for educational training as people are scared about management as it is more sophisticated and computerized. He mentioned that WAFC marketing would benefit nurseries, supermarkets, and department stores. Paul stated that managers do not like the Retail Certificate program because then they would not have the time flexibility that they have now with their employees. He suggested conducting a joint career fair for supermarkets. It was agreed by the committee to bring all materials for the Retail Certificate program to the next Occupational Deans meeting in February. Paul emphasized that when marketing the program, to be sure it shows "program approval is pending" on any flyers and brochures.

B. *Calendar and Schedule*

It was agreed that there will be no meeting on January 12th. The next Occupational Deans meeting is February 9th and will be joint with the Economic Development Practitioners.

IX. New Business

- Paul Kelly has resigned and is moving to Ireland. In the interim, Wilma Owens will be taking over for him.

X. Announcements/Other Items/Adjournment

The meeting was adjourned at noon.