

REGIONAL CONSORTIUM STEERING COMMITTEE
FRIDAY, OCTOBER 20, 2000
12:00 P.M. – 3:00 P.M.
HANAIEI HOTEL, BAY ROOM

MINUTES

I. INTRODUCTIONS

Kay Hartig, Chair, Regional Consortium, Cuyamaca College, called the meeting to order at 1:00 p.m.

Those present were as follows:

Diana Avila, Southwestern College, representing Special Populations

Bernadette Black, Secretary, SD/REBRAC

Robin Carvajal, Employment Training Institute, SDCCCD, representing Contract Education

Ken Fawson, San Diego CCD, representing CIOs

Margie Fritch, Economic and Workforce Development, SDCCCD, representing Tech Prep

Scott Hammer, representing ED>Net

Kay Hartig, Chair, Regional Consortium, Cuyamaca College

Bobbie Jones, Chancellor's Office, representing California Community Colleges

Pam Kime, Regional Consortium Coordinator, Cuyamaca College

Bruce McDonough, Palomar College, representing Academic Senate

Wilma Owens, Palomar College, representing Economic Development Practitioners

Kathy Pulse, Economic Development Programs Monitor, CCCCCO

Dana Quittner, Grossmont-Cuyamaca CD, representing WEDCO

Al Taccone, San Diego Mesa College, representing Occupational Deans

Cassie Morton, San Diego CCD, representing School-to-Career

Absent:

Larry Brown, San Diego CCD, representing CSSOs

Jim Custeau, Cuyamaca College, representing Academic Senate

Eileen Kraskouskas, representing CCCAOE

Mary Lewis, DSPS Manager, SDCCCD

Noel Roberts, Workforce Project Monitor, CCCCCO

Omero Suarez, Chancellor, Grossmont-Cuyamaca College District, representing CEOs

Bernie Weiss, representing ED>Net

II. APPROVAL OF MINUTES OF MEETING OF APRIL 28, 2000

A correction for Mary Lewis will be incorporated in the Minutes of April 28th otherwise the Minutes were approved as written.

III. UPDATING OF MEMBERSHIP LIST

The membership list for the Regional Consortium Steering Committee was distributed. The committee was asked to review for any corrections and to submit them to Kay Hartig.

IV. REGIONAL CONSORTIUM REPORT

1999-2000 Accomplishments

Kay Hartig updated the committee of accomplishments by the Regional Consortium of San Diego and Imperial Counties:

- Facilitated eight monthly meetings for the Occupational Deans' Committee.
- Facilitated three quarterly meetings for the Economic Development Practitioners.
- Coordinated two regional Steering Committee meetings.
- State Regional Consortium Chairs started meeting again on a quarterly basis.
- The "Looking for a Career" brochure has been updated with a new look. A revision was made to the occupational course offerings made available through the nine community colleges, and was distributed to the community colleges. Ken Fawson asked if the brochure has been recently refreshed on the website and Kay Hartig replied that it has not been. Margie Fritch stated that they have kept a database of to whom and where all brochures were sent out.
- Sponsored Workforce Investment Act Implementation regional meetings in collaboration with WEDCO at San Diego Community College District Offices.
- A half –page marketing advertisement in the San Diego Business Journal's Book of Lists was placed featuring the training and development services of area community colleges.
- A marketing campaign was funded to participate in "Technology Perfect Climate" in partnership with the San Diego Economic Development Council. Kay Hartig was happy to mention that education and community colleges were the first featured item linked under High Education. Margie Fritch inquired on how many hits were received and Kay Hartig replied that she would review this matter.
- Two Public Hearings of VTEA California State Plan for 2000-2004 were conducted at Cuyamaca College, Museum of the Americas.
- The Regional Consortium Website has been updated and improved. The website linkages developed employer-focused electronic infrastructure with the San Diego Workforce Partnership's website and with the East County Economic Development Council's "Connectory" website.
- A software industry cluster survey was conducted and disseminated to determine the existing and future training needs of the industry.
- The Regional Consortium participated in the ED>Net conference.
- The Regional Consortium generated an employer-centered marketing campaign mailing which consisted of approximately 17,000 marketing brochures. Twenty-one calls were received and referred.

- Through partnership with the San Diego Regional Economic Development Corporation, assistance was given to a biotech company to relocate to San Diego from Boston by providing links to community college training and development services.
- Hosted and sponsored three workshops: "Special Populations Workshop", "Nuts & Bolts", and "Developing Tech Prep Plan".
- Facilitated San Diego Workforce Partnership meeting regarding vouchers held at the San Diego Community College District Offices.
- Attended the Technology's Perfect Climate "unveiling" press conference.

Priorities/Activites

Review of Grant funds

Kay Hartig stated the CCCCO has had numerous changes in staff, and colleges just recently received the RFA for the Regional Consortium. She mentioned that she received an email from CCCCO stating if there were any carry-over monies to use it for next year.

Staff Development funds to regional community colleges

Kay Hartig informed the group that last year the Regional Consortium provided \$3,000 to each college for Professional Development activities and will be able to do it this year as well. Out-of-state travel is not approved for Professional Development and indicated that funds are available to faculty and staff, not administration.

"Mini-Grants" to regional community colleges

Kay Hartig stated that Region Ten has been accepting applications for mini-grants that will provide up to \$3,000 to any college who wants to do a regional project. Kay asked a couple members to stay afterwards to review the proposals.

Economic Development/Marketing Specialist position

Kay Hartig stated that Cuyamaca College did a mailing of the job announcement for Economic Development Specialist and received one application. It was suggested to locate a marketing firm to perform the functions of "Marketing Specialist". Kay indicated to the group if they knew of someone who was interested in the position to contact her.

Regional Faculty Initiative

Kay indicated that she would like to form a faculty group of colleges to discuss the needs the faculty has from a regional perspective.

V. CHANCELLOR'S OFFICE

- Bobbie Jones informed the committee that the 2000/01 RFA Terms and Conditions will be mailed shortly and are due on January 10, 2001.
- The VTEA plan is now on the web.
- November 1st is the Bidders conference between 10:00 a.m. – 12:00 p.m.

- The California Senate Bill AB 2974, which reauthorizes ED>Net to provide \$9.9 million in funds for Economic Development Projects through California, was approved and signed.
- Kathy Pulse stated they want to increase grants for some Centers. Ten million dollars will go to industry collaboratives; one-half million will be awarded to the Regional Consortium; four and a half million for faculty in-service; and two point eight million will be awarded for direct service.
- The total of Economic Development funds is \$45 million, which is projected to increase to \$56 million next year.
- Economic Development RFA packages will be sent out by December 1st for fiscal year 2001-02 to allow 90 days for completion.

VI. ISSUES AND ACTION IN THE REGION

Bruce McDonough

Academic Senate

- A pilot program is being conducted to have CWE online, which will contain the enrollment, objectives, hours worked, evaluation between instructor and employer, and the student's final grade.
- Bruce McDonough stated they needed to educate faculty on Academic Senate and possibly offer incentives to get involved.

Larry Brown

Calworks

Larry Brown was not present to update the group on Calworks. Kay Hartig indicated that there were not many changes.

Eileen Kraskouskas

CCCOAE

Eilenn Kraskouskas was not present to update the committee on CCCAOE.

Dana Quittner

CEO Group (SDICCCA)/WEDCO

- Dana Quittner stated the SDICCCA meeting went very well. They decided to nominate a CEO rather than a board member if the regional WIA board, as it will provide better feedback.
- WEDCO is in the middle of negotiations to get a regional agreement for WIA. Draft agreements were sent out to all colleges and the presidents were alerted.

Ken Fawson

CIO Group

- Industries have been asking for faculty job shadowing. Ken Fawson stated that businesses prefer faculty job shadowing over interns. He suggested this might be a good project for a mini-grant and Dana Quittner agreed.
- CIO's are questioning the validity of data received from the Hoover Commission Report.

- The governor vetoed the education code division. The Chancellor's office is rewriting the education code to simplify. Ken stated the last draft did not look much different than what they had now.
- The issue regarding articulated credit for high schools is coming back for discussion through the Curriculum Procedures Taskforce.
- Last Tuesday the Consultation Council met to review the BCP Budget plan proposal. Ken, in his own opinion, stated the governor has already vetoed.

Robin Carvajal

Contract Education Practitioners

- Local level--Robin stated they had representation from each campus; however, attendance has been dissolving and therefore was not meeting on a regular basis like the past. She stated that customized training has been an area that has been slowing down. Kay Hartig mentioned that Cuyamaca College has done some contract education and indicated that it was a lot of work and extremely time consuming. It is costly to provide customized training service and it takes a considerable foundation to do quality work.
- Statewide—the focus has been on collecting data on a survey achieved through the Benchmark Study. They conducted a survey with California community colleges to see how the programs measured up to the national study. They are expanding the capacity of the contract education system nationwide through professional development, road shows, and marketing plans. Ken Fawson stated that it might be appropriate to facilitate a meeting to rethink what we are doing with contract education. Robin suggested to conduct a regional effort to meet the needs of employer training and economic development through a centralized operation. Wilma Owens replied that the Regional Consortium is the centralized resource. Kay Hartig stated that maybe community colleges were more focused on a particular area and possibly offer contract education in a more “general” sense. Robin stated that it is very difficult to have a one-man show, therefore, should create a foundation where staff is present and can focus just on contract education. She added that the lack of participation comes from short staffed, which in turn limits growth. She further stated that we do not have a Center of Excellence grant that trains college staff; therefore it is difficult to get quality work because it is not their major focus.

Wilma Owens

Economic Development Practitioners/Professionals

Wilma Owens stated there was nothing new to add.

Scott Hammer

ED>Net

Scott Hammer updated the group on ED>Net

- There is a position open for Director of ED>Net. If anybody knows someone who may be interested, contact Scott Hammer at ED>Net.
- Most of the initiatives have been extremely busy on accountability and reporting aspects. Scott Hammer stated the legislature was concerned about what they were getting in return from community colleges, therefore they had focused on narrowing down some of these issues. After careful review utilizing EIN numbers, it was proven through the expansion of employers that there had been a significant return on their investment.
- ED>Net Conference will be held next year on March 14-16, 2001 in conjunction with CCCAOE at the Holiday Inn, Golden Gate, San Francisco.

Al Taccone

Occupational Deans

Al Taccone updated the group on Occupational Deans

- They finalized the approval process regionally for curriculum, which should make things go smoother.
- The Western Association Food Chains had asked to develop a program where employees from food chains can participate in and earn a Retail certificate. He stated that the Food Chains asked for this so their management personnel could grow. He stated they were getting the curriculum phased in and approved. Ken Fawson asked how the employees would receive the training and Al Taccone replied "on their own time at the college." Ken asked if there were any discussion about conducting training on-site and Al answered that it had not been part of the discussions. Wilma stated that they just want the certificate/degree available to them. Al suggested possibly offering this certificate/degree program on a short-term basis.

Cassie Morton

School-to-Career

Cassie Morton was not present at this time to update the committee on School-to-Career issues.

Diana Avila

Special Populations

- A brochure was distributed on "Resources for a Changing Workforce: Women at Work." Diana stated that they needed more membership and representation in San Diego.
- Southwestern College selected five participants from "special populations" to shop at Sears for a professional wardrobe. There was LA coverage and Diana stated the project was very successful.
- She stated they would like to offer "Train the Trainer" on diversity.
- The City College has been refunded for their gender equity project.

Margie Fritch
Tech Prep

- Margie stated that their regional meetings have not had good participation recently as "there has been change in ranks." There is quite a bit of money coming through Tech Prep to help improve their image.
- Flyers were handed out on upcoming seminars/workshops titled "The Fourth Friday" and "Beach Camp for Professionals". The committee was asked to help promote the workshops.
- The high school and community college articulations were handed out. She stated that they have an articulation agreement with universities. Presently there are approximately 4,000 students enrolled in the articulated courses.
- Margie Fritch suggested to have the college applications filled out while students were in high school so they are well prepared.
- Their marketing materials include post cards, tri-fold brochures with generic information, and posters advertising in classrooms, which coincidentally was created by a student.

VI. COMMUNICATIONS/ANNOUNCEMENTS

CCCAOE Spring Conference – March 14 – 16, 2001 at the Holiday Inn, Golden Gate, San Francisco.

VII. NEXT MEETING

April 6, 2001

VIII. ADJOURNMENT

Meeting was adjourned at 3:00 p.m.