

**OCCUPATIONAL DEANS AND ECONOMIC DEVELOPMENT PRACTITIONERS
SPRING 2002 RETREAT
HUMPHREY'S HALF MOON INN AND SUITES
THURSDAY – FRIDAY, FEBRUARY 21 – 22, 2002
HARBORVIEW ROOM**

MINUTES

THURSDAY, FEBRUARY 21, 2002

4:00 p.m. Call to Order/Introductions

Kay Hartig called the meeting order at 4:00 p.m.

Those present were:

- ❖ Irma Alvarez, Southwestern College
- ❖ Randy Barnes, SDCCD
- ❖ Mary Benard, San Diego Miramar College
- ❖ Bernadette Black, Regional Consortium, Cuyamaca College
- ❖ Lois Bruhn, SDCCD
- ❖ Rich Buecheler, San Diego City College
- ❖ Leonard Fabian, Imperial Valley College
- ❖ Kay Hartig, Cuyamaca College
- ❖ Gonzalo Huerta, Imperial Valley College
- ❖ Lois Knowlton, Grossmont College
- ❖ Eileen Kraskouskas, MiraCosta College
- ❖ Bruce Maxon, San Diego Mesa College
- ❖ Cassie Morton, SDCCD
- ❖ Wilma Owens, Palomar College
- ❖ Kathy Pulse, Chancellor's Office
- ❖ Dana Quittner, GCCCD

**4:15 p.m. Approval of Minutes from Occupational Deans meeting on
December 14, 2001**

The minutes from the Occupational Deans meeting on December 14, 2001, were approved as written.

4:30 p.m. Program Endorsements

a. *PAL Electromechanical Program (Second)*

Wilma Owens indicated that Mollie Smith had brought this program to the December meeting and there were questions regarding the lab portion. She stated that this program was not designed to do lab but was designed to help people pass the written test by the post office. Wilma mentioned that "lecture/lab" is a term that they used for "lecture and demonstration." The group moved to endorse the program.

b. GRS Webmaster (Request for Addition of New Option)

Lois Knowlton indicated that Grossmont has had this program for a couple of years. It is geared towards the technical side of developing web pages, and more programming is involved. Eileen Kraskouskas moved to approve this request. The Deans moved to accept.

c. SWC Legal Office MOUS (First and Second)

Irma Alvarez stated that the packet has already been distributed to the Deans previously, and indicated that Southwestern is expanding their legal program to include one more specialty – Microsoft Office User Specialist. The Deans moved to accept this as the second reading.

d. SWC Legal Office MOUS Bilingual (First and Second)

Irma Alvarez indicated that this is the same program as Legal Office MOUS with Bilingual added in. The Deans moved to accept this as the second reading.

e. MCC Computer Network Administration (First)

Eileen Kraskouskas indicated that a verbal was given on this program at the September meeting. She stated this program would be an 18-unit certificate. She mentioned that it focuses mostly on Microsoft NT networking jobs. The application packet was distributed to the group, which included courses of study, copy of advisory board minutes and labor market survey.

5:00 p.m. CCCAOE Report

Eileen Kraskouskas distributed the CCCAOE Vice-President's report.

Highlights included:

- LA/Orange County—Template for Vocational Program Review. A copy of their format for the two year program review was distributed.
- Bay Region – Model Curricula for Information Technology – regional joint application process: www.itiep.org
- North/Far North Region – RHORC received grants to develop online courses.
- Streamlined Program Review – Verbal by email. Verbal readings of programs are conducted online and colleges interested in receiving the packet contacts the Dean.
- New Certificates and Degrees (a majority in computers)
- CCCAOE Conference at Tenaya Lodge – March 6 – 8, 2002.
- Elections—Ballots due by February 25th. Deanna Vanwey was nominated to represent Region X.

5:30 p.m. Break for Dinner in Restaurant

7:30 p.m. Two-Year Review of Vocational Programs

Kay Hartig distributed a sample format that Cuyamaca College utilizes for the two-year review, along with a copy of the Ed Code Section 78016 – “Review of program; termination.” A copy of the template that LA/Orange County utilizes

for their two-year review of vocational programs was also distributed. Kay stated that LA/Orange County's template contained information that was not required by the Ed. Code (i.e. Purpose, Quality, Cost of the Program.)

8:00 p.m. Program Endorsement Process

New Program Recommendation Process and Adding an Option within an Existing Program

Wilma Owens distributed copies of summaries of the two program recommendation processes. Eileen Kraskouskas indicated that LA/Orange County is experimenting with conducting their verbal reading online before the Regional meeting.

Lois Bruhn suggested doing the verbal electronically with an attachment. Both Lois Knowlton and Gonzalo Huerta showed some concern regarding conducting the verbal electronically. Lois Knowlton indicated that if the verbal was done electronically with an attachment that means "we already have gone down the road". Gonzalo agreed stating that if the program did not pass, "we would have done a lot of work for nothing." Wilma asked when doing the verbal isn't the labor market information already included, and Lois Knowlton replied that that usually comes in the first reading.

Kay Hartig indicated that the program application is now requiring the Regional Consortia's Chair's signature, however, she suggested that we continue having the Chair of the regional committee sign the applications, which was agreed to by the group.

8:20 p.m. Status Reports for Regional Consortium Mini Grants

SPECIAL POPULATIONS MINI-GRANTS

Grossmont College – Reaching Out & Supporting Special Populations

Lois Knowlton stated that they have done promotion through special publications such as the "Spanish Shopper". They are also utilizing the funds for tutoring.

Imperial Valley College – Special Population Awareness/Access

Gonzalo Huerta indicated that they are working with advisors and counselors who work with vocational students as far as access issue, and making sure the students are getting into programs and staying. They are also going to publish brochures specific to special population students.

Miramar College – Career Expo and Student Ambassador Program

Mary Benard indicated the funds were utilized to recruit program ambassadors to help outreach and recruitment in vocational programs. She stated that they ended up with three ambassadors and are using them to help recruit minorities who are underrepresented to participate in their Career Expo. Mary Benard stated that the Career Expo is a "visual event" which will be held on March 20th. Mary stated she would email the flyers to the Deans.

Southwestern College -- CTECS

Not present.

MiraCosta College – Education through Outreach

Eileen Kraskouskas indicated that they are following up with their CalWORKS students in their placements, and are currently surveying employers on how the students are doing.

VTEA AND ECONOMIC DEVELOPMENT MINI-GRANTS

Cuyamaca College – “Construction Industry Research”

Kay Hartig indicated this is the project that Deanna Vanwey has taken the lead. The funds will be used to tie apprenticeships with construction.

Cuyamaca College – “Reaching Out to Special Populations through Marketing in Job Giant and Reader”

Kay Hartig indicated that Tony Zambelli has submitted in ad in the Reader and Job Giant for every Business Office Technology programs in the region using the 800 # of the Regional Consortium. Thus far, a total of 63 calls have been received inquiring about computer classes, which Bernadette Black then refers to the appropriate college in the caller’s area.

Grossmont College – “Promoting Community College Health Profession Programs”

Lois Knowlton indicated that they are using the funds to create a brochure based on the model of the “Looking for a Career” brochure but focusing it on health professions. She also stated that they will be using the money for ads in the Job Giant and other publications.

MiraCosta College – “Best Practices in Open Entry Education”

Eileen Kraskouskas stated that they are trying to raise the student retention rate. They conducted a presentation at the Community College Business Educators meeting, and will follow-up with roundtable discussions for open-entry educators to talk about what they are doing. A date has yet to be determined.

8:50 p.m. Grants Update – Who is Applying?

Kay Hartig mentioned that there was recently a Bidder’s videoconference and asked if any colleges were applying for any grants. Lois Knowlton indicated that Grossmont would be applying for the Family and Consumer Sciences grant, which will be a five-college consortium.

9:00 p.m. Adjournment

The meeting was adjourned at 8:05 p.m.

FRIDAY, FEBRUARY 22ND

8:30 a.m. Welcome/Introductions

Gonzalo Huerta called the meeting to order at 8:45 a.m..

New attendees present:

Eric Alexander, Employment Development Department (EDD)

Robin Carvajal, Workplace Learning, SDCCD

Cathleen Davis, MiraCosta College

Jean Kaput, MiraCosta College

Robert Negrete, Employee Training Panel (ETP)

Marlies Vandenberg, Southwestern College

Mary Wylie, Southwestern College

9:00 a.m. Regional Consortium Activities

a. IT Regional Advisory Committee meeting

Kay Hartig indicated that the IT Regional Advisory Committee Planning Team meet February 14th, and distributed highlights of that meeting to the group.

Highlights included:

Location: Doubletree Hotel. (Liked the idea of free parking.)

Date: Wednesday, April 10th

Time: 7:30 a.m. -10:00 a.m.

Program: Speaker

Breakfast: Buffet

Program: Speaker

Kay Hartig asked the group if anyone could suggest a good speaker for the event or have a contact with someone in large industries. Lois Knowlton suggested Ted Crooks, Vice President, co-founder of a software company, and participant on the Economic Development Council.

Robin Carvajal stated that the MIT Enterprise Forum has monthly meetings consisting of panels of speakers in the high tech arena, and stated that possibly someone who coordinates this forum would have a contact. Kay Hartig indicated she would follow up with Ted Crooks as the speaker for the IT Regional Advisory Committee.

Roundtable discussions: This is where the participants will talk about their curriculum. Topics included:

- Database
- Networking
- Web Development
- Help Desk
- Computer Technician (Hardware, Cable, Repair)
- Programming
- Multi-Media/Graphics (3D animation)

Advisory committee: The planning team will email Bernadette Black their list of the Advisory Committees. Kay asked that the Deans check with their IT advisory committee participants as well.

Robin Carvajal stated that Karen Owen at the New Media Center would be a great resource in planning this event and may also have good contacts for a speaker. A list of questions for the roundtable discussions was distributed to the group.

Dana Quittner stated that Workforce Partnership should be there. She showed some concerns about the legal aspects of this IT Regional Advisory Committee since every department is required to have an advisory committee, and Kay stated that she contacted Kim Perry and both her and Barbara Whitney agreed it was a good idea. Kay Hartig stated that as long as there is a sign-in sheet of who attended and minutes were taken, it would be acceptable.

Kay Hartig asked if anyone else wanted to help with this event, and Lois Knowlton stated that she would do what she can, and would work with Janet Gelb.

b. Core Indicator Workshop

Wilma Owens indicated that she and Mollie Smith went to the Core Indicator training in Sacramento. She stated that two workshops have been scheduled to train our region on Core Indicators – Wednesday, February 27th and Saturday, March 2nd. Wilma stated that only two people have signed up for the Saturday’s workshop and asked if we should reschedule that workshop, however, it was agreed to continue with the Saturday workshop.

c. Marketing Plan 2001-2004

Kay Hartig distributed the second regional Marketing Plan 2001-2004 that was generated by Mea Daum. Brief summary included:

Primary Goals:

- Increase sales of customized training for businesses;
- Increase enrollment of employees in classes;
- Increase awareness in the general population of the opportunities at community colleges;
- Increase awareness among public school students about the opportunities at member colleges.

Marketing Strategies:

- Upgrade website;
- Update Looking for a Career brochure;
- Update and revise Best Kept Secret brochure;
- Mount a media campaign to draw visitors to the website when upgrade is completed.

Kay Hartig indicated that Mea Daum suggested conducting a Webmaster mini-conference for the region, and stated this would be a good project for next year.

Cassie Morton indicated that the Workforce Partnership is developing a website on training programs, and suggested linking to their website:
www.sandiegoatwork.org

d. Best Kept Secret Brochure

Kay Hartig asked what the consensus was in updating the Best Kept Secret brochure and reprinting it. Robin Carvajal indicated it would be another means of promoting the website. Dana Quittner stated that it might still be useful to have something regional that is available to businesses, but not necessarily the Best Kept Secret brochure. She stated that the big difference between the Looking for a Career brochure and the Best Kept Secret brochure is that the Best Kept Secret brochure talks about “us”. She recommended not using the Best Kept Secret brochure as a mailing piece.

It was agreed that the Best Kept Secret brochure would not be updated nor reprinted. In turn, it was agreed to replace it with something smaller. Kay Hartig recommended that we continue to use it as a handout piece and will do an inventory and distribute them to interested colleges.

e. Looking for a Career brochure

Bernadette Black indicated that the Regional Consortium will be printing more Looking for a Career brochures and distributed a chart listing the corrections she has received thus far from the colleges. She stated that all changes should be emailed to her no later than **Friday, March 15th** and to include how many brochures they would need for their college.

f. Career Development workshop

Cassie Morton distributed a flyer on the upcoming SDIVCCCA Spring Conference, Thursday, March 21st, 8:30 am – 3:30 pm, at San Diego Marriott. Kay Hartig pointed out that the Regional Consortium co-sponsored this event. Cassie Morton stated they expect approximately 100 attendees

g. Work-Based Learning Funds

Kay Hartig distributed a flyer listing all work-based learning activities that can be funded by the Regional Consortium. She stated to the deans to contact Bernadette Black whether or not they plan on sending representatives to any of the workshops listed on the flyer so other colleges could use the funds that are not being used.

9:40 a.m. Chancellor’s Office Report

On behalf of Barbara Whitney, Kathy Pulse distributed the February VEST update and suggested to contact Barbara Whitney with any questions.

Economic Development

Kathy Pulse indicated that the Terms and Conditions is smaller, but has the same information.

- There are 11 Centers up for competitive bid. The only Center for Region X that is up for competitive bid is the Center of Applied Technologies.
- There is \$12 million available for IDRC and \$2.5 for JDIF.
- Career ladders is added as an eligible activity and is not required.
- If a college serves in an economically distressed area, they will get additional points.
- Budget hearings will not begin until after the primary (March 5th).
- \$1 million was cut from Nursing.
- \$9 million will be cut from the Centers. Kathy indicated that the focus was to get money to the classrooms and the Centers are not seen as classrooms. The Chancellor's Office is trying to educate the legislature that the Centers are necessary. Kathy Pulse stated that if we have to have cuts, the Chancellor's Office would rather cut them from IDRC than the Centers.
- Economic Development applications are due May 16th.
- ED>Net Conference is April 15-17, 2002. More information is on the website.
- Bidders workshop. Plan to have two physical workshops (north and south). They are looking in the Ontario area for the South. She also stated that they plan videoconference March 18, 19, or 20 (mornings or afternoons) for two to three hours. Kay Hartig stated that Cuyamaca College has hosted videoconferences and to contact Bernadette Black for arrangements.

Kay Hartig asked if they are going to look at what Centers are out there rather than adding new Centers when deciding where to cut the money, and Kathy Pulse replied that there were no new Centers, and unfortunately the Chancellor's Office will not know until August. The group then asked what happens then July 1st comes around and Robin Carvajal stated that it would be a district decision to take the risk. Kay Hartig asked when the renewals would be arriving for Centers who have to submit a renewal application, and Kathy Pulse replied that there were no renewals this year.

Kathy Pulse indicated that the reauthorization legislation has been introduced (SB1566) couple days ago. She stated that they are trying to get permanent reauthorization, and indicated that the best we can get now is five years reauthorization.

Dana Quittner stated that the election is March 5th and indicated that there are a lot of changes in legislative districts. She informed the group they can go to: www.ccleague.org and put in your zip code to find out who you have now and who you would have after the election. She also suggested contacting Dede Alpert at 916-445-3952 about \$2.3 billion for higher education. In community colleges, 74% students are in higher education and we are asking for 40% to be funded for higher education.

10:00 a.m. State Proposal for Workforce Development and Impact of Matriculation Cuts

Dana Quittner distributed a handout on “Structure and Process of San Diego/Imperial County Workforce Alliance.” She stated that SDICCCA and the San Diego Workforce Partnership seek to establish a partnership with Industry Cluster groups to ensure appropriate and timely training of staff for San Diego/Imperial County employers. Kay Hartig asked if there was an expectation for representatives at the Dean’s level to participate and Dana Quittner replied “yes.” Once the work groups have engaged in their activities, increased connections between regional deans and industry clusters can occur. Dana Quittner stated that any group recommendations would be well received. She indicated that Brad Phillips and herself are the contact people for SDICCCA.

Dana Quittner asked if the region was interested in having an academy similar to the Customer Service Academy for Information Technology. Lois Bruhn stated that it would not hurt to “put our best foot forward” and look for some money. Kay Hartig asked if anyone would be interested enough in taking on this project, and if so, she would contact her grant writer to write the grant. Lois Bruhn suggested contacting Cassie Morton to see if she could do it. She asked if we would only focus on Information Technology (IT) and Marlies Vandenberg suggested looking at a regional collaborative maybe broader than IT. Kay Hartig mentioned that all colleges have IT which makes the collaborative nice for all colleges involved. Marlies asked if she could submit two IDRC grants and the group replied that she would then be competing against herself.

Lois Knowlton nominated Karen Owen, Director of the New Media Center, to take the lead on this project. Robin Carvajal agreed to contact Karen regarding this proposal. Kay Hartig indicated that if Karen Owen agreed to take the lead on this collaborative that the Regional Consortium will help set up the meetings. Mary Wylie asked if there was money in the Consortium funds to pay for the grant writing and Kay replied “yes.” Mary Wylie suggested putting together a general meeting for all colleges who want to participate then they can state if they are in or not.

**10:45 a.m. Presentation on Career Ladders and Techforce -
Robert Negrete, Employer Training Panel (ETP)
*Eric Alexander, Employment Development Department (EDD)***

TECHFORCE

Eric Alexander, EDD, indicated that California is in sore need of midlevel workers. He explained that midlevel workers are workers in non-high tech sectors. Eric Alexander stated that \$10 million is targeted towards the midlevel worker. He distributed an overview of Employment Training Panel and Career Ladders. He mentioned that he would like this program to bring together and expand the Workforce Investment community to help small employers. Eric indicated that Techforce was born to address the mid-level IT workers. He stated that it would be a “business service to set about aggregating the IT needs of their employer communities and bring them to scale with training events workable for employers.”

Eric Alexander stated that the Workforce Investment Board (WIB) has funds to pay for administration and training. He indicated that most of the training is conducted around contract

education. The group asked if the WIB was a mandatory partner and Eric replied that the partnership is mandatory, however the fiscal relationship is not.

Robin Carvajal asked what the rule was on the 90 day retention factor and Eric Alexander replied that ETP funds are not good for new hire training since it is performance based. He indicated that the consequences are heavy however the money is good. He explained that if an employer puts \$800 down for a deposit and the employee stays 90 days at the workplace, the employer will then receive their money back. If the employee leaves before the 90 days, the employers lose the money. The group asked what would happen if the employee leaves and it was not the employer's fault, and Eric replied that if the employee works 90 days at the second company, the employer will then receive the deposit back. Eric Alexander indicated that they need to bring together training providers, infrastructure, and outreach.

CAREER LADDERS

Robert Negrete, Employment Training Panel (ETP), indicated that they are working on how they can help wage progression with skills progression. He mentioned that the Career Ladders is aimed to help people get out of the lower paying jobs. Robert Negrete indicated that the Career Ladders focus to help workers in low wage jobs by giving them the skills necessary to advance to higher paying jobs in the industry.

Robert Negrete mentioned that the ETP may contract with entities to provide training to multiple employers under a single ETP agreement. He further stated that the training must be customized to the individual training needs of a participating employer or group of employers in a specific industry.

Robert Negrete stated that potential applicants must attend an ETP orientation where eligibility requirements and the project development process is described. The Request for Eligibility Determination (RED) is provided to attendees. The RED is then submitted to the application review unit in the ETP office in Sacramento to determine a company's eligibility for ETP funded training. The ETP application development process begins with the development site visit by the ETP Contract Analyst, where ETP funding requirements are discussed using the ETP Contractor's Guide. ETP training limitations included a minimum of 40 hours of training and maximum of 200 hours of training.

Performance requirements included the following:

- Mandatory 90-day employment retention period following the completion of training.
- ETP training may include Classroom training, Laboratory training, Structured, on-site training, Videoconference training, and Computer Based Training.

For further information regarding Career Ladders, contact Bob Marr at 916-654-8210.

12:00 p.m. Break for Lunch

1:00 p.m. Approval of Minutes from Economic Development Practitioners meeting on November 16, 2001

The Minutes from the Economic Development Practitioners meeting were approved as written.

1:00 p.m. Center's Presentations

a. RHORC – Marlies Vandenberg

Marlies Vandenberg indicated that many people believe RHORC it just for nursing however she mentioned that they do develop other health programs as well. The employers send their employees to RHORC and in turn the employees receive clinical experience at their employer's site. Marlies Vandenberg indicated that the Center conducts a DACUM job analysis and develop a curriculum using the DACUM as their guide. .

Marlies Vandenberg stated that they have a "Welcome Back" program for under or unemployed people who want to get back into the healthcare workforce.

b. CACT – Rich Buecheler

Rich Buecheler indicated that CACT primarily conducts outreach training and in-service training for employees. He mentioned that ETP has changed their data reporting and is now submitted electronically. He stated that the Center produces virtual products for companies, and distributed samples to the group.

c. Technical Enterprise Development Center – Rich Buecheler

Rich Buecheler stated that currently the Technical Enterprise Development Center is testing for the police department for underwater searches. He indicated that they helped design the manufacturing system.

d. Small Business Development Center – Mary Wylie

Mary Wylie distributed a brochure on the Small Business Development Center.

➤ Save this Date – HIS Corridors -- April 11th – 12th

Quarterly reports indicated the Small Business Development Center served 1300 businesses, conducted 7000 hours of counseling, and 70 workshops.

e. REBRAC – Vivian Bogue

Vivian Bogue distributed a folder containing REBRAC's Fact Sheet and Environmental classes for Spring 2002. She stated that REBRAC offers training for environmental compliance. She mentioned that their popular courses included the 40 Hour Hazwoper and the 8 Hour OSHA training.

Vivian Bogue indicated that REBRAC is currently creating a partnership with Red Cross and incorporating CPR and First Aid in their classes. She mentioned that they re-established their partnership with NASSCO.

f. Workplace Learning Resource Center – Robin Carvajal

Robin Carvajal stated that the SDCCD has had the Workplace Learning Resource Center since 1992. The original intent of the Center is to develop a capacity for community colleges to customize workplace basic skills curriculum, customize design assessment materials, and learn to do need assessments and job task analysis specifically at the worksite. She stated that the Center partly helps assist entry level workers who have limited English speaking skills to move up the career ladder, and partly helps develop the capacity in other colleges to serve as a technical resource.

Robin Carvajal indicated that the Port of San Diego approached them to conduct training for taxicab and shuttle drivers. The training was geared towards limited English speaking employees and focused on public safety awareness, understanding safety related to carrying passengers, and customer service.

Robin Carvajal mentioned that they became a partner in the 4-Cities Hospitality Career Ladders grant designed to deliver training to hotel employees in the region.

g. Advanced Transportation Technologies – Mary Benard

Mary Benard stated that the Advanced Transportation Technologies Center serves industry through credit programs. The Center consists of Automotive, Diesel and Aviation programs. The Center has a strong partnership with Caterpillar. They are currently updating their curriculum to conduct training for emergency response teams on how to handle emergency situations with alternative fuel powered vehicles. One of the focuses is utilizing the Jaws of Life on alternative fuel powered vehicles.

Mary Benard indicated that the San Diego Transit is sending their technicians to Miramar College, paying their tuition and offering the technicians credit for career advancement.

2:15 p.m.

Contract Education Practitioners Report

Robin Carvajal indicated that the Contract Education Professionals met January 31st. The meeting began with formulating a mission statement of Contract Education Practitioners, and one of the major mission was to share resources and collaborate countywide. She stated that some of the Centers have been approached by ACT to setup ACT centers online. ACT contracted with 25 vendors to work in partnership to deliver online training. The other mission is to elevate the awareness of numbers of people served through contract education, and the amount of contribution we make via contract education.

Robin Carvajal stated that from the Statewide Contract Education committee, the directors are now asking to compile data on a quarterly basis.

3:00 p.m.

Old Business

3:30 p.m. New Business

Bernadette Black distributed a brochure on an upcoming workshop facilitated by the LA/Orange County Regional Consortium called “Enlightened Leadership: A Transformational Workshop.”

4:00 p.m. Announcements/Other Items/Adjournment

Rich Buecheler asked if any colleges had training for Entrepreneurs and both Cuyamaca and MiraCosta Colleges indicated they have Entrepreneurship programs.

The group suggested writing a letter of concern regarding the Participants Information data sheet required for quarterly reports. It was agreed to write a letter on behalf of the nine community colleges.

Meeting was adjourned at 3:30 p.m..