

**Regional Chairs Retreat  
Humphrey's Half Moon Bay and Inn Suites  
July 23 – 24, 2001**

**Monday, July 23, 2001**

**I. Welcome and Introductions**

Bernadette Black, Cuyamaca College  
Tanya Burke, Moorepark College  
Janis Caston, Cosumnes River College  
Fred Critchfield, Foothill College  
Dennis DeRoss, College of the Siskiyous  
Lyla Eddington, Rio Hondo College  
Kay Hartig, Cuyamaca College  
Gary Mendenhall, Columbia College  
Bill O'Rafferty, Riverside Community College  
Annette Osborne, Riverside Community College  
Claudette Penner, De Anza College  
Kim Perry, Chancellor's Office  
Elizabeth Wallner, North/Far North Regional Consortium

**II. Additional Funds in 01-02**

Kim Perry indicated that there was an additional \$1 million dollars in carryover funds. The Regional Consortium augmentation includes the following activities:

- Special Populations Mini Grants \$502,000\*
- Core Indicator Workshop \$120,000\*
- Regionally Based Professional Development \$160,000  
in collaboration with the: (\$8,000/region/committee)
  - Career Development Statewide Advisory Committee
  - Work-Based Learning/Job Placement Statewide Advisory Committee
- Contingency Plan--Vocational Education \$100,000\*  
Faculty Leadership Institute

*\*Amount will vary among the regions.*

**Special Populations Mini-Grants**

A "draft" Request for Application for the Special Populations Mini-Grants was distributed to the Chairs. Kay Hartig suggested grant funding amounts state "up to \$10,000 for single college" and "up to \$20,000" for collaborative projects. Kim Perry stated that all regions would use the same application provided by the Chancellor's office and would be limited to four (4) pages. The application should include a workplan as well. She indicated that the application could be submitted electronically to the Chancellor's Office and to the Statewide Special Populations committee for review. Kim indicated that the approval for funding would then be conducted by each region. Bill

O'Rafferty asked why screening of applications by the Special Populations committee was necessary and Elizabeth Wallner indicated that the committee was responsible to rate and score the applications while each region would be in charge of the funds.

It was suggested to include one representative from each region to participate on the Special Populations committee in the review process of these applications. Gary Mendenhall asked what would happen if a college in a multi-district area accepted the funds however did not spend it on what they applied for, and Bill indicated that to avoid this, his region funds their mini-grants after the project was completed.

Janis Caston asked if the funds would be transferable if a college did not use the total amount of the mini-grant, and Lyla Eddington indicated that "if one college could use more money than another to just invoice that college", which was agreed upon by the committee.

Kay asked if the Chancellor's office wanted the applications on a disk or via email, and Kim indicated that electronically was acceptable with a hard copy to follow. Kim further stated that she would then forward the funded mini-grants to the Special Populations Advisory Committee.

Kim indicated that the definition of "Special Populations" would also be included in the application. It was agreed that a narrative was not required and Kim reiterated that the application should not exceed four pages.

#### Core Indicator Workshop

The purpose of the Core Indicator Workshop would be to prepare occupational education leadership to use the Core Indicator data for compliance and program improvement. Kim indicated that the Chancellor's Office would pay two representatives from each region a stipend to attend a workshop in Sacramento on how to do a workshop on Core Indicators (course coding would also be addressed). In turn, these representatives would replicate the training received in small workshops at their campuses. Kim indicated that the Chancellor's Office would anticipate each trainer facilitate two workshops. She also mentioned that the budget would be customized to each region.

Kim indicated that she needed to prepare a board item for the Board meeting and would need each region's estimate by the end of July on how many trainers and workshops would be conducted. Bill suggested dividing the funds between the regions at two trainers per region, which was agreed upon by the Chairs.

### **III. VTEA Plan—Core Indicators**

Kim indicated that the Chancellor's Office has been working on putting the VTEA local application in an electronic format. She mentioned that the math would occur automatically. Once a section was completed, a prompt would appear asking the user if "you are sure you want to submit". Kim indicated that once it has been submitted, a message would be sent to the responsible person for signature. The database would also trigger a prompt if a field were left blank. She also indicated that the budget page by college has been removed from the application. She further stated that the database would be built for local applications and that we did not need a particular system to use this program. Lyla showed some concern about the safeguard of submitting the application and Kim replied that a password would be given to the responsible representative to submit the application.

Kay showed some concern about the length of the VTEA plan since the four-year plan was completed last year, and Kim replied that "most of the four year plans listed TOP codes by year and there was no justification; therefore we are having to go back for their justification." Kim stated that the database would limit the amount of characters to provide in the justification field.

Kim indicated that there would be a presentation at the Spring 2002 CCCAOE Conference on how the pilot went regarding the electronic VTEA local application. Kay stated that one of her main concerns was that there was not enough time to complete the application as the core indicators were received late. Another concern she mentioned was obtaining signatures from the department chairs.

### **IV. Program Approval**

Lyla indicated that the call for input from vocational education administrators was due at the end of May. She stated that the Faculty Senate "did not fully exhaust discussion on program approval" and would at their meeting in August. She further indicated that "it will be out September 1<sup>st</sup> if there are no other changes."

There will be further presentation on program approval at the CCCAOE Fall 2001 conference.

### **V. Marketing for Non-Traditional Occupations**

Janis Caston and Elizabeth Wallner shared with the group their posters they created for marketing non-traditional occupations. Elizabeth stated that they wanted to depict diversity and regulations that were pertinent to the profession.

## **VI. Reports of Non-Traditional Occupations**

Lyla indicated that they facilitated a workshop on "IWITTS" which focused on increasing women involvement in the technology field. She stated the participants liked the practical "hands on" approach.

Janis stated that in conjunction with INTEL, conducted a survey to determine why their regional colleges had diverse population in introductory courses whereas the second courses consisted mostly of White and Asian males. She stated that INTEL approached them because they had not been able to satisfy their target goals, particularly with software and networking.

She also indicated that they were working with career counselors to develop a range of activities around "Math Mountain"--the anxiety students have with math. Janis mentioned that they were planning a conference titled "Expanding Your Horizons"--date to be determined.

Kay indicated that the San Diego and Imperial Counties Regional Consortium conducted one regional project titled "Equity Pioneer Award" which offered scholarship opportunities for students in non-traditional careers. She stated that they had three readers from industry to read and review the applications and select two regional winners.

Gary stated that they hired personnel to conduct a class on how to deal with economically disadvantaged students and how to deal with the disparity of students.

## **VII. Special Populations Advisory Committee**

### *a. 2001-2002 Conference*

Elizabeth indicated that the Special Populations Advisory Committee was planning a conference on Special Populations sometime in November in Sacramento, and they would be invoicing each region \$2,000 for their share. Kay asked if they would be paying for the transportation and hotel for the participants, and Elizabeth stated "no." Bill O'Rafferty recommended having the conference fall on a Tuesday, Wednesday, and/or Thursday as K-12 people would not be able to attend on Mondays and Fridays.

### *b. Regional Representative to the JSPAC*

Elizabeth mentioned that they were in need of a representative to the JSPAC, and asked the Chairs to forward nominations to her.

## **VIII. Marketing Grant Activities**

### *a. Accomplishments of 2000-2001*

Lyla stated that they developed a website linking each ED>Net and Economic Development projects in Los Angeles together.

Fred indicated that the Bay Region worked with human resource conventions in San Francisco and San Jose and were able to distribute literature of college programs and initiatives. The Region provided mini-grants to contract education practitioners to assist in awareness activities with business. Supported the development of the [www.SFBayCareerMap.com](http://www.SFBayCareerMap.com) website. The public can explore the web site, which provides information about how to achieve career goals, including where to get training at region colleges. Fred emphasized that the website includes a disclaimer stating that this did not take place of counseling. The Region distributed 70,000 copies of a Career Guide to all of the community colleges and high schools in Northern California. The Guide lists all of the occupational programs offered by Northern California community colleges.

Kay distributed a summary sheet of accomplishments completed by the San Diego and Imperial Counties Regional Consortium. She stated a Marketing Consultant was hired to evaluate what marketing techniques were successful, update the website, propose a new Marketing plan for 2001-2004, update the "Looking for a Career" brochure, and generate more focused brochures to industry.

Gary indicated that they created a website called "Training 4 Me" which also included students testimonials. The website is: [www.training4me.com](http://www.training4me.com)

*b. Goals for 2001-2002*

Kim indicated that the State Marketing campaign was presented to the Board two weeks ago. She stated that California had put a limit on what the Chancellor's Office can put on their website, therefore, the website is being rebuilt.

Bill recommended that local representatives attend the Board of Governors meetings.

*c. Regional Consortia Website links and Newsletter*

Dennis DeRoss inquired if all Regional Consortia's website were linked together, and the Chairs replied that the Consortia were linked together via the Chancellor's website. Dennis also indicated that they posted mini-grants on their website and suggested to the Chairs to do the same to help share information statewide.

## **Tuesday, July 24, 2001**

Kay asked the Chairs what their thoughts were of Monday's meeting. A few concerns and or suggestions were as follows:

- Bill showed some concern on why we had to mail the mini-grants up to the Chancellor's Office and Elizabeth stated that it was a library for best practices.
- Bill stated that his RFA was returned to him asking him to supply three outside references with footnotes. Fred stated that this needed to be shared with the Chancellor's Office, as all RFAs should be consistent between the Regional Consortia.
- Gary indicated that his concern regarding mini-grants was his accountability for colleges who did not conduct the project that they had applied for through the mini-grant process.
- It was in agreement that Kay would send a letter to Victoria Morrow on behalf of the Regional Consortia Chairs stating the following concerns:
  - Consistency of Regional Consortia's RFA
  - Accountability
- Dennis believed these concerns were due to the lack of communication between advisory committees and regional consortium.
- Fred indicated that if his region were not able to use all the funds for specific mini-grants i.e. special populations, he would prefer to communicate with other regions that could properly utilize unused funds.

### **I. NFN Pilot GIS Project Update**

Janis distributed a handout on the GIS Project Update for the North/Far North Region, which discussed the following:

- ✓ Hired a consultant to create a map among districts utilizing the Chancellor's MIS system;
- ✓ Conducted a research on why students selected the colleges they attended;
- ✓ The research indicated that 85% of their students lived in a 5 mile radius from the college they attended;
- ✓ Project's objective: To determine obvious gaps and confirm whether or not they were are meeting the interest areas and needs of the community;
- ✓ Future plans include: Map individual student's addresses, and regional and local demographics; and concentrate on specific programs

### **II. *Regional Consortia Activities for 2001-2002***

#### **Gary Mendenhall**

- Facilitated a planning meeting in June and invited all Vocational Educational Deans, CEOs, CIOs, CSSOs from their 13 colleges to attend. Gary indicated they had representatives report on activities,

divided into workgroups and identified what they wanted to focus on this year;

- Host the Contract Education Practitioners group;
- Facilitate statewide discipline specific advisory committees;
- Sponsor CCCAOE workshops;
- Facilitate special topic meetings;
- Focus on industry clusters and industry forums to talk about strategies on addressing their needs;

#### Dennis DeRoss

- Conduct a "Snow Camp" in Tahoe in January 2002 for faculty. Two faculty members are invited from each college in their region to attend.

#### Lyla Eddington

- Conduct a one day meeting on August 7<sup>th</sup> to identify strategies to increase enrollment in their region's nursing programs;
- Host meetings to share exemplary programs.

#### Tanya Burke

- Regional meetings will be held at each campus to increase faculty involvement.

#### Fred Critchfield

- Facilitating two Bay Region Planning Group meetings;
- Hosting two meetings via telecommunication;
- Supporting a national conference on technology in San Jose in March 2002;
- Hosting a "Women in Technology" conference;
- Facilitating two regional meetings with the Special Populations Advisory Committee;
- Hosting the regional Core Measures workshop;
- Updating the BRAIN plan;
- Conducting a survey to determine the effectiveness of the WeTrainBayArea.com website and the Centers of Excellence within the Region;
- Generate and distribute a region wide monthly electronic newsletter;
- Provide funding for five industry breakfasts to discuss common interests and needs;
- Support the Contract Practitioners monthly meetings;
- Work closely with the Centers of Excellence for publicity and marketing;
- Conduct a campaign to better understand initiatives;

#### Bill O'Rafferty

- Facilitate a two-day retreat in Blythe in November 2001 for the opening of their new college.

Dennis DeRoss

- Create and distribute a newsletter.

Kay Hartig

- Hire a Marketing Consultant;
- Facilitate jointly meetings between the Occupational Deans and Economic Development Practitioners;
- Focus on industry clusters;
- Facilitate one regional meeting with the Technology industry and one regional meeting with the Electronics industry.

### **III. Faculty/Counselor Participation in Consortia**

Dennis asked for suggestions on how to increase faculty/counselor participation in the Consortia. He has facilitated meetings that included faculty activities. They provided funds for staff development for faculty to enhance their participation. He mentioned that they also invited faculty to their Regional Deans meetings, however, their participation had been minimal.

Lyla indicated that their region conducted separate meetings between the Occupational Deans and Steering Committees.

Dennis stated that they usually had good representation from faculty if the meetings were paid for and lunch was provided.

Gary mentioned that CCCAOE has offered faculty workshops to help encourage their participation.

Lyla indicated that she distributed minutes of their meetings to faculty.

### **IV. Steering Committees**

Janis asked for more suggestions to increase the Steering committee's participation. She mentioned that they had tried several locations, however, there had been minimal participation. It was mentioned by the Chairs to combine the meetings with the Occupational Deans.

### **V. Statewide Conferences**

#### *a. Faculty Leadership*

Tanya indicated that the Faculty Leadership was no longer included in the RFA as the State was now facilitating the conference. Bill inquired on which Consortia will take the \$100,000 and funnel it through. Kay asked whether 5% administrative could be taken out of the funds, however, Lyla believed that was not allowed.

b. *Workforce Leaders*

- April 18<sup>th</sup>, 19<sup>th</sup>, and 20<sup>th</sup> at Arrowhead;
- Each region will be invoiced \$4800;
- Open to suggestions for speakers and topics;
- Workforce Leaders will be discussed at CCCAOE Fall 2001 conference.

**VI. Chancellor's Office Grant Deadlines**

Kay mentioned that she would send a letter to Victoria Morrow regarding the grant deadlines. Tanya suggested sending the letter out as a group, which was agreed to by the Chairs. Lyla suggested mentioning the lack of consistency on the grant applications as well (i.e. budget format).

**Meeting Calendar 01-02 (Tentative)**

<b>Date</b>	<b>Meeting</b>	<b>Host</b>
9/10/01	Attend Board of Governor's meeting	
9/11/01	Regional Chairs Meeting in morning Regional Chairs w/ Chancellor's Office noon to 4:00 p.m.(Bill will host)	Bill O'Rafferty
10/10/01	Regional Chairs meeting @ CCCAOE Doubletree Hotel, San Diego	Bill O'Rafferty
11/5/01	Regional Chairs w/ Chancellor's Office	Fred Critchfield
1/7/02	Regional Chairs	Lyla Eddington
2/4/02	Regional Chairs w/ Chancellor's Office	Janis Caston
3/6/02	Regional Chairs meeting @ CCCAOE Tenaya Lodge, Yosemite	Bill O'Rafferty
5/6/02	Regional Chairs w/ Chancellors Office	Gary Mendenhall
7/22-23/02	Regional Chairs Retreat at Humphrey's Bay Half Moon Inn and Suites	Kay Hartig

**VII. Other**

Meeting was adjourned at 12:00 p.m.