

**OCCUPATIONAL DEANS JOINT MEETING
ECONOMIC AND WORKFORCE DEVELOPMENT CENTER DIRECTORS
HUMPHREY'S HALF MOON INN & SUITES - MARINA BALLROOM
FEBRUARY 9, 2007
9:00am to 2:00pm
MINUTES**

I. Greetings

Otto Lee

Al Taccone, Dean of Division II - Instruction, Cuyamaca College
Bob Hertel, Interim Associate Vice Chancellor, District-wide Academic, Student, Planning and Research Services, Grossmont-Cuyamaca CCD
Bob Yarris, RHORC (Grossmont College)
Charlene Atkins, VTEA Coordinator, San Diego City College
Cynthia Scott, New Media (San Diego Community College District)
Debbie Trujillo, Small Business Development Center Network, SD/Imperial Counties Region
Fred Allen, Senior Dean of Business & Professional Studies, Grossmont College
Geraldine Perri, President (Cuyamaca College)
Greg Newhouse, ATT (San Diego Miramar College)
Lynne Ornelas, Associate Dean, Workforce and Economic Development, San Diego CCD
Mary Wylie, Dean, Cont Ed, Economic & Workforce Dev (Southwestern College)
Mary Wylie, Dean, Economic Development, Southwestern College
Michelle Turner, Coordinator, SD/Imperial Counties Regional Consortium, Cuyamaca College
Nancy Helt, Apprenticeship & ROP Programs, San Diego CCD
Otto Lee, Dean, School of Business, Computer Studies & Tech (S.D. Mesa College)
Otto Lee, Dean, School of Business, Computer Studies & Technologies, SD Mesa
Richard Bettendorf, Dean, Tech Career, SD Miramar
Robin Carvajal Workplace Learning (S.D. Community College District)
Scott Hammer, BWPI (South Director)
Sharon Rhodes, Dean, Economic and Workforce Development, San Diego CCD
Stan Schroeder, Director GCCCD Auxiliary and Chair, Region X Consortium
Trudy Gerald, CACT (San Diego City College)
Victor Castillo, SBDITC (Southwestern College)
Vivian Bogue, REBRAC (Cuyamaca College)

II. One-minute "elevator" speech on their "gift" to the region

Center Directors

Robin Carvajal stated that the Workplace Learning Resource Center (WpLR) gift is expertise and years of experience in contextual and functional learning and curriculum development for the workplace.

Debbie Trujillo stated that the Small Business Development Center (SBDC) is a bridge between community colleges and approximately 120 small businesses in the San Diego and Imperial region. Their gift is training and consulting small businesses which help reduce costs and increase sales. They also assist with tapping into international opportunities for the local economies.

Bob Yarris stated that the Regional Health Occupation Resource Center (RHORC) and Welcome Back work collaboratively with industry and community colleges to develop and successfully implement strategies to address health care challenges within the San Diego/Imperial Counties.

Scott Hammer stated that the Business and Workforce Performance Improvement (BWPI) provide essential services such as contract education technical expertise, organizational development, centers of excellence and professional development institute to help colleges meet California employer's workforce needs.

Victor Castillo stated that he also supports SBDC as well as Center for International Trade Development (CITD) at Southwestern College. CITD is one of 14 within the state that specializes in border and worldwide trade. Three functions are one-on-one business counseling; training business development and international trade; as well as resource and partner referral system.

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Trudy Gerald stated that Applied Competitive Technologies (CACT) focus on smaller manufacturing groups who are struggling in this economy through training, consulting and providing the latest technology to help them keep competitive. They are focusing on middle and high schools to get young children interested in careers in engineering and manufacturing fields.

Vivian Bogue stated that the San Diego Regional Environmental Business Resource Assistance Center (REBRAC) provides environmental health, safety and homeland security training and workshops for the region. Focus on training small businesses to ensure they meet industry standards especially OSHA and EPA also working with Homeland Security/FEMA and Cuyamaca College to ensure compliance with EMS for the San Diego.

Greg Newhouse stated that the Advanced Transportation Technology and Energy Initiative (ATTE) is one of 10 within the state for alternate fuels and advance transportation. Work collaboratively with industry, educators and government to develop new technology training programs, integrate advanced technologies into existing curriculum and foster the use of alternative fuels and new energy technologies through education outreach regionally and statewide.

III. Opening Remarks and Ice-breaker Activity

Bob Hertel,
Interim Associate Vice Chancellor

Bob Hertel began by asking why we fight change. The answer varied to include the idea of taking one out of their comfort zone as well as it is hard to envision the future.

Nail activity. You must balance all the nails at your table on the head of the one nail sticking out of the block of wood. All nails must stay balanced simultaneously and should be freestanding that is, not propped up or bound by any other materials or object including the block of wood. The block of wood must remain at rest squarely on the table.

Trudy Gerald was the only to complete the task by making an interlocking roof by crisscrossing the nails and then put one nail at the top and bottom for support.

Bob Hertel asked what were the outcomes of this activity. The answers were teamwork, intuitiveness, staying the course, delegation, ideas and strengths.

IV. Presentation on Innovation and Change

Bob Hertel

Bob Hertel mentioned that the value of looking into the future include the following.

- Dealing with uncertainty
- Acts as a magnet for action
- It will always change, it's rarely clear
- Using the future as a learning tool

He also mentioned some ways to look at the future include the following.

- Being inactive and reactive
- Being preactive - scan the environment to ride trends
- Being proactive - scanning the environment and interact with and create trends

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He mentioned that the Institute for Community College Development stated that community colleges are the most mutable institutions in higher education and are well-positioned for change . . . this is their greatest strength.

- Leaders formulate a vision for the future.
- Community college leaders must infuse the entrepreneurial spirit throughout the organization.
- Leaders must create organizational structures and processes that help to transform culture and sustain innovation.
- Entrepreneurial leaders should seek opportunities to promote entrepreneurship by engaging the ongoing pursuit of strategic alliances and innovative strategies.

Bob suggested encouraging change instead of maintaining as well as encouraging people to create more ideas. We are not going to survive if we cannot set up some systems to get the job done quickly.

V. Small Group Activity

All

- Facilitated by Bob Hertel

Bob provided a list of potential topics for further discussion and broke individuals into groups to formulate and brainstorm some ideas. The topics included the following.

- Technologies
- Impact of new construction
- Just in Time instruction
- Collective marketing communications
- Grant opportunities
- Workforce skill-building
- Entrepreneurial spirit
- Unleashing the power of partnerships
- Collaborative opportunities
- Avoiding paradigm paralysis
- Thinking bigger
- Future thinking
- Vision down the road
- Achieving more working together
- Creating a process
- Facilities
- Identify best practices
- Funding
- Innovative models
- Enrollment issues
- Strengths of centers
- Grants

VI. Discussion on Next Steps

All

Many grant opportunities from CCCCCO to include IDRC and JDIF. Taking a regional approach with regards to future funding would enable the region to become more proactive with meeting industry needs. An idea was created to conduct a meeting with community colleges, government, and businesses to discuss emerging industries. The identified industries discussed were the following.

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- Logistics
- Allied Health
- Homeland Security

Logistics is multi-discipline and relates to small business, manufacturing, common thread of basic skills, community college training and international trade. Allied Health has many challenges to include computerizing healthcare systems. Additionally, there is a need to build bridges to develop dialogue and collaboration. Homeland Security is an emerging industry in the San Diego/Imperial Counties region. Scott Hammer suggested contacting Elaine Gartner, Statewide Director of CDE and/or Audrey Reille from Mt Sacramento College who have conducted research studies through the Centers of Excellence. The ESRI database has current regional information as well as business demographics. The group suggested bringing in other key partners such as SANDAG and the San Diego Workforce Partnership. Otto Lee will follow up with Dr. Geraldine Perri regarding next steps in order for SDICCCA to be aware of this collaborative approach and movement. The following individuals would participate in a discussion regarding logistics to include representatives from the SBDC/CITD, Irma Alvarez, Greg Newhouse, Robyn Carvajal, Trudy Gerald, Vivian Bogue, Bob Cumming, Jeff Williams and Peter Davis during the upcoming Economic and Workforce Development Conference in San Francisco. Nancy Helt suggested contacting the Association of Operations Management (APICs) San Diego Chapter to request a representative to attend. Otto Lee stated he would attend for GIS. Lynne Ornelas would work on getting someone from the Navy logistics office.

VII. Summary/Adjournment

Bob Hertel

Bob Hertel summarized the event to showcase the following.

- Collaborative effort to put together something tangible
- Strengthen relationships
- Continue to develop a regional response to industry

Scott Hammer mentioned that the region should be aware of the upcoming RFA for the Responsive Incumbent Worker Training (RTF) which would be issued on Friday, February 9 for \$8 million with a maximum grant award of \$300,000 for colleges to offer performance improvement training. This is a good opportunity to focus on high wage and high growth as well as front end assessment.