

Minutes, March 1, 2019

10 a.m. – 12:30 p.m.

AC 229 (Kentfield Campus)

In Attendance: Heather Rahman, Katheryn Horton, Gina Cullen, Mike Cairns, Melanie Palomono, Will Coley, Dolores Salazar, Ron Palmer, Mark Barrall, Cheo Massion and Alex Jones

Absent: Cari Torres-Benavides and Kilia Pasco Nguyen

The group discussed the new scoring spreadsheet for recording reviewer's responses to each application. This will serve as a mechanism to give background information when/if questions arise regarding the determination of Strong Workforce funds. Mark Barrall started the spreadsheet in order to show accountability in the committee's decisions. The committee should complete their entries sometime in the next few days.

Katheryn shared updates about what is transpiring with review of CTE programs. Since the group had questions regarding enrollments in Early Childhood Education, upon looking closer, Katheryn and Cari discovered one skills certificate that would now qualify as a Certificate of Achievement with 12 units. Katheryn suggested it might be a good time to review all CTE certificate offerings, to determine whether they can be shortened or scaffolded in such a way that will improve student achievement and outcome metrics.

The committee reviewed the minutes from the last meeting. Mark motioned to approve the minutes, and Melanie seconded the motion.

Katheryn reviewed the agenda for the current meeting. She started with a review of the Strong Workforce overhead budget and explained how the funding currently includes salaries, benefits, marketing, travel/conferences, supplies in the CTE office, indirect allocations and contractors. Ron asked in the future if this committee will be deciding on the budgeting. Katheryn responded yes, and it doesn't have to be in the future. Ron, Mark and Katheryn discussed the salary situation and what happens if we do not have Strong Workforce funding. Katheryn explained that adjustments would be made, but salaries are also paid by other grant funds.

Katheryn showed the overhead in relationship to the total SW Round 3 local proposals. Mark calculated the totals for the proposals. With the marketing, we actually have more money requested for projects than the balance after overhead.

Katheryn broke down the marketing plans with the use of Big Cat marketing agency in regard to advertising (set for 8 weeks prior to each enrollment period). Katheryn explained the ad campaign and the breakdown of each advertising placement schedule. It was set for regular, general advertising about what Career Education is and what COM has to offer. Ads are being prepared right now for the Marin IJ, Pacific Sun, posters, Mountain Play, other events, etc. After reviewing the marketing plan, a majority of committee members expressed that this is not the target market we

want to go after for CTE, and that the funds will not be well spent.

(Until this time, CTE staff did not consider that SWAC would oversee the entire SW budget, so independently created an overhead budget that included marketing. It should be noted that SWAC is interested in assessing the entire SW budget, including the Regional SW budget).

Will Coley stated he has been involved with employment development for a long time, and he believes that lining up employment opportunities and forming relationships with employers is a better approach than blanket marketing/advertising. He stated that networking and partnerships can assure local employers have a pool of educated and skilled completers who are work ready and can successfully enter the jobs. According to Will, that is targeted marketing, as oppose to “back of bus” advertising, and has more promise.

Regarding attracting more students, Ron stated that - from the point of view of auto students - none of them would be reached with print advertising. Alex said this type of advertising would be better directed toward future community education students. Gina promoted direct outreach per program as a way to increase student enrollment. She stated also that retaining students means that programs have to be shortened and faculty has to be stable. She also stipulated that the makerspace is a “diamond in the rough,” and perhaps some funding would be beneficial to connect makerspace with programs.

Dolores also inputted more about marketing. She thought Will’s take about employment is a good point. She said tapping into current students would be great. However, we have two different sets of issues. Getting the students here is one thing, but keeping them enrolled and engaged at COM is an entirely different set of issues. They need money and employment. Then she explained having more students getting involved would be nice. Gina stated having students’ testimonies would be a big help in recruiting and getting an uptick in enrollments. Friends talking with friends is a great way to get the word out.

Will relayed that one group of students who joined the business program came from the county due to one phone call made by Dr. Rob Eyler (word of mouth marketing).

Ron suggested we take a look at what demographic makes up our most successful students for each program, and determine how those type of students would enroll into our programs. Our focus is putting people into jobs, and not to only attract life-long students. Another idea included shifting the message about career education as a viable path to work instead of the place to go because you didn’t land into a big college.

After discussion about marketing, it was decided that the ad campaign will be cancelled (except for pieces that were already paid for) and that we would, instead, look toward hiring a CTE-Industry Liaison for the \$110,000/year, which was budgeted before for advertising.

The committee decided to table overhead budgeting decisions until after review and recommendation of the proposals. Proposal requests totaled \$455,534.00. The committee requested to also review Regional Strong Workforce funding. Katheryn explained how the regional is often determined with other community colleges and organizations. Ron motioned to make SWAC oversight on Regional, and Mike Cairns seconded the motion. Katheryn will take this motion to Jonathan Eldridge. **(Update on this: The charge of SWAC already includes Regional proposals.)**

All committee members attested to having reviewed all proposals.

Auto Collision Estimator Proposal

For the Auto Collision Estimator project, this was reviewed and discussed at the Feb. 20 SWAC meeting. No questions were pending. **The committee agreed to fund this project in full.**

\$11,200/Local

Auto High-Tech Car Proposal

For the Auto High Tech Car project, the committee reviewed notes about the project. **The committee agreed to fund this project in full. \$57,830/Local**

Court Reporting Proposal

For Court Reporting Equipment project, updates on the program were discussed. Ron explained as part of the revitalization, a consultant will help rewrite the courses in the Court Reporting program. Ron said the program really needs a full-time faculty member to steer the program. Changing classes to distance learning will be an asset to the program because there are only 3 or 4 colleges offering the program in the State. Stackable certificates, distant education and a full-time hire will help the program, but none of this is part of the proposal the committee is reviewing. The discussion turned into a review of the value of the program as a whole, time to complete, job outcomes and how few complete. **Katheryn proposed that the revitalization of CR be funded through SW Regional (in partnership with West Valley College, SW is paying for a consultant to restructure program), and that SWAC put aside this proposal until revitalization is complete. The committee agreed. \$25,000/Regional**

ECE Proposal

The ECE program proposal was discussed further about the intent of the funds including CAM partnership. Development of a career ladder will help the program. **The committee agreed to fund through Strong Workforce, where ½ of project is supported by Perkins funding. \$15,822/Local**

ELND Enhancement Proposal

The ENLD Enhancement project is about equipment for all students and storage meeting compliance standards for equipment. Building labs for ELND has been postponed. Construction is in demand, but the students can get these jobs *without* skill learning at COM and receive training on the job. The committee also considered other programs in place with North Bay TIPS and the E2C program. It was proposed to fund the equipment, but to table the stipend requests. **The committee agreed to fund the equipment with \$20,000 for tools and storage, and reconsider the rest of the requests in a future round of funding. \$20,000/Local**

ELND Makerspace Proposal

ELND Makerspace project was then reviewed. Katheryn explained some of the background. This is Fernando's push to keep the makerspace project going. He wants funding for some Microsoft, extended reality, manufacturing software and new courses to combine makerspace fabrication lab into curriculum. His request is leaning toward the fabrication lab as opposed to the augmented reality and multimedia side of makerspace. Ron stated we need to see more specific information toward what the money would be dedicated toward instead of listing a general wish list for money and make it up as you go.

Dolly has been involved with the focus group for the makerspace projects. The space can be looked at as a library and resources for students to work on their projects for various classes. Dolly and

Katheryn explained what should be available and the different support systems for Makerspace. Katheryn suggested this could be considered as a regional project. **The committee decided to ask Fernando to work with Dolly and Jim Cordeiro (Makerspace consultant) to return a more polished application for the Makerspace.** Dolly agreed to meet and work with Jim and Fernando. Faculty also wants to make sure that the construction doesn't overlap with the CNC in the Industrial Technician certificate that is in development. **The committee agreed to set aside \$38,700/local, but ask for clarity.**

HOSP Event Management Proposal

The HOSP Event Management project and labor market information was reviewed. 60% job postings do not specify that a Bachelor degree is required in an additional report uploaded to the share drive. One job path example was explained where administrative assistant turns into event planner without additional education. The enrollment is too low. Certain personalities are most successful in this type of career. Katheryn asks the committee to consider this to be a non-credit option. Gina stated we need the program to get stronger before we grant more money, and asked the questions: 1) If the instructors are working full-time jobs, will they have the capacity to take this on, and 2) If other nearby colleges offer the program online, why would we want to compete directly with them? **The committee decided to wait, and first build up the existing program.** Faculty can request for the next round. Dolly thinks maybe the resources for next round, if the HOSP program doesn't get off the ground, COM could combine HOSP with Entrepreneurship and Small Business. **\$0**

HOSP Non-Credit Proposal

For the HOSP non-credit proposal, questions come up for funding to cover the costs in additional years, whether paid through Adult Education or not. Keeping the classes at non-credit, we have the option to keep the instruction as contracted instructors. **This can be run through as Adult Education and keeping the classes as non-credit. The committee agreed to table this proposal and look for funding outside of Strong Workforce.** The proposal is actually curriculum development and not program development. To convert the existing classes into non-credit is a confusing concept when considering the existing non-credit classes. Also, ESL can be worked into the non-credit. **\$0**

Welding and Industrial Tech Proposal

Machine Metals – Welding and Industrial Tech application can be split between Round 3 and Round 4. Enrollment is o.k. and completions are low for this program. The change will create national recognized certificates. The equipment would be updated with this funding. Curriculum will be updated. Most faculty is part-time, so many aspects of the program are outdated now. **Part of this funding should be on condition that the faculty update their curriculum.** These skills are in demand. The elements of what the funding would be for regarding the CNC mill and learning to bring the program up to industry standard. **Katheryn proposed we agree to recommend this funding, but break it down for different rounds of funding. The welding upgrades could possibly be funded regionally with Napa and Santa Rosa. For parts 1 and 2 of the proposal the committee decided to recommend funding, and for part 3, the welding the committee wants to explore funding via regional. \$100,750/Local with condition that updating curriculum is included**

Theater Tech Proposal

Theater is open to receive institutional equipment, but CTE programs cannot. So, a concern is that the program could receive double money. This proposal is for development of one general certificate in Theater Technology covering: set design, construction, lighting design, sound design, props and costume design. Most folks entering this program would be skilled in all trades. Budgeting

looks like it is for lighting equipment and not for a certificate. Was tech given institutional funding from the institutional funding in the last 5 years? Another concern involved a majority of theaters in our area are not repertoire theaters and most workers doing this line of work are volunteers. The committee has a lot of faith in the instructor to pull off a successful certificate program. However, some of the labor market data looks weak. What about funding for making the program, but question the funding for the equipment? Lisa Morse has many connections, so pathways for the students could be formed. Two issues need to be addressed: 1. Funding from institutional equipment 2. strong jobs at the completion of the program. Only \$23,000 was funding through IEC. **The committee agreed that Lisa should come to March 29 meeting to address concerns, but \$15,000 be set aside to fund this program. \$15,000/Local**

XR Makersepace Proposal

XR Makerspace request from Jeff Abouaf seems to be reinforced really well with partnerships. The stakeholders want to see COM Makerspace to be a pathway. The demos have been “mind blowing” as to what can be practiced via extended reality. XR elevates the educational playing field. Is there a commitment for the faculty to own their budget and not rely on the CTE office to manage it? The committee reviewed the application to make sure the funding is, in fact, for program development. There may be Round 2 funding to spend down still. Much of the XR equipment, so far, has been donated. Monitoring the equipment will be an issue. The application should clearly explain the time spent is actually for program development and not for course/curriculum development. The Makerspace facilities at COM are not available yet, so the committee could earmark this application for Round 4. The application should be tweaked to explain how the time will be used. **The committee decided to fund ½ for this round with \$25,000 with a revised application, and look at \$25,000 for the next round. (Note: Jeff Abouaf is working with Fernando, Dolly and Jim on either a combined makerspace application or 2 distinct proposals). \$25,000/Local**

\$284,302 total for Local Round 3 SW projects recommended by SWAC as of 2/29/19

\$25,000 total for Regional Round 3 projects recommended by SWAC as of 2/29/19

Going forward, the committee will meet March 29, 11-1, and invite Lisa Morse, Fernando, Jim, Dolly and Jeff Abouaf to ask questions. The meeting was adjourned at 12:54 p.m.

Submitted by Heather Rahman