

Strong Workforce Advisory Committee

February 19, 2020

9 a.m. – 11 a.m.

POMO Building 7, Room 105 (IVC)

MINUTES

As of 3/27/2020, minutes are pending approval. Contact Heather Rahman at for proposed corrections or edits.

Committee Members Attending: Wende Bohlke, Mark Barrall, Alex Jones, Katheryn Horton, Melanie Palomino, Nancy Willet, Gina Cullen and Cari Torres-Benavides

Committee Member Absent: Dolores Salazar

Opening the Meeting

Katheryn welcomed everyone and expressed the focus of the meeting was to learn more about the proposals from some of the faculty, hold discussions and try to vote when possible. We would recap and revisit the two proposals approved in the last meeting as more questions and information ascended since then. Katheryn also stated there is no immediacy in deciding on the proposals due to the structure of the Strong Workforce funding as first-in/first-out system along with the true amount of incentive funds is currently unknown.

Review/Approve Current Meeting Agenda

Mark Barrall motioned to approve the agenda, and Alex Jones seconded the motion. All were in favor.

Review/Approve Minutes from 01/31/20

Some details regarding minutes from the previous SWAC meeting are in question. Any issues concerning the last minutes will be discussed as a side-meeting. The committee has postponed the vote to approve.

Event Planning Proposal Q & A (Thomas Padron)

Thomas spoke about his proposal for developing an event planning program. His project is based on the new Jonas Center currently in construction. He wants to integrate the Hospitality Management program with the use of the center and he also wants to build a whole Event Management program. He considers the new center a calling card for this program. His vision includes opportunities for students with the use of the facilities in events and services.

Thomas believes that the center, in conjunction with an event planning program, will serve all stake holders of College of Marin. In working with Greg Nelson's office, he is taking into consideration the space available to use and all beneficial ways to utilize it.

Other points included:

- This program will cover 2 parts involving servicing events and managing events.
- The program is intended to be a transfer degree option aligning with UC and CSU institutions.
- He's asking for \$16,620.
- Thomas offers experience with all aspects in event management and with program development.
- Marin Oaks' Hospitality Management class currently has 22 students enrolled, and there is much potential with Novato High.
- Online courses are attracting more students.

Nancy pointed out that Audrey Le Baudour, the Regional Director of Hospitality, Retail and Tourism, is supportive. Also, Thomas has been an important part of the hospitality program with reaching out to the high schools.

Gina expressed concern about the minimal traction we have now with increasing enrollments in HOSP, we should focus on maintaining this momentum and keep strengthening this program before developing something new.

Thomas stated he feels the marketing and messaging hasn't been strong enough and is the major factor hurting the program.

Committee Discussion: Event Planning

The committee expressed that Thomas will need some type of stipend to gather all the program information and planning to present to curriculum committee.

The SWAC committee desires facts and clarity from Greg Nelson regarding taxes and possible restrictions against classes to be held there and students using the center.

Alex stated higher salaries will attract more people to the program. He added that we should push for a clean program offering strong opportunities regardless if they are planning for a 4-year degree or not. With a good design and promising opportunities, College of Marin will be able to show an attractive option and will

be able to market better.

In a Guided Pathways conference, Cari and Gina learned that Lake Tahoe places the focus on alignment with area high schools with their Hospitality program. They think we should continue working with our area high school institutions.

[\(Decisions regarding this proposal is documented below.\)](#)

Sustainable Ag Proposal Q & A (Arron Wilder)

Arron Wilder spoke about his proposal for Sustainable Ag pathway development. Since the Environmental Landscaping program is in a discontinuation review, Arron's project would work through some of the issues to keep what momentum currently exists and move it forward for the students. If the program does discontinue, Arron feels students will still benefit with this project in building strong pathways for them.

Arron's plan involves:

- Strengthening and building articulation by examination at area high schools
Articulate with the UC/CSU degree paths
- Build out internship opportunities
- Work with the industry leaders interested in hiring students

Other factors pointed out:

- Pay scale for the students will average \$18.00/hour.
- Support with the Regional Director of Agriculture and Organic Farming, Fred Schonberg.
- Wineries are expanding into Organic farming and viticulture. Much funding is available in our region for them to do so.
- The pathway will be STEM based.
- Arron is looking into plant science to articulate with an area high school.
- Articulation by examination has been successful with Redwood High School since 2016.

Committee Discussion: Sustainable Ag

Points brought up during the closed discussion included the following points:

- The process with the discontinuation committee should continue out. It should be finished in May 2020.
- There is only one class that is organic farming with 22 students. This is the only one that seems to have an educational plan with the program.
- There is no time line on approving these proposals, so the committee has the liberty to take time to decide.
- The committee could look closer into the education plans of the students.

[\(Decisions regarding this proposal is documented below.\)](#)

Ophthalmologist Proposal Q & A (Cesar Pomajulca)

Cesar provided the following information regarding his proposal:

- The project is to develop and implement ophthalmology assisting training through the existing medical assisting classes.
- Most ophthalmology assistants are trained on the job, but the Health Sciences department received requests from close industry partners expressing a demand.
- Local ophthalmologists are willing to offer student opportunities as they are learning.
- The equipment and costs are listed in the proposal, and the equipment is expensive.
- The equipment will be universal to all ophthalmology offices within reason.
- The ophthalmologist in Terra Linda will be training and guiding Cesar on what is needed.
- She is open to offer internships for students.

Committee Discussion: Ophthalmologist Proposal

The committee pointed out the following:

- This project isn't to develop any new classes or a new program. This is to revise current classes adding in ophthalmology assisting training into the medical assisting program.
- The Regional Director of this sector submitted a letter stating the shortage of people working in this field in our region.
- Cesar would be required to present to the curriculum committee explaining the substantive changes to the curriculum.

The committee discussed the grey area of program development vs. curriculum development and if the Strong Workforce funds are appropriate in this account. Cesar is a full-time faculty member and per contract cannot gain a stipend to create curriculum. However, this curriculum is adapting class curriculum and not adding.

If the Strong Workforce funding didn't exist, the project would be deemed as keeping the program relevant and up-to-date. It was pointed out that training and purchasing equipment seems appropriate for Strong Workforce funds.

[\(Decisions regarding this proposal is documented below.\)](#)

Discussion of all proposals & possible vote

The committee revisited all of the proposals as follows:

1. *Ophthalmology Assisting Proposal - Approved for training and equipment*

expenses only. \$48,000

Mark motioned to vote to approve for the training and equipment expenses noted in the Ophthalmology Assisting proposal, but not for the curriculum development. Alex second the motion. Nancy abstained from voting. All other members voted to approve with the votes 6 – 0 in favor.

2. Sustainable Agriculture Proposal - Hold until the discontinuation consideration is resolved.

Alex motioned to wait on Arron Wilder's proposal until we learn more information of the possible discontinuation of Environmental Landscaping program. Mark seconded the motion. The committee voted unanimously 7 – 0.

3. Event Management Proposal - Approved 50 hours stipend for program development and feasibility. \$4,810

Mark motioned to approve 50 hours of stipend work for Thomas to develop a program flow chart and to provide clarity from Greg Nelson and his team regarding use of the Jonas Center. Alex seconded the motion. All were in favor with a vote of 7 – 0.

4. CTE Pathways Proposal - Approved modified proposal. \$48,240

Even though the committee voted to fast-track the CTE Pathways proposal if it were adjusted to reduce the cost and to clarify some factors, lingering questions and additional ideas to adapt the proposal persisted. Therefore, this has not been presented to PRAC as of yet. The factors were addressed:

- Meg possibly gaining a stipend to develop HUM 102 curriculum where planning the program in general would be paid for
- Concerns over the exact involvement of all the counselors

Changes to this proposal include

- Stipend for 50 hours of work at \$74.00/hour
- Cost of equipment reduced

Katheryn motioned to approve the CTE project as modified, and Mark second the motion. The committee voted unanimously 7 – 0 to approve the adapted proposal.

5. CNC Lathe Proposal - Hold until more program information is examined.

Although the committee spoke about fast tracking this proposal for PRAC approval, the committee decided to discuss further in light of Alex Jones meeting with Mark Martin, the Regional Director for the Machine and Metals Technology sector.

Factors discussed about this proposal included:

- Mark expressed concerns regarding the current lab and jobs available for

the students in our area in relation to what other colleges in our region offer.

- Area wages for related jobs are also a real concern.
- The Perkins grant and changes with the Comprehensive Local Needs Assessment regulation may shift how we want to proceed with this program.
- The CNC software programming is dated 1989 and 1991.

Katheryn requested to put this proposal on hold for now until the Career Education department and College of Marin as a whole take a closer look at the program metrics and labor market information. Mark motioned to hold a vote on this proposal, and Alex seconded it. The whole committee agreed.

6. Eco Marathon Car Proposal - Not approved.

Mark motioned to hold this proposal until Ron Palmer gains more enthusiasm from faculty and students in Kentfield. He also pointed out that the students will need to do the work to compete in the race. Alex suggested we work with area high schools to build a pathway which would lead to this project and classes supporting it. Katheryn second the motion to hold off.

The committee voted no unanimously with a vote of 7 – 0. They did not approve this project proposal.

7. Health Care Manikin Warranty Proposal - Approved for funding either through SW funds or Perkins. \$22,247

Katheryn motions to approve the Manikin Warranty proposal to be paid for either Strong Workforce funding or Perkins funding. Mark second the motion. The committee voted 6 – 1 in favor of funding one way or another for the warranty. Nancy voted no. She understood that in the previous meeting the committee agreed the warranty would be covered by Perkins grant funding only.

8. Paramedic Program Proposal - No vote. On Hold.

This proposal is on hold. No vote was initiated.

9. MMST Video Proposal - Approved for funding either through SW funds or Perkins. \$10,481

Katheryn motioned to approve funding for the video equipment either by Perkins or by Strong Workforce funds. Mark seconded the motion. The committee voted unanimously with a vote of 7 – 0 to approve.

Closing of the meeting

Katheryn suggested that committee members think about possibly changing the charge for the committee. She proposed the group may want to focus on holding projects accountable and discuss what's best for Career Education overall instead

of determining the funding allocations.

She said it's a possibility the new group forming for the Perkins grant under the Perkins V Comprehensive Local Needs Assessment (CLNA) may be more appropriate for deciding on the division and allocation of funds for Perkins and Strong Workforce. Cari asked if we could discuss this topic later. All agreed.

The next meeting will be in March.

The meeting was adjourned at 11:57 p.m.