

**Mt. San Antonio College
Career Technical Education Advisory Committee
(C-TEAC)**

**Agenda
October 3, 2018
3:00 – 4:30 pm
Conference Room: Bldg 4, Room 2440**

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|---|----------------|---|---------------------|---|--------------------|---|---------------------------|
| X | Tami Pearson | X | Martin Ramey | X | Mary Beth Barrios | X | Joumana McGowan, Co-Chair |
| X | L.E. Foisia | X | Francisco Dorame | X | Jennifer Galbraith | | |
| X | Sam Agdasi | X | Lisa Amos, Co-Chair | X | Dejah Swingle | X | Julie Hasslock (Guest) |
| X | Shelley Doonan | X | Chaz Perea | | Jared Burton | | |

Student Representative: Farin Sheihazdegan & Alycia Akabori

Recorder: Marilyn J. Lanuza
Julie Hasslock

| Agenda | | Outcome |
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| I. | Approval of September 3, 2018 Minutes: | <ul style="list-style-type: none"> Called to order at 3pm. Minutes approved. |
| II. | Agenda Review | <ul style="list-style-type: none"> No items added to the agenda. Agenda approved. |
| III. | Purpose and Function Statement Review, Committee Members, and Committee Goals | <ul style="list-style-type: none"> Changed Dean of Tech and Health to Sam Agdasi. Changed the Associate Dean of Counseling to Dean or Designee. Changed Dean of SCE, Madelyn Arballo to Associate Dean of SCE, Tami Pearson. Two new student representatives added and introduced themselves (Farin Shiehzadegan and Alycia Akabori). |
| IV. | 2018-2019 Strong Workforce Regional & Local Share Base and Incentive Funding Allocations | <ul style="list-style-type: none"> Dejah went over current balances for all three years. Then went over the allocation for 18/19. She is not sure why our allocation went down. It appears the Chancellors office took money from the larger colleges and gave it to the rural colleges. We were instructed by the Chancellors office to project 18/19 based on the 17/18 allocation. We are \$422,000 under what was funded. Dejah discussed the handout "Proposed Reductions" on her recommendations for cuts. She informed the Programs that they were approved but they could not spend the funds until the allocation was released. Dejah attended CTE deans meeting to make this recommendation. Dejah stated that everyone is spending according to their plan. SWP funded programs are fully informed that SWP funds are available for three years, for approved programs. Agreement was made by the committee to accept the recommendations made by Dejah regarding the 18/19 incentive funding allocations. |
| V. | Marketing | <ul style="list-style-type: none"> Dejah and Joumana met with Uyen regarding marketing. Joumana informed the committee that Uyen explained that the current data she has is what google provides about the clicks (browsing) the CTE programs are receiving. Joumana conveyed that there is a concern with the progress that has been made with marketing CTE and is willing to devote funds to a full time classified employee to work solely on SWP marketing. Joumana informed the committee that the person hired would report directly to Dejah and would solely focus on CTE programs, social media, and return on investment. |

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| | | <ul style="list-style-type: none"> Dejah will conduct a research to review the requirements for the CTE marking position. It was discussed that "Social Media Buyer" positions are about \$60K per year and are high demand positions. This is not a skill that is taught at Mt. SAC but Cal Poly has a specialization course for this. Dejah proposed hiring an intern for this position and asked if we would need two people – one to create the content and one to buy the ad space? The person hired will need to organize the CTE web pages so there is a landing page and then they connect out to other pages. It was proposed to use Perkins and SWP monies to hire a "Project Marketing Specialist" to handle all the marketing and use the regional money to buy the marketing ads. Next month, Joumana and Dejah will bring the job description to the committee. Some of the duties will be: <ul style="list-style-type: none"> Organize all the CTE pages so they look and feel similar; Landing pages; Track how many students are clicking to register for that particular program; and Place ads for our CTE programs and tracking the traffic from the ads. | | | |
| VI. | Discussion from CTE Deans on Next Round Funding Application/Prioritization | <ul style="list-style-type: none"> Dejah discussed the handout on the CTE Deans recommendations for next round of funding. Dejah said the state would give us our allocation sometime between July and September. Plans need to be in NOVA by end of June 2019. The plan is to send out proposals in Winter and they would be due the end of March. | | | |
| VII. | Other | <ul style="list-style-type: none"> Q: Can programs reapply for SWP funding? A: They can apply but new programs will be priority. Tami expressed that programs should be allowed to reapply for funding because technology is changing, equipment is changing and curriculum is changing. Joumana informed the committee that programs can reapply but they will be prioritized lower than new programs. This was discussed and agreed upon at the beginning of SWP funding. The ranking rubric will need to be changed to reflect that consideration. Joumana expressed again that SWP funds are for program development. | | | |
| VIII. | Next Steps | Meeting adjourned at 4:20PM. | | | |
| IX. | Future Agenda Items <ul style="list-style-type: none"> SWP Construction Project Questionnaire SWP Construction Project Timelines | | | | |
| 2018-19 Meetings 3:00-4:30 1 st Wednesday of the month | Fall 2018 September 5 October 3 | November 7 December 5 | Winter 2018 January February | Spring 2019 March 6 April 3 | May 1 June 5 |