Career Technical Education meeting March 13, 2012

Meeting began at 1:00 p.m.

A) We began with Lee Johnston showing us the online VTEA survey form
- The survey will come in through corsair connect.
- Lee showed us the survey and we had a discussion about the format and the drop bar answers that students can choose from
- This online form will be put up for the second 8-week classes for this spring 2012 semester. It will go out to ALL students who are enrolled in online classes only. IE 100% distant Ed classes only.
- Lee also gave us a hard copy of what the survey looks like, though we can't see the answers the students can choose from in the drop down bar.

Review of the February 28 minutes
Moved to approve by Laura Mansen
Seconded by Fariba Bolandhemat

Went through Agenda Items

1. CTE Website and Marketing
- CTE homepage should be the central hub for career information
- Chris says we should not use share point, rather word press or some other management system
- The homepage can contain program descriptions with links to the individual department websites
- CTE would need a dedicated server if we are moving away from share point-
- We can perhaps dove tail onto the AET server that Chris says they currently have. He says only if the content is small, as their server is full, and he would need to seek permission for us to join the server.
- The cost is really the human labor i.e. a dedicated IT person. The actual hardware is not the cost except for initially.
- We could make the maintenance student driven ie. make it a part of a class so students maintain this.
- The content will drive the decisions for what we need and costs for these things
- We would have a link for CTE website to individual websites, and then vice-versa
- Looks at CTE website, reads about for example Photography. Learns about this and then can go to the individual websites.
- Tricia - do we keep EMSI and upgrade to the career website

- LANDING PAGE THAT IS CTE focused for all of our programs. Names of programs, descriptions of the programs, Labor Information, and then links to the individual departments
- The website should not be embedded in Workforce, but have landing page in workforce so it is part of sharepoint. Then when students click, it will link into an

external website. This will make the individual department websites easier to manage if get much of this information to an external website.

- CTE should be on the Home page of the SMC website. It should perhaps go under programs of study

2. MARKETING:
- Website is the major marketing tool....this is what we will use then
- Brochure
- Tricia is meeting with a marketing company and will include CTE programs when asking the company for marketing strategies.

3. Professional Development Flex Day March 15
 Tricia will share overall presence of CTE programs and about what will be launching

4. Spring CTE one-day meeting – date change to June 14

5. Perkins CTEA funding and presentations
- Verifies who had signed up to present proposals
- Made some room and date changes

Meeting adjourned at 2:40 p.m.