

Career Technical Education Meeting March 27, 2012

Meeting began at 1:05pm

- A) We began with Sustainable Technologies Program – Vicki Drake, Genevieve Bertone, and Stuart Cooley – present their proposal for the Perkins Application funds.
- Traditionally they use funds to purchase equipment, current issue is where to store all of the equipment purchased. Currently, the men’s restroom was converted into a small storage space.
 - They have a small requisition for the new Energy Efficiency program
 - The bulk of their funds will be used for Advertising and Marketing to help alleviate the bad reputation they received from the lack of lab equipment in prior semester(s)
 - Traditional PV students are those from the industry who need to take 1 or 2 PV classes for their current job. Need student retention rates to increase.
 - STP spoke with Georgia Lorenz in regards to creating a 1 year, 12 unit, department certificate
 - Currently, STP is setting up classes using cohort models
 - One cohort will meet Monday & Wednesday
 - Other will meet Tuesday & Thursday
 - Taking lessons learned from DOL to convert classes to cohort model
 - Would like to work with Maria Leon-Vazquez and local high schools
 - Would like to get more women into the classes and field
 - Contacted “WINTER” – woman’s organization – have yet to hear back
 - Students need to see women as role models in the advertising pieces
 - Have had two female speakers come in – one a former student who is a finance manager at a solar firm. She took PV 1, 2 and 3, but not considered a completer.
 - Currently using Facebook and sending out email for advertising purposes
 - Initially thought courses should be theory based but industry wants hands-on experience
 - New equipment are small items, expendable, and used for replacing broken items, two ladders step and extension to teach ladder safety.
 - Laura Manson asks if stipends are for the same person and if certificate is considered a new program – yes per STP.
 - Looked at stats from DOL and found a 50,000 gap between those trained in the technology versus those who are working in work lines. STP would probably have to team up with a company for teaching and giving students hands on experience with windmills since there is a lack of space at SMC to house a windmill.
 - Laura asks if the request for funds in the 1000 object category is for Energy conferences – let STP know funds are allocated under New Program development budget for conferences. Item is to be removed from STP proposal request.
 - Laura has questions regarding Advertisement funds
 - Has STP consulted anyone, looked at different advertisement methods for the best way to market program, looked at local papers – Corsair, SM paper, KCRW, flyers?
 - Vicki Rothman added to use the new CTE central website

- Chris Fria added the Graphic Design department would be happy to consult
 - STP thought of speaking with Joy and marketing department
 - Genevieve would like to reach out to other department on campus for best strategies – looking to jump start word of mouth, PV 1 is very robust but would like to retain students to lead them to certificate. STP added not every student taking the class wants to be an Installer, they want a background for finance jobs and office work.
- Tricia Ramos has a question on what TOP STP is using – is STP using the same TOP code for both Sustainable Technologies and Energy Efficiency? – Yes, for now, per STP
- Tricia Ramos – is the equipment to be purchased used under 1 TOP code? And adds:
 - the list of equipment needs to be prioritized just in case all equipment cannot be funded,
 - need real quotes that include tax, shipping & handling, if department provides model numbers to purchasing department – quotes can be obtained.
 - With the purchase of new equipment – will storage be an issue?
- Vicki Drake answers the small equipment can be stored in cabinets, except for the Balometer and ladders. The hard hats being ordered – 1 for each student
- Tricia asks if any of the expenses are direct student supplies?
 - Vicki – no, none of the equipment goes home with the students. The tools used are what they need on the job. Once student finds a job – they need to purchase their own tools.
- Tricia would like a breakdown on marketing costs and how \$5000 was estimated for the one stop center.
 - STP – Graphic Design is was Jason charged us for one of our flyers.
 - Genevieve – based on \$50 hourly pay rate.
 - \$3000 stipend will go to either Stuart or Vicki to take the lead on coordinating marketing efforts.
 - Other expenses – guest speaker to assist with reaching out to community, build presence of program, spread word of mouth. Possibly have a lecture series, workshops, orientation, to get students to commit to program.
- Resource books – there aren't many copies of the text and is not a standard text book, would like to have one in the library for students to check out. Industry publications – will use the most popular.
 - Tricia mentioned subscription has to fall within fiscal year.
- Tricia askd how many sections PV offers
 - 7 total sections, enrollment is about 116
 - Tricia will send email to ask for exact enrollment numbers and should include EE enrollment count as well.

Brief pause to mention CTE Retreat will be held June 14th.

Tricia mentions Jeff Shimizu would like to prioritize equipment purchases while stipends are less important. Out of state conferences need prior approval.

B) ET/Digital Media and Film Studies present joint proposals (Chris Fria and Sal Carrasco respectively)

- Proposed purchase impacts more than just their program areas. AET has an emergency with dealing with HD video. HD file sizes are 3 times larger than standard files.
- Students are only allotted 2 hours on Editing Bay.
- It takes hours for files to transfer from external drive to editing bay
- Sal's program is adding new classes and has hired a new instructor for Post Production
- The proposed purchase is an investment in cutting edge technology as well as help go tapeless as the industry has.
- Proposal also asks to equip 8 editing bays with high speed capacity and equip 4 classrooms as first step towards leading towards cutting edge technology.
 - Purchase of equipment will allow instructor to capture content, content is simultaneously sent to editing bay.
- Sal adds Film Studies has purchased a lot of equipment and is comparable to UCLA. Department has shot a lot of material and have over 40 series of clips on its current website that has helped students land internships and jobs, but need support to store the data.
 - Footage will live in Central Server housed at AET
 - Will allow supervision on student productions – copyright, legal aspects
 - As material is captured, simultaneously can do sounds editing, animation, special effects, material is accessed in real time.
 - The software to be purchased – Digital Acid Management software will allow students to apply of entry level positions in managing data.
- Chris mentions Advisory Board Committee has asked for SMC to develop a class/program in Digital Acid Management
- Per Sal, the Film Studies Advisory Board Committee has measured SMC's program as pre-historic with the lack of HD, high speed post production work flow.
- Film classes need Fisher Dolly as it's a fundamental piece of equipment for the program. The dolly can only be leased and is not sold. It is used 100% of the time and Fisher normally rents the item at \$285 a day but has agreed to lease the equipment to SMC for \$315 a month. Leases are normally not allowed but have been approved by Perkins monitor.
- Fariba asks what medium do students use to store files?
 - Students use external hard drive and take material home - department loses control when students use this method of storage. Promo Pathway students will benefit as well
- Vicki Rothman asks if there are insurance issues.
 - Department has explained the issue to Jeff but currently there is no solution. The quote from STA includes support and maintenance.
- Steve Peterson adds:
 - Does the server room have enough power?
 - In terms of laying out the fiber optic cables – need to file with the union since vendor is

to install cables

- Is STA familiar with the layout at AET? Also, once Purchasing receives requisition – equipment will go to bid
- Equipment will not work unless SMC's network is upgraded – will cost around \$50K
- Does the software need maintenance?
- Is there a solution for backing up files?

Per Chris – not server based – only external hard drive for now, back up costs another \$500K

- Tricia adds:
 - On application- need to check off Part 3 and Part 3a
 - Since proposal is for two different TOP codes – need to split \$250K (cost of equipment) and resubmit proposed budget
 - What is the overall scope of the project and why is it important?
 - Allow for tapeless workflow, updates current infrastructure by updating current network, HD direct in-class room cost, it's more critical than purchasing actual equipment, AET already at capacity with current network, there would be no growth in terms of class sections.
 - Sal adds: the current camera's are tapeless, HD, and high speed resolution but there is nowhere to store material. With this purchase footage can be process, edited simultaneously. It turns raw material into a finished product.
 - Chris adds: high cost of purchase is an investment and has a 5-10 year lifespan.
- Wendy – what does it cost to upgrade all of SMC?
- Laura – the \$50K will strengthen SMC's backbone
- Ford – is SMC going to cover the \$50k?
 - Maybe with a bond
- Workstations have already been updated

C) DSPS Presentation by Ellen Cutler and Tom

- Reviews proposal and department needs:
 - Voice recognition training, access, more licenses, and purchase of a notebook
 - More and more faculty are requiring students to use digital textbooks.
 - Mobile computing
 - How can device be used effectively for students with disabilities
 - Demonstrates iPad and new app called Vbookz which reads each sentence aloud and you can choose where it should start reading from.
 - Demonstrates another app – Learning Ally, costs \$20 an app but company will give a discount for 20 apps. App works for the blind and or those students who need to hear textbooks. Also allows student to navigate to specific page and paragraph.
- Apps would go directly to students

- Deal breaker if goes directly to students. Committee member asks if Perkins can fund the purchase of iPads with the apps so students can use in the Center or check out.
- Tricia asks if students can get financial aid to purchase the apps
- Vicki Rothman states if students gets a Pel Grant the student can spend the money however they wish.
- Ellen adds: Mobile computing app would be for students who already have mobile devices.
 - Perhaps SMC can own the license and when student leaves the license becomes Discontinued
 - iPad can be used for Professional Development
- Tricia adds page 10 of application needs to be filled out. Proposal needs to be re-written so items are not direct student purchases
- Ellen mentions every iPad already ships with the voiceover – just need to activate it under the settings.
- Chris would like to collaborate as his department develops software for the iPad
- Ruth is to check iPad quote with Purchasing as iPad 2 may no longer be available
- Vicki Rothman asks for specifics on instructional supplies
 - Microphone
- Tricia asks Ellen to review quotes and to make sure they include tax, shipping & handling.

D) Early Childhood Education Presentation by Wendy Parise and Laura Manson

- Would like to continue moving iPads into the classroom
- Would like online faculty to have support
- ECE has updated their website
- Want to put a student handbook online so students can have the latest information
- Joy Tucker adds her faculty act as mentors to other online faculty
 - Wendy and Laura will act as mentors
- Tricia states we need names for who the stipends will go to and what the scope of work is.
- Laura mentions a correction in the application needs to be made – no consultants will be hired.

Jose Cue mentions how exciting the presentations at Flex Day were in terms of marketing the MLT, Promo Pathway, and RRM programs. CTE materials need to be displayed as they were in presentation. We need to make a personal/visual connection such as showing 30 second videos for all departments.

Tricia adds perhaps this should be done at the CTE Retreat.

Meeting adjourned at 3pm.

