



Career and Technical Education (CTE) Joint Academic Senate Committee

Tuesday, November 28, 2017

BUS 111 or Zoom

1:00 – 2:15pm

In Attendance: Ashanti Blaize, Jackie Espinoza, Nathan Khalil, Kaysha Morgan, Cindy Ordaz, Debbie Perret, Elaine Polacheck, Steven Sedky, Sal Veas.

Zoom: Leigh Allen, Stuart Cooley, Chris Fria, Gary Huff, Laura Manson, Maria Munoz, Sharyn Obsatz.

Call to order: 1:08pm

Public Comments* None



Approval of Minutes: November 14, 2017

N/A

Reports:

Chair: Sal Veas

The new SMC Executive VP Elain Polacheck joins us today. She has worked for the city of Santa Monica for twenty-eight years and knows the community well. Currently, she oversees Facilities, Construction, Maintenance, IT, IR, Grants, Business Services, and Human Resources – all internal services departments.

Marketing Subcommittee: Ashanti Blaize & Steven Sedky

Since the last CTE Committee meeting, the Board approved to hire Mu/Dai for our SWP marketing efforts. We will be conducting a design sprint on January 12th with Mu/Dai. We will be sending out a save the date invitation and we'll let you know what the first day of the sprint will look like. This is intended for all stakeholders in marketing our CTE programs such as administrators, heads of departments, Outreach – anyone that can help increase CTE enrollments and job placements. Two more days will follow with a smaller cohort.

The subcommittee has been building a lot of relationships with the marketing department, have created banners and a video campaign (on SMC's homepage), we've been breaking down a lot of barriers as we build these relationships.

JPC/BEC Update: Nathan Khalil

The JPC/BEC was created to solve, generate, and maintain relationships between SMC and industry by having a central mechanism for these relationships. The BEC can potentially inform curriculum which ties into the JPC and essentially focusing directly on staffing our exiting students.

We are starting to develop protocols and scripts for the BEC. Our pilot will be with RPA, a local ad agency company seeking a relationship with SMC to hire our students in all areas. We'll be meeting with them on December 7th.

Elaine mentions there are a lot of businesses located in Santa Monica. Seek the Chamber, City of Santa Monica's Travel and Tourism division, Big Blue Bus, Pharmaceutical companies located at the Bergamot station (they're required to have internships or train Santa Monica students are part of their development agreement), Activision, and Kite to name a few.

Kaysha mentions the Career Services Center has a college central network (Job4U) which tracks company/student contact is a great platform to know about. Let's have Vicki Rothman set up a day to train us. In terms of contacting businesses, it's good to know where they are in their cycle – are they in the end of their quarter, middle, beginning? These are good to know when approaching companies.

Elain will provide feedback on the best way to approach business and industry tied to the connections she has. She will also contact Sasha King and Nathan Khalil regarding business engagement.

Old Business

Topics for Winter Retreat and Design Sprint: Friday, January 12

**Five minutes is allocated to anyone who wishes to address the CTE Committee on an agenda item, for general comments, or non-agenda items.*



The bulk of the agenda will be on StrongWorkforce round 2 local and regional funds. We'd like to take a look on how we divided up round 1 local funds and how we have progressed.

CTE Outcomes Survey 2017 Results (see 10/17 meeting document folder): Sal Veas
The Chancellor's Office was able to fund this report. There are two documents. The green titled document is statewide and the blue titled document is specifically for SMC. SMC has significantly more self-employed students compared to the state report however the report is very general and does not disclose non-traditional jobs. We will be meeting with Institutional Research next week to discuss EMSI's Alumni Program tracker tool

Committee name and branding change to Career Education not CTE.
Not applicable

Strengthening Advisory Boards
Not applicable

SWP recipient meeting TBD
Not applicable

Stipend standardization by scope of work: TBD
Not applicable

New Business

Elaine Polachek, Executive Vice President

Elaine adds information regarding the JPC/BEC – we can go the Finance department at the City of Santa Monica and look up the business licenses (should be public records) of businesses in order to reach out to those local businesses.

Perkins applications 2018-2019: Due, Friday, February 2

The soft deadline is February 2nd and the hard deadline is February 9th.

There is concern regarding SAM code alignment. The discipline faculty should weigh in on what the code should be based on the statewide leadership seminar. Sal Veas will speak with Brenda regarding the coding issues.

New Programs

Not applicable

Future Business Items

Existing Regional Consortium Updates

Not applicable



Announcements

- January 12 - Design Sprint
- January 12 – CTE Winter Retreat
- January 16 & 17 – Design Thinking
- January 25 & 26 – Guided Pathways Retreat

A master event calendar is currently being worked on by the Marketing department.

Adjournment: 2:28pm

2017–2018 Meeting Dates: Tuesdays, 1:00–2:15pm

Locations: Business 111, Bundy 123, CMD 216, Zoom

Fall 2017:

- ~~September 5, 2017~~
- ~~September 19, 2017~~
- ~~October 3, 2017~~
- ~~October 17, 2017~~
- ~~October 31, 2017~~
- ~~November 14, 2017~~
- November 28, 2017

Spring 2018:

- February 20, 2018
- March 6, 2018
- March 20, 2018
- April 3, 2018
- April 17, 2018
- May 1, 2018
- May 15, 2018
- May 29, 2018