



**Career and Technical Education (CTE)
Joint Academic Senate Committee**

April 3, 2018

Bus Conference Room/Zoom

1:00 – 2:15pm

In Attendance: Robert Armstrong, Ashanti-Blaze Hopkins, Stuart Cooley, Nathan Khalil, Sasha King, Debbie Perret, Tricia Ramos, Perviz Sawoski, Steven Sedky, Howard Stahl, Sal Veas

Zoom: Frank Dawson, Kaysha Morgan

Call to order: 1:05pm

Public comments:

N/A

Approval of Minutes (Mar. 6th and Mar. 20th)

Tricia moved, Debbie seconded

Reports:

A. Chair – Sal

Marketing is producing department videos to help drive enrollment. They reminded faculty to fill out the Google survey form that was sent to them so that they can gain a better understanding of what each department does in order to properly show-case departments with an online video that can also be used to build a social media strategy. Departments are encouraged to add additional comments outside the questions, where available to give the marketing team a better understanding of needs whether it's banners, brochures, etc. A realistic timeline for video production will be available once all surveys are received in the Marketing Department; priority will be given to departments based on enrollment.

Discussion ensued around marketing SWAG for customers – if departments handle procurement or the College.

B. Vice Chair – Tricia

Tonight's board meeting will vote on everything, including round 2 funding which is over \$5 million. We are participating across 11 programs. Since there's great



support from senior staff, this is sure to pass. Additionally, SMC is receiving awards from Chancellor's office.

In DC for Sales Force Conference looking for CRM tool to work with JP and Business engagement piece. Higher Ed uses Target X, but only have room for 10 licenses. We're looking for best options to track students and do outreach. Best take a way – we came home with a training program with Sales Force. Students need to be able to use Sales Force themselves. Sales Force has all modules ready – think about it across IT, business, etc.

Sales Force similar to ASW in terms of pulling job postings

California's Chancellors office spotlighted and awarded SMC the bronze and silver stars for PhotoVtech, and something else. This performance helped SMC obtain its incentive funding. Chancellor's office used info from EDD to determine what jobs students have secured.

The CTE Outcome Survey is posted on the Technical Education web page. We need to get students to do survey before they leave SMC.

Old business

- A. Perkins Presentations Schedule Reminder
Will have all presentations on Tuesday, Apr. 17, 2018 at 1 PM
- B. SWP Round 2 local funds plan for items
 - i. \$1,229,749 – updated amount (\$985,024)
 - ii. \$49,189 (\$39,401) indirect
 - iii. 122,974 (\$4,562) administrative
 - iv. \$1,057,585 (\$85,1061)

New business

- A. SWP Stars
- B. The Faculty Industry Mentors Program is intended to pay faculty stipends for things that fall outside program review. Counseling wants to use this in their Pathways group. The idea is to have an adjunct faculty mentor individual who could interface with the business engagement center in a particular area. Faculty can go to career fairs, represent SMC, etc.

Additionally, SWP funds would work with the Faculty Mentors Program. The College just needs to be very clear about what funding will support, maintain



accountability, and follow-through and the importance of new programs being self-sustaining. Marketing and JCP needs to be supported. Wants to look at scorecard to see what SCM programs are doing well to know how to distribute monies. Committee was urged to think about how to invest money that board will vote on tonight as there is not enough money to fund all Perkin's requests. However, round 3 is coming, which will provide the opportunity to fund requests then. Further, departments were reminded to distinguish between needs in local share versus regional.

Grantees need to be trained on how to use the Perkins funds. This is important for Perkins' accountability. Need to have money for professional development because usually there's no money toward end of year for conferences, etc. In-house marketing (outreach SWAG) should not be confused with overall Marketing. Call it Outreach.

New programs

- a. HR Management

Future Business items

Announcements

Adjournment: 2:40 pm

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

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