



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

July 12, 2018

Bundy 123

9:30 AM– 2:30 PM

**In Attendance:**

Leigh Allen, Ashanti Blaize-Hopkins, Nancy Cardenas, Dione Carter, Drew Davis, Frank Dawson, Chris Fria, Nathan Khalil, Sasha King, Maria Leon-Vazquez, Laura Manson, Erin Moore, Maria Munoz, Sharyn Obsatz, Debbie Perret, Tricia Ramos, Josh Sanseri, Perviz Sawoski, Steven Sedky, Howard Stahl, Sal Veas

**Call to order:** 10:00 AM

**Public comments:**

**Approval of Minutes:** None

**Reports:**

Chair - Sal Veas

There are a number of activities in the pipeline that relate to the regional aspects, other little things that we're able to report to in the spring. We will be visiting Campus Kilpatrick Juvenile Detention Center on July 18 with Nancy Cardenas. Our website under the Academic Senate is currently down and is being updated.

Vice Chair

Tricia Ramos

Workforce Office

Ruth will send out the approval list for Perkins FY 18-19 funding. She'll need core indicator reports signed for those who received Perkins funding. She encouraged the team to start sending quotes and requisitions for new spending. She will send each department what they were awarded to remind them.



### **Old business**

The committee discussed how to distribute the SWP \$25k which is needed for department marketing material. Funding will be on a first come first serve basis.

Frank expressed his need for \$50k for Industry panels held at the CMD and Technical Theater expressed the need for \$20k for industry panels held at the main campus.

### **New business**

Program Innovation: Erin Steinberger shared a CTE strategy and innovation PowerPoint presentation with a proposal to improve Santa Monica College's perception and visibility as a key player in equipping students to compete in the workforce. The idea is to view the student as a customer, their education as a service, their degrees and certificates as products, thus making them employable and ready to meet the requirements of SWP. The presentation focused on how SMC must re-envision how to position itself to meet the challenges of our ever-changing economy.

The presentation revealed that SMC is losing to other colleges in the following areas:

- SMC has the lowest FTEs of all community colleges with key drivers being migration and demographic changes. LAUSD is losing in K-12.
- Ninety percent of all SMC students come from outside the district.
- Students leaving California to online educational sources as working adults is the fastest growing segment in the U.S. Lost share is a result of product, people, and process issues. Arizona State grew by 20% with online enrollment.

Committee members cited the following ideas/ways to keep SMC competitive in the higher education space:

1. SMC CTE faculty will develop new and relevant curriculum to align with industry needs and meet the demand for a skilled workforce, thus becoming subject matter experts.
2. SMC faculty will engage and work closely with Industry leaders to develop and manage relationships.
3. SMC faculty will develop a playbook for a student-centered design to be adapted and in each classroom.
4. SMC has money at its disposal for this multi-million dollar effort.
5. The Chancellor's Office has asked SMC for innovation ideas – it is looking for direction.
6. This is an opportunity to grant certifications as industry does and reducing the amount of time it takes for students to move into the workforce.
7. All departments will benefit from this innovation, but particularly CTE.
8. CCW will be partner in providing needed data for communication efforts.



Committee members site the following potential barriers and/or challenges with implementation:

1. This new effort will be a multi-year effort, which will require extended time and much patience.
2. Faculty members must receive training in order to train and teach other faculty members along with students.
3. Will there be roadblocks from institutional powers?
4. Will this effort align with Pathways?
5. Faculty limited on time to engage industry leaders. Will faculty receive course release time?
6. SMC has priced itself out of the market. How will it compete with UCLA Extension and others who price competitively, particularly when SMC's international tuition costs are higher than UCLA Extension?

In order to address the foregoing challenges, SMC will first need funding to perform market research. Erin followed up with an *Innovation Team Initial Focus* estimated budget:

**CTE Innovation - \$250-\$370k**

- Initial online survey screener - \$25k
- Market research – demand segments - \$60-\$100k
- Follow-up focus groups with target customers - \$45-\$65k
- Market research competitive mapping (TBD based on market research) - \$20-\$30k
- Instructional design team/content production (videos) - \$100-\$150k

Chris Fria motioned to fund fully the new program innovation at \$370k, with the stipulation that the team look for other sources of funding. Laura Manson seconded no oppositions, no abstentions.

Maria Munoz motioned that Erin Steinberger be the lead, Frank Dawson second the motion and all are in favor.

Process for accessing these funds will be made available by first CTE meeting. Funding the \$370k Innovation passed unanimously.



SWP Update - Tricia informed the Committee that procurement items need to be submitted by August 31 for what's remaining. She also reiterated that SMC must meet the metrics of SWP, e.g., enrollments, completions, wage gains, and placements.

For SWP local round 2 remaining funds, Chris Fria suggested hiring a project manager and not use faculty. This would show that we are providing the full commitment.

The committee also discussed the need for a more streamlined process for requesting funds. It was agreed that the committee should agendaize the conversation of requesting significant amounts of funding.

### **New programs**

### **Future Business items**

### **Announcements**

Sharyn Obsatz announced Sept. 20 event at CMD – interdisciplinary film program/animation program will be there. This will be an opportunity to promote CTE. She needs \$3,500. Sal Veas motioned to approve \$3,500.

It was also discussed that there needs to be a periodic update in how money is being spent.

**Adjournment:** 2:15 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~~  
~~July 12, 2018~~