



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

October 30, 2018
Business 111
1:00 – 2:15pm

In attendance: Leigh Allen, Ashanti Blaize, Nancy Cardenas, Stuart Cooley, Frank Dawson, Sherece Jefferson, Sasha King, Ann Marie Leahy, Walt Louie, Laura Manson, Erin Moore, Vicky Rothman, Perviz Sawoski, Steven Sedky, Howard Stahl, Sal Veas, Josh Withers.

Zoom:

Call to order: 1:06pm

Public comments: If anyone needs a formal business portrait, please email Josh Withers. This also goes for students. There are 8 slots open for photos.

Approval of Minutes: Sept 18, 2018, Oct 2, 2018, Oct 16, 2018.
We will postpone the approval of minutes for the next meeting.

Reports:

Chair – Sal Veas

College within the college - Erin Moore will be presenting to college presidents on regional strategies but we need to figure out the local strategy. We need to brand skill builders to industry. Four year colleges have colleges within their institution such as Keck School of Medicine at USC or UCLA Anderson School of Management. This would be a good way to capture attention of the community college as a whole.

Old Business

Dreamforce report part 2 – Nancy Cardenas, Sal Veas

N/A

New Business

Marketing subcommittee update - Steven Sedky and Ashanti Blaize

The subcommittee has touched based with most of the CTE programs regarding their respective websites. Some items have been stalled due to the RFP (Request for Proposals) process through the Purchasing department but we're in the last phases of the selection process. There is a possibility we may need to come back to the committee to ask for more funding due the quality of marketing we need and require.

Over the summer we finished videos for the websites, and we're now focusing on getting new home pages up and running with the goal of having all the websites done by the spring semester. We are also working with a copy editor to make sure we get the best SEO optimization.



The three IxD students we've hired have been researching other college websites to see what our site should look like. We've also been working with Counseling on making the curriculum sheets easier to use and read as well as incorporating potential career options.

The Business department has been receiving a lot of inquiries from their new site and the copywriting has been a key part in making easier to read.

Reminder – we did approve for new program dev/maintenance or improvement. Do we want to use a template we used last year? Maintenance, anything that needs upgrading or get fixed.

Experiential Learning

Process for approval of funds

For any items under \$10,000, we can process. Any items above \$10,000 need to go to the committee to present the budget and justification.

National Association Of Black Journalists LA Chapter – Sharyn Obsatz

N/A

Shark Tank Panel Speaker Series – Steven Sedky

We'd like to host a 3 part series around business entrepreneurship and use the tech talks style and go live. The idea is to inspire and motivate students. We'd also like to bring in Nelly Galan and or the found of Dermalogica. This series would take place in the spring.

Technical Theatre Industry Forums – Leigh Allen

If you wish to have an event, you can start off by speaking with Robert Rodolph who has a form you need to fill out, and reach out to Perviz Sawoski to check the availability of the stage.

All of the equipment is in place now but Ayanna Williams recommends we have podium, step and repeat banner for photo ops, and signature with the SMC logo – these items roughly cost a total of \$15,000.

Motion to approve Technical Theatre's request made by Laura Manson, second by Frank Dawson. All approve, no oppositions or abstentions.

New Program Development, Maintenance, or Improvement Process For Funds

N/A

CA Cloud Computing – Howard Stahl

Last Friday, the Cloud Computing Consortia project had a launch in downtown LA. Dr. Jeffery was there as a panelist, along with employers and a current student of ours. We already have over 500 students



enrolled in the 19 LA area colleges. LAUSD is now moving forward, and we're attempting to connect with Adult Ed pathways.

CCCAOE Conference Update

Frank Dawson reports this conference takes place twice a year. One of the most interesting changes at this conference is in attendance of more faculty. There's a lot of focus on partnerships with industry whether it be private or public partnerships. Apprenticeships for college and high schools will be available. There was also talk of pre-apprenticeships as well as non-credit. A lot of the information can be found on the DoingWhatMatters website.

New programs

N/A

Future Business Items

N/A

Announcements

Salesforce has positioned itself as the new Microsoft Office. We should equip our students with Salesforce as it applies to a lot of areas, not just in sales. This would be a cross program between Business and CSIS. Another area to look into is SAP.

Adjournment: 2:18pm