



Career Education (CE) Committee

Tuesday, September 15, 2020

Zoom

1:00 - 2:15pm

Zoom: Ashanti Blaize-Hopkins, Nancy Cardenas, Dione Carter, Shelia Cordova, Drew Davis, Frank Dawson, Josephine Hao, David Hall, Sasha King, Ann Marie Leahy, Mario Leon – Vazquez, Laura Manson, Walter Meyer, Elisa Meyer, Ashley Mejia, Maria Munoz, Sharyn Obsatz, Deborah Perret, Patricia Ramos, Vicki Rothman, Salvador Santana, Perviz Sawoski, Steven Sedky, Howard Stahl, Elena Throckmorton

Call to order 1:07pm

Public Comments: None

Approval of minutes: April 28, 2020 Motion to approve Patricia Ramos, second Debbie Perret
May 26, 2020 Motion to approve Patricia Ramos, second Howard Stahl

Reports

Chair Steven Sedky first meeting of year, thank you everyone for being here, during this extraordinary and challenging times in 2020. There will be three big updates today of what's been going on over the summer. Had a great planning meeting earlier and we will open up so everyone can contribute. What to acknowledge massive time for the college, Frank Dawson serving as a voting member is retiring at the end of this month.

Vice Chair Patricia Ramos The summer was spent working on SWP application – these applications were just submitting, not sure what funding is going to look like in the future. It is important to spend this year with all of the developments that have happened – structural changes – we have kept student first but have not looked at prioritized our funding with a racial equity lens so we can help all of our students get jobs, enrollments, and transfer.

Informational items

Business Engagement Committee Update– Sasha King, Ann Marie Leahy & Sharyn Obsatz

The committee allocated local strong workforce program funds for business engagement learning. The committee – consist of the Career Center, the Foundation, Community Relation office and representative from the Career Education committee. During the summer, 900 students attended virtual events with special guest speakers. All faculty that participate get a \$400 stipend that are being funded under SWP funding, this program is focused on Career Education faculty. Virtual guest speakers need to be in a position to hire students – what is a good resume look like for your discipline, what their portfolio should look like. Students where asked what they wanted to know - what degree and certificate are being offered, what the intro pay is, and what good classes should be taken. Working on report from the summer program. Cool careers is coming up in the first few weeks of November if



anyone in the committee would like to participate or have a guest speaker that should participate inform the Career Service center.

CCLA19 Faculty Innovation Hub Update- Elisa Meyer & Sal Veas

Summer 2019 the LA19 met and discussed that the faculty convening needs to be taken off the ground. The initial goals were address community college that are on a crossroad and changing competitive environment. There were three faculty convening – first one took place in October 2019 there were two CE representative, one general education, and one academic senate president. There was a second meeting in February 2020 added a curriculum person, the summer meeting took place online. One outcome that came from these meeting was the faculty steering committee – Elisa Meyer and Sal Veas are representing SMC. The following community college that are participating are, Mt. San Antonio, Pasadena City college, Glendale City College , El Camino College, LA Trade Tech, LA Valley, and East Los Angeles – weekly meeting are held.

Local Marketing Update- Nancy Cardenas & Steven Sedky

Last semester the focus was on digital marketing – primarily local marketing. We will now focus on marketing to out of state students and the online programs SMC offers. The goal is to start a robust marketing campaign that will begin sometime in November that will focus on bringing in students in the Spring and Fall semesters.

Discussion on CE Committee Priorities 2020-21 (Equity, Curriculum/Online Instruction & industry alignment)

Will discuss on next meeting.

Old Business

N/A

New Business

N/A

Adjournment 2:27pm