



Career Education (CE) Committee

Friday, March 22, 2024

Business 111 and Zoom

1:00-2:40pm

Zoom: A.J. Adelman, Rebecca Agonafir, Nicole Chan, Victoria Charles, Sheila Cordova, Andria Denmon, Bonnie Flores, Nancy Grass, Gillian Grebler, Jazmin Guzman, David Hall, Thoren Jorgensen, Jenny Landa, Ming Lu, Dana Nasser, Hannah Nelson, Sharyn Obsatz, Jenny Resnick, Cesar Rubio, Redelia Shaw, Scott Silverman, Howard Stahl, Maria Leon-Vazquez,

In Person: Debbie Perret, Lisa Lewenberg, Steven Sedky, Ruth Casillas

Call to Order: 1:10pm

Public Comments and Announcements:

N/A

Reports:

Chair: Debbie Perret

None

Vice Chair: Steven Sedky

None

Information Items:

Perkins/SWP Application Presentations for reference [Perkins Applications 24-25](#)

Howard Stahl CSIS

Issues brought up by our IAB: - The importance of cloud computing, databases, and security, and there was consensus that courses are needed to teach the principles behind cloud computing. Software and hardware are necessary for cloud computing. Infrastructure as a cloud service and platforms as a cloud service were discussed. Los Angeles has gone from 8th or 9th to 2nd place in startups. - Developing CS pathways where high school students are encouraged to take computer science courses and motivate them to acquire skills in a path different than the usual transfer path - Emphasizing on Skills Builder certificates that are for students needing specific skills for employment. These students won't need 30 or so units of coursework, but rather could take three or four courses either to secure employment or to advance in position. - Establishing internships with respect to related industries to our three disciplines: CIS, CS and OFTECH. Our Perkins request directly addresses student skills development. Testout provides various cybersecurity videos, content material and hands-on



virtual lab simulations. These simulations help students perform various tasks in a safe but real-world environment that promote and build their knowledge with industry recognized tools and environments. Testout is a third part lab simulation tool that provides students with the knowledge and tools required by our Cybersecurity program. The content is comprised of educational videos and content pages. Additionally, students are able to perform virtual lab demonstrations for the hands-on experience. Testout's IT simulations provide the best way for students to practice real-world IT skills. Using integrated hardware and OS simulations, students face IT tasks that they will encounter on the job and are given immediate feedback to help them improve quickly. Testout's LabSim environment allows students to review their performance on their simulation labs and section exams. Students can use these reports to identify their strengths and weaknesses and improve their overall learning. Issues brought up by our IAB: - The importance of cloud computing, databases, and security, and there was consensus that courses are needed to teach the principles behind cloud computing. Software and hardware are necessary for cloud computing. Infrastructure as a cloud service and platforms as a cloud service were discussed. Los Angeles has gone from 8th or 9th to 2nd place in startups. - Developing CS pathways where high school students are encouraged to taken computer science courses and motivate them to acquire skills in a path different than the usual transfer path. - Emphasizing on Skills Builder certificates that are for students needing specific skills for employment. These students won't need 30 or so units of coursework, but rather could take three or four courses either to secure employment or to advance in position. - Establishing internships with respect to related industries to our three disciplines: CIS, CS and OFTECH. Our Perkins request directly addresses completions. We believe paying for certification exams will be an effective motivator to help students finish our program. We plan to embed certification exams into the final capstone class of our cloud, security, adobe, QuickBooks and Microsoft office programs. Industry recognized certification exams greatly aid students lacking the stated educational requirements land a job in the industry. In addition, we believe students need a career pathway to better utilize their skill sets and achieve gainful employment in the industry. Our Advisory Board is strongly in support of this effort. These exams are helping students competitively apply for high wage, high skills jobs that are in great demand. We believe passing these exams are the best thing we can do for our students to gain employment in industry today. The department is requesting funds for a total \$43,321 and \$20,253 for a total of \$63,574.

Gry Huff, ECE

Two issues brought up by our IAB: 1) Extreme shortage of a qualified ECE workforce at all levels and positions. It is very difficult to attract, hire, and retain qualified individuals into ECE positions. This is especially true for infant/toddler teachers and assistant teachers. Empty positions are leading to an inability to operate centers at full capacity and contributing to financial loss, business closures, and an inability to serve the region's workforce of



parents/families. 2) Children in early care and education settings are consistently exhibiting substantial learning loss and delays in learning compared with previous cohorts as a result of the COVID pandemic. There is a strong need for educators to be fully trained and competent in providing trauma informed care. Funds will be used for 1) - Dedicated ECE Counselors will provide outreach, recruitment, education planning, academic counseling, resource and referral support, transfer guidance specific to the field of education, and support students in attaining the necessary permits/credentials needed to enter and be retained into the ECE workforce. And 2) - ECE Faculty will participate in an intensive training in trauma informed care in early childhood education with the purpose of curriculum development in this topic leading to new credit and noncredit courses and possibly a new certificate pathway in this area. The department is requesting funds for a total \$96,240.

Bonnie Flores Nursing

The advisory board recommended that we hire adjunct faculty who specialize in different areas to teach the relevant courses and that those faculty, who are all working in the industry and are most familiar with the hiring needs and practices of the industry, provide mentoring services to students to help prepare for and find jobs. They also stressed the need to provide as many hands-on experiences as possible and to make strong efforts to outreach since the field of aquaculture is so new, we need to educate the public about what aquaculture is, at the same time as promoting the existence of the programs and job opportunities. Faculty will be stipend to spend the extra time mentoring students, attending expos and high school career days, and helping students in the program to find internships and jobs. In addition, faculty will do professional development, which is important to allow them to keep up to date with the latest innovations and developments in the field and adjust their courses accordingly. Additionally, participation in professional development activities allows faculty to network, and use that to promote our programs for recruitment purposes. Other funding requests will allow faculty to bring a unique "algae experience" into the classroom, and funding will be used to create promotional material and purchase Google ads to promote the courses as well as educate potential students about what aquaculture is and how it can be a climate solution. The department is requesting funds for a total \$101,931.

Dana Nasser, Accounting

Career Pathways Accounting Outreach & Soft Skill Development: The Accounting Diversity Conference is a program designed for underrepresented minority students to introduce them to Big 4 CPA firms as well as mid-tier and local CPA firms. That way students can start to build their career paths in the different accounting professions as soon as possible. More importantly, this allows students to have a clear career pathway, which in turn makes them more focused in their studies. The workshops at the conference will provide information to



help students improve their soft skills which will serve them well for the rest of their lives in any business profession. Financial Literacy Initiatives: Provide ongoing support for the development and deployment of ACCTG 45 to meet the rapidly rising student demand. The financial literacy workshops provide information to help students make better choices and to develop financial habits that will serve them well for the rest of their lives. Job Training: The VITA program offers free tax return preparation to low-income individuals prepared by volunteers (students) who are IRS Certified Tax Preparers. To become certified, volunteers must pass several certifications in tax preparation, interview skills, and standard of conduct (ethics). Volunteers develop professional skills in preparing individual tax returns, interviewing taxpayers to prepare their tax returns, answering taxpayers' tax questions, and improving soft skills through the tax return preparation process, which are critical to student success, not just in careers in taxation but any job and career. CTEC Registration Fee: The purpose of CTEC is to certify education for tax preparers and issue the designation of CTEC Register tax Preparers (CRTP) for those who register with CTEC and complete 60 hours of qualifying tax education from a CTEC-approved provider. SMC is a CTEC-approved provider via Acct 17, so students who enroll and pass the course can register with CTEC and obtain the CRTP designation. The student who receives the CRTP designation can prepare and sign tax returns for a fee and operate their tax practice similar to a CPA or EA. The department is requesting funds for a total \$29,622.

Victoria Charles SST/RRN

Priorities provided by our IAB include 1) Recognize the importance of practical experience/skill building alongside academic knowledge to ensure students receive fair wages upon graduation. 2) Ensure ongoing alignment of our program with current industry trends. 3) Increase visibility of the program and the number of certificate graduates. Planned activities 1) Undertaking interdisciplinary projects focusing on sustainable materials management, clean tech assessments, organic recycling, and the application of food and water systems. 2) Conducting both internal and external outreach to promote certificate programs, meeting the demand for skilled workers in the labor market. This effort aims to attract individuals from diverse backgrounds and ages seeking to upskill or transition to sustainability-related jobs. 3) Particularly needed are those with knowledge of the new California legislation and regulations affecting businesses and communities. The department is requesting funds for a total \$159,370.

Redelia Shaw Media Production/Broadcasting

Audience engagement has been a recurring theme during our program's advisory board meetings. Ensuring that our students have the skills to understand audience analytics and translate that data into comprehensive content plans has become a major focus of our program. In addition, our program advisory board also recommends ensuring our journalism



students learn how to produce a multitude of content across various platforms from social media, platform specific content and video/audio content to photojournalism photo stories/audio slide shows and written content with supporting infographics rooted in data journalism. In order to ensure we are preparing our students for what's next in the journalism industry, especially in the audience engagement vertical and digital content creation area, we need to give our students access to the most cutting edge and industry standard equipment and provide ways for our journalism students to collaborate with our media production students. In addition, sending students to journalism conferences provides necessary exposure to both professional journalists and fellow student journalists. At these conferences, our students can share content strategy and find out what new equipment is emerging to help them produce quality and award-winning content. Our goal is to always prepare our students for where the industry will be in ten years from now, rather than just teaching them how the industry currently functions. The department is requesting funds for a total \$50,415.

Nicole Chan IxD

The major theme discussed with our Industry Advisory Committee has been focused on the IxD student experience by supporting the ever-changing needs in the interaction design field and industry. Providing students during the time in the B.S. program with not only industry best practices with hard skills but also embedding soft skills equips students with tools needed to be competitive in design and technology. Students graduate with not only a strong portfolio of work to apply for internships and full-time employment but also the soft skills needed to be valuable parts of collaborative cross-functional teams. By developing and supporting experiential learning the IxD program plan is strongly based on a student worker budget that focuses on skill based and experiential learning projects for career and professional development. By creating a design studio environment student workers learn first-hand and practice hard and soft skills by contributing to real-world projects. Together with full-time faculty the student design team develops, maintains, and promotes IxD work, program culture, and experiences. This collaboration is necessary to reach relevant audiences and promote the program to future applicants and future industry partners. The department is requesting funds for a total \$98,123.

Andria Denmon Bio Tech

The overall tone from our Industry Advisory Committee has been positive. Where they hope to see growth is in the incorporation of an intro to quality control and business regulation course and to see the incorporation of instrumentation that allows the students to copy and manipulate genetic material. They would also like to ensure that students are meeting certain technical benchmarks prior to graduating from the biotechnology program with a certificate or AS degree, all of which are forthcoming. The Perkins V Project will address the above concerns



raised by the Industry Advisory Committee by funding instrumentation, such as PCR machines, which are used to copy genetic material, and a Chemdoc, which is used to evaluate the outcome of the newly copied or modified DNA products. In addition to the instrumentation, the micro credentials from the Biosciences Skills Core Institute (BCSI) will serve as meaningful benchmarks to show our industry partners that the curriculum is meeting the goals set forth through this industry validated curriculum. The department is requesting funds for a total \$62,070.

Hannah Nelson Applied Photography

Our advisory committees have consistently expressed the importance of training students more thoroughly in Capture One software, in order to ensure the highest earning potential for graduates. They have strongly advocated for the inclusion of basic video skills in our program, while maintaining a still-image-based approach. The requested equipment will all be used to support our new certificate programs that have been implemented in the last year. Our goal is to increase the number of post-secondary credentials awarded and provide students with more guidance in which courses to take for specific career goals within the photography industry. These new programs are also intended to help students enter the workforce in a shorter amount of time and with fewer credits accumulated, which is particularly important for alternative student populations who are not able to be full-time students. All the requested equipment facilitates on-ground instruction in a hands-on training environment, designed to replicate the workplace and provide students with practice in meeting professional expectations. While we continue to offer online instruction, we are working hard to ensure that students are motivated to pursue on-ground training by providing them with professional grade equipment within the classroom that they may thoroughly practice with. The department is requesting funds for a total \$29,251.

Adjournment: 2:45pm

Next scheduled meeting: April 2, 2024. Location Bus 111 and zoom. www.smc.edu/senate