SDIC Community College Deans' Council Meeting

August 11, 2022
8:30-10:00 am

MINUTES

Deans and Associate Deans Present: J. Ayala, A. Berry, S. Carr, B. Gamboa, G. Dowden, S. Knox, J. Lewis, J. Lopez, A. Perman, T. Recalde, N. Roe, M. Romero, E. Silva, C. Storey, A. Taccone

Guests: M. Ash, D. Brown, H. Cavazos, S. Cox, J. Edwards, K. McMackin, S. Sebring, L. Wisdom, C. Yerkes

A. Taccone called the meeting to order at 8:33 am in T. Recalde's absence. T. Recalde joined the meeting at 9:00 am.

1. Welcome & Introductions

2. Minutes from 6.10.22
   - Motion to approve by J. Ayala, second by C. Storey; unanimously approved.

3. Program Recommendations
   - SD City College:
     - Media Production; MODIFICATION; AS
     - Radio And Podcast; MODIFICATION; CoA
     - Radio And Podcast; MODIFICATION; AS
     - Multimedia Journalism; MODIFICATION; CoA
     - Journalism; MODIFICATION; AS
     - Film Production; MODIFICATION; CoA
     - Film Production; MODIFICATION; AS
     - Media Production; MODIFICATION; CoA
       - Motion to recommend by J. Ayala, second by C. Storey, unanimously recommended.
   - SD Mesa College:
     - Fashion Technology: Design; MODIFICATION; AS
     - Fashion Technology: Design MODIFICATION; CoA
     - Fashion And Costume Design; MODIFICATION; AS
     - Fashion And Costume Design; MODIFICATION; CoA
       - Motion to recommend by J. Ayala, second by G. Dowden, unanimously recommended.
   Motion to amend the agenda to add the following informational only items by J. Lewis, second by J. Ayala; unanimously approved.
     - Information Only Item: Due to a course renumbering (no content or unit change) from Web Development 127 (Creating User Center Content – 3 units) to Web Development 154 (Creating User Centered Content – 3 units), the following four awards will be submitted to the State Chancellor's Office for the course number change:

- o Web Development – Certificate of Achievement
        - o Web Development – Associate of Science
        - o Foundations of Web Development – Certificate of Achievement
        - o Interactive Media Production – Certificate of Achievement
- Southwestern College:
    - o <u>Medical Laboratory Technician</u>; MODIFICATION; AS
        - ▪ Motion to recommend by A. Taccone, second by C. Storey; unanimously recommended.

- June & July LMI Requests Report
    - o June Reports Completed
        - ▪ Cuyamaca: Medical and Clinical Laboratory Technicians, Environmental Science and Protection Technicians, Including Health, Environmental Engineering Technologists and Technicians, Environmental Scientists and Specialists, Including Health
        - ▪ Imperial Valley: Education and Childcare Administrators, Preschool and Daycare
    - o June Reports Requested
        - ▪ Imperial Valley: Education and Childcare Administrators, Preschool and Daycare
        - ▪ Southwestern: General and Operations Managers, Property, Real Estate, and Community Association Managers, Market Research Analysts and Marketing Specialists, Surveying and Mapping Technicians, Urban and Regional Planners
    - o July Reports Completed
        - ▪ Southwestern: Facilities Managers, General and Operations Managers, Property, Real Estate, and Community Association Managers, Market Research Analysts and Marketing Specialists, Surveying and Mapping Technicians, Urban and Regional Planners
        - ▪ MiraCosta: Registered Nurses
    - o July Reports Requested
        - ▪ MiraCosta: Registered Nurses
        - ▪ Imperial Valley: Electrical and Electronics Engineering Technicians, Industrial Engineering Technologists and Technicians, Industrial Machinery Mechanics, First-Line Supervisors of Production and Operating Workers, Maintenance and Repair Workers, General, Chemical Technicians, Industrial Engineering Technologists and Technicians, Project Management Specialists, General and Operations Managers

4. K14 Career Pathways Workgroup: A. Perman provided the following updates and resources:
   - Recap for the last 2021-22 meeting in June: https://myworkforceconnection.org/resources/june-21-2022-k14-career-pathways/
   - Summary of the 2021-22 accomplishments: https://docs.google.com/document/d/1_cZzCy-As79rP_Rp-33lEKh71NaIbSbM/edit
   - Draft of the 2022-23 priority projects approved during the June meeting: https://docs.google.com/document/d/1f5aOXU-K6Exrd3dEUpLW4vQbA3tzp1xv7Uf9y6tpONo/edit
   - **ACTION ITEM**: Community College Membership: workgroup membership is comprised of members from K12, Adult Ed, and the community colleges. The K12 and Adult Ed engagement has grown over the years, but the community college membership has been dwindling. In order to ensure the best representative(s) from each college are included on the membership list, members are asked to accept, decline, or forward the 9.27.22 K14 Career Pathways workgroup meeting invitation that H. Cavazos sent by <u>Friday, September 16th.</u> This will help keep an accurate list of those who are attending the meetings and/or want to receive the meeting recap emails.
   - **IMPORTANT**: The September zoom meeting RSVP list will be used to build the revised

membership for the K14 Career Pathways workgroup monthly meetings moving forward. If a member does not decline/accept the meeting invitation, it will be assumed that they would not like to participate and they will be taken off the list.

5. K12 Program Finder Update: S. Sebring provided the following update:
- The region had been partnering with Orange County and Concentric Sky on the current K12 Program Finder tool. Over the past year, there have been several issues with the tool including:
  - Stakeholder feedback that the tool was insufficient in drilling down to the program level and aligning properly across systems due to being limited to TOP4, rather than TOP6.
  - For users, the search function by sector only was limiting their ability to find what they were looking for (i.e. couldn't search by college or high school).
  - In spite of continued attempts and discussions to initiate enhancements that would serve the region better, no changes were ultimately made. These included:
    - Changing from TOP4 to TOP6
    - Adding adult school data to the tool
    - Revisiting the crosswalk
    - Enhancing the search function
  - Concentric Sky was purchased by Instructure, which added further barriers
  - Due to these ongoing challenges, the region has decided to move the data, including K12 and adult school pathways, into the careered.org site, where college data already exists. Civilian, along with WestEd's support, will build this out. Further updated will be provided as this project progresses.

6. K12 SWP Pathway Coordinators: L. Wisdom advocated to all the deans to invite their K12 SWP Pathway Coordinator to their division meetings that are occurring during Flex Week. This is a good opportunity to introduce the PC to department chairs and faculty. She also announced that Round 5 K12 SWP will be released mid-late August, with a due date of mid-October. She encouraged the deans to set up intentional meetings with their K12 partners to discuss and review priorities for this upcoming RFA.

7. Marketing Update: M. Ash provided the following updates:
- The regional marketing consultants, 3fold, have concluded the qualitative and quantitate research phase. This research will provide valuable insight into the perception, awareness, and perceive value of the community colleges to a variety of internal and internal stakeholders. The cumulative report is with the marketing committee for review and then it will be sent to the colleges.
- The marketing committee will meet in-person in October to review the first draft of the campaign concepts. As a reminder, the regional campaign will focus on improving the awareness and perception of the region's colleges. This campaign will launch in January/February.
- 3fold launched a search engine marketing engagement campaign on 8.10.22. The campaign will run for 12 weeks and will test preferred keywords and phrases that will be used in the larger awareness/perception campaign.

8. Credit for Prior Learning Update: N. Roe and S. Sebring provided workgroup updates that can be found [here](#).

Meeting adjourned at 10:05am
Meeting recording:
https://zoom.us/rec/share/Y2iJIHj8uvuymJmKpCfkrrKf3lAqDnRbMKwMZrqSy5etF0CgQlwbimxJ4P9jSHEZ.eRZS70qmOrCcQfiy?startTime=1660232000000
Passcode: +W^j7zz0

Next meeting: Friday, September 9, 2022 at 8:30am