



**SDIC COMMUNITY COLLEGE WORKFORCE DEVELOPMENT COUNCIL
MEETING**

October 9, 2020
10:30 am - 12:00 pm

Zoom
Minutes

VOTING MEMBERS:

Javier Ayala, Dean, Career Technical Education/Workforce Development, Grossmont College
Danene Brown, Dean, School of Business & Technology, SD Mesa College
Ruishan Chow, Regional Director, Employer Engagement, Advanced Manufacturing
Margie Fritch, Dean, Career & Technical Education, Palomar College
Jonathan Kropp, Regional Director, Advanced Transportation and Logistics
Connie Lafuente, Regional Director, Health
Rose LaMuraglia, Dean, School of Business and Information Technology & Cosmetology, SD City College
Jennifer Lewis, Dean, School of Continuing Education and Workforce Development, Southwestern College
Jesse Lopez, Dean, Career & Technical Education, Miramar College
Larry McLemore, Dean, Career & Technical Education, Cuyamaca College
Jennifer Patel, Regional Director, Business and Entrepreneurship
Duane Rinehart, Regional Director, ICT/Digital Media
Efrain Silva, Dean, Economic & Workforce Development, Imperial Valley College
Cassandra Storey, Dean, Healthcare Careers & Community Education
Al Taccone, Dean, Career & Technical Education, MiraCosta College
Keau Wong, Regional Director, Employer Engagement, Life Sciences and Biotechnology

NON-VOTING MEMBERS:

Mohammed Al Ani, ICT Instructor, SD Continuing Education
Eric Anthony, Program Support Technician, SDCCD
Molly Ash, Manager, Regional Consortium
Alex Berry, Program Manager, SD Continuing Education
Aracely Bautista, Administrative Technician, SD Mesa College
Heather Cavazos, Coordinator, K14 Professional Development, Regional Consortium
Sally Cox, Executive Director, GCCCD Foundation
Svetlana Darche, WestEd
George Dowden, Career Education Program Coordinator, Cuyamaca College
John Edwards, Research Analyst, Center of Excellence for Labor Market Research
Claudia Estrada-Howell, Supervisor, Career Center, SD Mesa College
Tasha Frankie, Assistant Professor, SD Mesa College
Ben Gamboa, Acting Vice President of Instruction, Miramar College
Michelle Gray, Dean, Business & Information Technology, Distance Education, SD Continuing Education

Hai Hoang, Research and Planning Analyst, SD Mesa College
Jennifer Kennedy, Job Development/Placement Specialist, SD Continuing Education
Julie Lanthier-Bandy, Acting Director, Marketing, Communications and Public Affairs Office
John Makevich, Dean, Continuing & Community Education, MiraCosta College
Ute Maschke, CAEP Manager, ERAE
Kevin McMackin, Director of Strategic Partnerships, Regional Consortium
Kelly Metz-Matthews, Work-Based Learning Coordinator
Tina Ngo Bartel, Director, Center of Excellence for Labor Market Research
Alex Ortega, Jr., Job Placement Coordinator, SD Miramar College
Amy Pimentel, Career Education Pathways Coordinator, MiraCosta College
Tina Recalde, Dean, Health Sciences, SD Mesa College
Nichol Roe, Associate Dean, Workforce Development and Extended Studies, Palomar College
Monica Romero, Associate Dean, CTE, SD Mesa College
Luisa Schultz, Project Coordinator, Southwestern College
Suzanne Sebring, Acting Dean of Workforce and Extended Studies & Director of Occupational and Noncredit Programs
Mollie Smith, Chair, Regional Consortium
Clark Wilson, Job Placement Coordinator, SD Continuing Education
Leslie Wisdom, K-14 TAP, Regional Consortium
Christopher Yerkes, Program Specialist, Regional Consortium
Kim Zant, Career Pathways Manager, Regional Consortium

A. Taccone called the meeting to order at 10:32 am

1. Welcome/Introductions
2. Approval of September 11, 2020 Minutes
 - Motion to approve by J. Patel, second by D. Brown, **unanimously approved.**
3. Programs approved by the Deans' Council: A. Taccone announced that the following programs were recommended at the Deans' Council meeting.
 - **Mesa College**
 - [Choreography](#): Certificate of Achievement (Modification)
 - [Commercial Dance](#): Certificate of Achievement (Modification)
 - **Palomar College**
 - [Child Development Master Teacher: Preschool](#): Certificate of Achievement, A.S. Degree (Modification)
4. The Labor Market – Economic Recovery: T. Ngo Bartel presented the Regional Consortium Continuous Improvement Model. This model is a visual of the regional process for continuous improvement assessment, research, validation, planning, sharing, creation, and application. The graphic can be found [here](#).
 - Health: J. Patel presented the sector profile and strategic recommendations for the Business and Entrepreneurship sector in San Diego and Imperial Counties. She provided a scope of the Business sector, information about the importance of the Business programs, sector challenges, a description of entrepreneurship in the region, and specific recommendations and opportunities for the colleges. The full presentation can be found [here](#).
 - Sector RFA: T. Ngo Bartel shared the next steps in applying for the sector RFAs. She directed

everyone looking for more information to the Sector Investments RFA Informational Meeting recording and presentation, which can be found [here](#).

5. Marketing Survey: M. Ash shared that in early August 2020, the regional team deployed a survey to evaluate current marketing investments and inform future marketing expenditures. The survey was sent to select stakeholders who have had involvement in the regional marketing efforts. Forty-seven stakeholders responded. A preliminary review of the responses indicate that the future marketing investment should continue to focus on promoting career education programs and raising awareness of middle-skills jobs. The highest rated activities were the regional CareerEd.org website, student success videos, and press articles. M. Ash also shared that there will be a regional stakeholder presentation on 11.3.20, from 12:30 pm to 1:30 pm. Civilian will present a comprehensive snapshot of the past three years of marketing efforts, and stakeholders will be invited to provide feedback. Additionally, the new Career Education Guides are now available electronically and can be found [here](#). D. Brown added that the Marketing Committee is looking to expand so they are reaching out for new participants.

6. CCCAOE Update: J. Patel presented an update on CCCAOE including an operational update, goals for membership engagement, advocacy, professional development, and the fall 2020 conference. The CCCAOE Leadership Academy 1.0 was completed with 51 attendees, and Leadership Academy 2.0 will take place from 10.29.20 through 11.19.20. The full presentation can be found [here](#).

The meeting adjourned at 11:23 pm

Next meeting: **Friday, November 13, 2020. Zoom.**