



# California Community College Association of Occupational Education (CCCAOE) Board Meeting Minutes

MARCH 23, 2012

12:40 PM -2:45 PM

SAN FRANCISCO, CA

<b>RECORDER</b>	<b>CORINE DOUGHTY</b>	
<b>ATTENDEES</b>	<b>HAZEL HILL</b>	<b>JOHN MEANS</b>
	<b>KIM SCHENK</b>	<b>JEFF CUMMINGS</b>
	<b>SID BURKS</b>	<b>MOLLIE SMITH</b>
	<b>MADELAINE WOLFE</b>	<b>JULIOUS SOKENU</b>
	<b>RICH MABERY</b>	<b>BETH PRATT</b>
	<b>OMID POURZANJANI</b>	<b>CAROLE GOLDSMITH</b>
	<b>WHEELER NORTH</b>	<b>CAROL COEN</b>

**ABSENT**                      **RICK IDA, LYLA EDDINGTON, MIKE MCGEE, NICK KREMER, VAN TON-QUINLIVAN**

## **New/Old Business Review**

**Corine Doughty**

<b>DISCUSSION</b>	<p><b>Vacancy Appointment</b> - MSP to ratify appointment to complete the interim assignment for Bay area regional V.P.</p> <p>Discussion ensued regarding attending the monthly regional meetings.</p> <p>Notify Rich Mabery if you need hotel accommodations for the upcoming board and strategic planning meetings.</p> <p>June 18-19 Long Beach Renaissance – orientation meeting</p> <p>July – Sacramento Hyatt for Strategic Planning Session.</p>
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**ACTION ITEMS**                      MSP to ratify appointment to complete the interim assignment for Bay area regional V.P. Carol Coen

## **Conference Debrief**

**PRESENTER**

<b>DISCUSSION</b>	<p>Wheeler North - Received a lot of positive feedback. Faculty and administration integrated well at the conference.</p> <p>Sid Burks – Might receive comments regarding the President’s reception and breakfast. Beth Pratt – Free Wi-Fi was a bonus.</p> <p>VTQ’s breakout consumed many of the participants and other presenter sessions were not well attended. Feedback that she was disorganized; she should have been a keynote.</p> <p>The regional meetings had faculty attend the meeting and a successful venture. Having the meetings in the early morning to attract faculty. Hotel not big enough and isolated; felt isolated. Perhaps, we give members options for activities, restaurants at night.</p> <p>WED Certification Program - Offer the WED as a pre-conference or have individuals sign up prior to the event. Too much content on the surface; two universities are interested in partnering with us for</p>
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	<p>continuing education units. It was well received.</p> <p>Beth Pratt- assemble a sub-committee to review the options associated with disseminating the WEB and how to roll it out, and marketing WED...MSP Need to develop a mechanism to find errors; need to include a ¼ page in the schedule to advertise the program. Many regions want on-line modules. Is it possible to do all 12 modules in one year or do we need to spread them out over time? Do we offer individuals certificates of completion or wait for members to request a certificate. Put the entire curriculum on a Kindle and rather than disseminated hard copies. Have a test at the end. VTQ would guarantee four seats if CEO's passed the test. Need to include Leadership in the certificate.</p> <p>Madelaine Wolfe offered to continue to work with Karen through the semester. Madelaine would like to continue to participate through June. Consider offering scholarships for attending the modules. Have VTQ give the go ahead to use Perkins/EWD funds.</p> <p>Kim Schenk - Our role is professional development and we need to consider charging the membership for this opportunity. Rich Mabery to disseminate the WED survey information and send to the group.</p> <p>Carol Coen – don't want to compete with ourselves by offering the workshops during the conference. Pre-conference would be preferred.</p> <p>Omid Pourzanjani- need to discuss hiring support for the WED process. Need to discuss what is realistic for Rich Mabery.</p> <p>Jeff Cummings – the scale is too big and we should consider going back to the committee to scale back or determine what is realistic for the organization.</p> <p>Consider offering scholarships for attending the modules. Have VTQ give the go ahead to use Perkins/EWD funds.</p> <p>Kim Schenk - Our role is professional development and we need to consider charging the membership for this opportunity.</p> <p>Regional Advocacy – Jonathan Lightman – budget discussions tenuous particularly around the February surprise. CCCAOE needs to develop message points regarding what is the role of cc's CTE programs in accelerating job performances as jobs reappear.</p> <p>Can we regionalize the message? Can we regionally identify the major industries, what are the growth lines and compare it to the existing degree and certificate programs in each region.</p> <p>Need to follow up with regions to determine who is meeting with legislature. If you merge the sector navigation with advocacy it could make an impact regionally and with the legislature.</p> <p>Carole Goldsmith - request from manufacturing industries NCCR in the valley to ask the state to sign an MOU to offer industry specific certification. To be discussed at a later meeting.</p>		
<p><b>ACTION ITEMS</b></p>	<p><b>PERSON RESPONSIBLE</b></p>	<p><b>DEADLINE</b></p>	



<p>Send an email to the members about PPT's being posted on-line.</p> <p>Converse with VTQ to figure out how she would like to align the Chancellor's Office with CCCAOE. What does it look like? Does she want to be a keynote or session presenter? We need to structure her presentations more.</p> <p>Post a draft agenda on the website in advance of the conference. Publish the session topics for individuals to review in advance of the conference.</p> <p>Follow up with VTQ to further discuss involvement in this WED process. We want her endorsement.</p> <p>Start a spreadsheet or database for tracking WED participation. Develop a process for accountability.</p> <p>Omid Pourzanjani to discuss with ACCCA how CCCAOE can align our certification.</p> <p>Review the WED strand survey and discuss with the group recommendations at the June meeting or conference calls.</p> <p>Ask the VP's to identify the sectors in each region and report back at the June meeting.</p> <p>Provide advocacy guidelines to the region for advocating advocacy.</p> <ol style="list-style-type: none"> <li>1. April/May to develop information regarding issues, legislation and policy and send e-blast to the membership regarding advocacy.</li> <li>2. Framing of the question to correlate LMI growth with certificate and degree programs within the region and what state funding streams are available to support the programs.</li> <li>3. Provide the regions with advocacy training.</li> </ol> <p>Create a fact sheet such as LMI data and individual regions; CCCAOE needs to create an organizational sheet outlining who we are.</p> <p>Email to the general membership to encourage advocacy in SB1402. It should come out from Sid and Jonathan will help draft the letter. Bullet points to be disseminated to the VP's regarding funding streams and LMI data sectors in spring 2012.</p> <p>Set up a conference call about the policy through Steinberg's office.</p> <p>Remove the existing policies and procedures from the website.</p> <p>Work with Rena Wolzinger to arrange a music, flowers and video for the October 2012 conference.</p> <p>Work with VTQ regarding the conference theme.</p>	<p>Rich Mabery John Means</p> <p>Rich Mabery</p> <p>Madelaine Wolfe</p> <p>Rich Mabery</p> <p>Omid Pourzanjani</p> <p>Madelaine Wolfe</p> <p>Regional V.P's.</p> <p>Jonathan Lightman</p> <p>Jonathan Lightman</p> <p>John Means/Rich Mabery</p> <p>Sid Burks, Jonathan Lightman Jonathan Lightman, John Means</p> <p>Rich Mabery</p> <p>Omid Pourzanjani</p> <p>John Means</p>	
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ACTION ITEMS	PERSON RESPONSIBLE	
Hazel Hill - Motion to do a joint conference with AS in March 2013. MSP	Executive Committee	

**Conference Theme**

EXECUTIVE COMMITTEE

<b>DISCUSSION</b>	Strands: Student Success Career Assessment Technology Research & Strategic Planning EWD
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ACTION ITEMS	PERSON RESPONSIBLE	
MSP – Doing What Matters!	Executive Committee	

**Review of Action Items/Secretary Recap**

CORINE DOUGHTY

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Next Meeting June 19-20, Long Beach, Renaissance Hotel	All	N/A

**Meeting Adjourn**

TIME: 2:45