

**CALIFORNIA COMMUNITY COLLEGE ASSOCIATION FOR OCCUPATIONAL EDUCATION
BOARD OF DIRECTORS MEETING MINUTES
July 8, 2010
HOLIDAY INN, SACRAMENTO**

Attendees: John Means, Hazel Hill, Kim Schenk, Lynn Shaw, Sid Burks, Bobbie Edgin, Beth Pratt, Jonathan Lightman, Corine Doughty, Carol Goldsmith, Mollie Smith, Richard Galope, Jeff Cummings, Madelaine Wolfe, Diane Hollems, Andrea York

Absent: N/A

Executive Secretary: Bobbie Edgin

AGENDA ITEMS	DISCUSSION ITEMS	ACTION ITEMS	RESPONSIBLE PERSON
<p>Fall Conference</p>	<p>John Means – Fall Conference Keynote Speakers:</p> <ol style="list-style-type: none"> 1. Kelly Johnson – ACE Clearwater 2. Mark Smith V.P. InExco – Wind and Solar Generator 3. Pre-conference – Michael Bernstein on Perkins IV 4. Hazel will talk to Michael Bernstein and Lyla will work with him to plan the fall pre-conference 5. Determine what topics to be reviewed at the regional consortium vs. the conference 6. Breakouts would include modules for new Economic and Workforce Development Dean's 7. Introduce sponsors at lunch 8. Music- should we ask a college to provide soft music? 9. Need 6 LCD'S and Computers 10. Sid Burks- Award subcommittee application process – suggestion is to simplify the process by creating 3 applications specific to the award 	<p>Lyla will handle the logistics for the October pre-conference speaker Vote: Preconference with Michael Bernstein Topics Introduction to Perkins, New Authorization, etc.</p> <p>John needs to finalize what the criteria is for sponsors at the conference</p> <p>Conference sub-committee will decide whether to have music.</p> <p>Sid Burke, John Means, Lynn Shaw and Diane Hollems to review the sub-committee application process before the October conference. Send out to all for review and approval. Bobbie</p>	<p>Chancellor – Rancho Santiago Community College District – Dr. Raul Rodriguez – 714-480-7500</p> <p>Audio Visual/Photography - Blade Gillissen – Orange Coast College 714-432-0202 x25844 bgillissen@occ.cccd.edu</p> <p>Bob Jensen – Fullerton Community College – Dean, Fine Arts riensen@fullcoll.edu – 714-992-7295 x 27035</p> <p>Phil Sutton - El Camino Community College - psutton@elcamino.edu</p> <p>Norma Alvarado, Program Manager, CACT, TDI – 714-808-4611</p>

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	<p>category. Market the process at the October meeting. Plan to incentivize the regions for submitting the most nominations with a prize.</p> <p>Spring 2011 – March 23-25, in Oakland Conference Planning Subcommittee to future conferences</p>	<p>will post on website.</p> <p>Talking Points: Pass out award nomination application at both the fall conference, regional meetings as well as, CCCAOE website</p> <p>Talking points to V.P.'s about why the regions should participate</p> <p>John Means– have the President of the awardees present the award at the regional meeting.</p> <p>Ask the regions where they would like to have the conference. Should we rotate North and South same locations?</p> <p>MSP – Fall 2011 location - Long Beach</p> <p>Action Item: Gifts worthwhile or not? Lynn Shaw to tell regional V.P.'s the colleges will not bring gifts. Ask the regions if they would like to participate at a region? Bring something that is unique and portable.</p>	<p>nalvarado@sce.edu</p> <p>Floral Design – Goldenwest College – Omid Pourzanjani - Dean, CTE – opourzanjani@gwc.cccd.edu</p> <p>Music????</p>
<p>2010 Board Calendar</p>	<p>Review of Board Calendar January Board Meeting located in Oakland – January 10, 2011 - Marriott City Center</p> <p>June Board Meeting Dates – June 7-8, 2011 – Location TBD</p>	<p>Bobbie Edgin will check rates in Orange County, Long Beach and San Diego and report back.</p>	<p>Hazel Hill</p>

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8:30: Welcome/Introductions			Hazel Hill
8:40: 2010/2011 Budget	<p>Budget Discussions regarding: Checking - High Yield Reserve Account \$75,000</p> <p>As of July 2010 Total Assets= \$230,000</p> <p>Minimize revenue projections due to budget crisis</p> <p>Propose total conference revenue is \$173,000</p> <p>Reduced projections for sponsorships</p> <p>Looking to generate \$200,000 income per year</p> <p>Beth of have P&L/cash flow statements at every board meeting.</p>	<p>Need to retrieve documents from Paul Cresson; ship documents to Kim Schenk</p> <p>When was the last CCCAOE audit? How often do we review?</p> <p>Review the 5013C status regarding audit requirements.</p> <p>Review and update bylaws and budget accordingly.</p> <p>MSP – Budget approved for 2010-2011</p> <p>Beth to simplify report for submission to membership</p>	Beth Pratt
9:45: Regional Model Next Steps	<p>Debrief – Kim Schenk created a source document to create an executive summary to share with EDPAC. They created 11 elements to a regional model.</p> <p>EWD and Regional V.P's. shared the regional model with EDPAC, Jeff Cummings/Elaine Gaertner/Lyla Eddington/Linda Zorn and Kitty represented the constituencies.</p>	<p>What is the role of CTE? What are we going to present for the September 20, Regional Chairs meeting.</p> <p>Focus on the regions doing well and identify what a regional model looks like before we implement.</p> <p>Kim, Rock and Kitty - Bay area will pilot what it looks like to implement the model. The model must be</p>	Kim Schenk/Jeff Cummings

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	<p>Jeff Cumming sits on the Economic Development Program Advisory Committee and reported the document summary received positive feedback from EDPAC regarding directions, next steps, trends and threats.</p> <p>EDPAC is unclear about the benefits of a regional model and therefore does not support the concept.</p> <p>Ray York wants CCCAOE to continue the dialogue but nothing specific.</p> <p>New data tracking proposed for EWD to track student employment. The Initiative Director's are not supportive.</p> <p>Jeff – CCCAOE must define the regional model and secure regional support.</p> <p>Position CCCAOE in the region by inviting the creators of the Regional Model to present the plan to the regions and ask for feedback/recommendations.</p> <p>Need to target all the constituencies including CTE, EOPS, EWD, SB70, 1133, non-credit</p>	<p>flexible, sector strategy based.</p> <p>Showcase best practices; present a white paper at the conference; invite the Chancellor's office to attend.</p> <p>Hazel/Kim – Communication/meet with Jack Scott to discuss the regional model, vice-chancellor and chancellor positions</p> <p>Invite EWD to the conference.</p> <p>Action Item: Present best practices to the regions.</p> <p>Where do we go from here? How do the CC's do a better job of responding to businesses? Have statewide curriculum sharing system.</p>	
<p>10:30: Strategies for Legislative Advocacy</p>	<p>Review of last year's legislative session: CCCAOE sponsored a bill along with FACC</p>	<p>Considerations for planning: Merge political sound bites with reality.</p>	<p>Jonathon Lightman/Kim Schenk</p>

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	<p>Assembly Bill 1913 by Paul Fong. The bill died in fiscal appropriations committee due to costs associated with implementation</p> <p>Develop a website with EDD to identify job skills, provide assessment, job training at post secondary institutions as well as jobs throughout CA. EDD overwhelmed with unemployment; under pressure to improve their programs. All federal funds were allocated to update computer systems for unemployment.</p> <p>Conference committee: BBL = Budget Bill Language – a policy language that is stuck in the budget.</p> <p>Take BSI funds and re-direct for study to increase success rates.</p> <p>SB1143: Carol Lu - Pasadena Either you improve success rates or overall funding will be jeopardized. I will cost college \$420 mil. Bill amended to say, it's not about the system but districts competing with one another to see who can increase based on starting points. Encountered opposition on the Senate floor. Andrea provided advocacy. Got it out of Senate Education and Appropriations committee with no vote. Jack Scott said it was a bad bill. Got to Senate floor w/o opposition. Stopped the bill twice, but third time. Bill amended to complete the study and share with legislature what it finds. Chancellor's office position is if it's redundant, we don't need it. If it's going to provide new information, then move forward.</p>	<p>Action Items: Build upon support for EWD funding</p> <p>Do more to explain or create an impact statement of generalized proposals on CTE.</p> <p>Create guidepost for new legislatures of what is working well and what could be changed.</p> <p>Need to consider taking action regarding how community colleges through EWD and CTE create a climate</p> <p>Facts on where our students are going? Are there best practices? Ask our Institutional Researchers to come up with a process for identifying where our CTE students go...Include the professional upgrade/skills certificates in the measure of success.</p> <p>Beth: Talk to Rock and Kitty regarding colleges signing an MOU to obtain research region wide.</p> <p>Hazel: Clarify in pre-conference the issue of professional/skills upgrade certificate and accountability at the state level. It counts in the MIS but not the ARC data.</p> <p>Hazel to send out a request for information to V.P.'s and Institutional</p>	<p>Beth Pratt</p> <p>Hazel Hill</p>
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	<p>Andrea York- process smooth. CTE is what everyone wants to hear about. Emphasis now on CTE rather than transfer rates. Paul Fong will continue to drive the bill if funds become available next year. The bill started the conversation. CTE is leading the conversation.</p> <p>EDD determined the funds associated with implementing a pilot projected. Through appropriations staff working on the bill contacted CDE regarding EDD's costs analysis to no avail.</p> <p>In a period of extreme contraction. Haven't seen since the Great Depression.</p> <p>Challenges: 19 billion dollar short fall and reconciling the budget.</p> <p>Senate and Assembly Democrats trying to reconcile the budget. How does it conduct its work (rhetorical question)?</p> <p>Reduction to EOPS & Faculty compensation as a way to increase SB70. What was the outcome?</p> <p>Kim Schenk and Max Espinoza gave a compelling presentation to the legislature in understanding the categorical pots of money and benefit to students. EWD was not cut and was slated for a \$100,000,000 increase contingent upon tax increases. CCCAOE should continue to lobby for the</p>	<p>Researchers on gathering data.</p> <p>The Perfect Storm by Educational Testing Services Jonathan craft a bill using existing funds, showing students employed and earning a livable wage with one year of college.</p> <p>Need to integrate contextualized learning with General Fund courses.</p> <p>Need to re-evaluate and define success in CTE rather than focusing on transfer. Are we committed to being transfer institutions or having a disproportionate amount of money going to transfer?</p> <p>Look at the ARC report for the certificates and professional upgrade certificates.</p> <p>How do we create a theme that promotes a foundational shift/paradigm?</p> <p>Future conference themes and/or topics:</p> <ol style="list-style-type: none"> 1. Measures of Success 2. The Perfect Storm: How to measure success in CTE 3. How do we repurpose funding to obtain CTE outcomes <p>Goal regarding research:</p>	<p>Hazel Hill</p>
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	<p>EWD increase in funding.</p> <p>Hazel: Passed out Multiple Pathways Report from the June 29, 2010 CDE meeting. Encouraged the UC's and CSU's to articulate with community colleges.</p>	<p>Take charge of the conversation Need level of research to support the conversation; continue to repeat and repackage as needed Need an overarching theme to present to the legislature that is simple yet will promote a foundational shift Create impact by utilizing successful students working in CTE</p> <p>The Tipping Point-1 year post secondary with certificate leads to a livable wage is happening in Washington.</p> <p>All education is CTE because it leads to a career.</p> <p>Jonathan - start with a hypothesis/argument and support with research/data.</p> <p>John Means - What would we change if 90% of our funding is going to transfer? Propose a hypothesis, create a CTE impact statement</p> <p>Jonathan - CCCAOE continue leading at the Capital and make the argument clear; find supporters at the state level.</p> <p>Be strategic in implementing bills, policy or advocacy; Manage the process. Need to connect with and build a relationship with the new CC</p>	
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		<p>Chancellor</p> <p>Create a sound bite regarding integrating Tech Prep, SB70/1133 funds into Title 1C.</p> <p>Invite Paul Navarro to a CCCAOE Board Meeting</p> <p>Time frames for proposals – 7/8 months.</p>	
11:30: Break			
11:45: Lunch			
1:00: Membership/Communication Strategies	<p>Membership Challenges: Do we separate out the membership from the conference?</p> <p>Institutional membership - Board voted to eliminate due to low participation Include in the sponsorship membership.</p> <p>We need to speak for the membership by communication the issues and having a mechanism to communicate.</p> <p>Will we continue to have the membership as part of conference registration?</p> <p>Can we continue to support the advocacy if we don't have the membership fee?</p> <p>Can we charge people who are non-members a higher fee?</p>	<p>Need to address:</p> <p>Are we an advocacy organization?</p> <p>Are we a membership organization?</p> <p>What will membership provide?</p> <p>Need to address ways to support membership and legislative advocacy without using Perkins IV.</p> <p>How do we engage the membership?</p> <p>John, Hazel and Kim to create a membership sub-committee to clarify and make recommendations. Consider a legal opinion.</p> <p>Cori - Get it in writing – if membership</p>	<p>Hazel Hill/Kim Schenk</p> <p>Submitted to Kim, Hazel,</p>

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	<p>Dues structure: \$22.50 per member per conference</p> <p>What are the features and benefits of membership?</p> <p>Provide a repository for member information via Website</p> <p>Advocacy – need a platform to work from.</p> <p>What does it mean to advocate? What is CCCAOE’s responsibility to our advocate and how do we communicate with the membership?</p> <p>Exclude “membership” language and replace with representation</p>	<p>is included in the price of the conference. Look in EDGAR for the decision regarding membership/conference fees together.</p> <p>Promote and market the efforts of CCCAOE locally and statewide. Communicating as an organization to the membership.</p> <p>Use Doodle as a communication device.</p> <p>Consider options: Conference Fee: Member Fee: Non-Member Fee:</p> <p>Add a check box if there are legislative issues they want to be addressed or use Constant Contact to survey</p>	<p>John and Bobbie July 19 via email</p>
<p>2:00: Review of 2009-2010 Strategic Planning Outcomes/2009-2010 Activities</p>	<p>Recap Outcomes from the strategic plan and workplan 2009-2010</p> <p>Weaknesses:</p> <ol style="list-style-type: none"> 1. Dependent upon conference income 2. Develop a process for Board succession planning 3. Conferences need to include the breadth and depth of our membership including EWD, faculty, VPI’s 4. Diversity 	<p>Conference Topic: Production/Integration of survival strategies, CTE, Basic Skills & EWD. Leverage resources between CTE and G.E.</p> <p>Consider the Academic Senate</p>	<p>Kim Schenk</p>

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	<p>Challenges: Weaknesses are seen as challenges/opportunities</p> <p>Threats: Budget always a challenge.</p> <p>Accomplishments/Short-term goals 6,12 month plan:</p> <ol style="list-style-type: none"> 1. Identifying membership, who is it and what does a member look like? 2. Bylaws revised 3. Policies and procedures developed 4. EDPAC – Discussion Ray York about a bridge between EWD and CTE. The Regional Model concept ensued. 5. Did not create a membership committee/packet 6. Legislative agenda was best served by the immediate past-president for advocacy. Though, the Board participates in Sacramento when support/sound bites are necessary. 7. Policies and Procedures manual completed. Addenda created and will be revisited in next year’s plan. 8. Revised the Secretary/Communication Officer <p>3-5 year plan:</p> <p>Triple membership Double budget for EWD, CTE and BSI</p>		
2:45: 2010-2011 Workplan	See Attached Discussion items	See Attached Workplan	Kim Schenk/Hazel Hill
2:30: Break			
3:45: Wrap Up	Regional V.P.’s are asked to:	Recommendation to the CCCAOE	All Members Present

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	<ol style="list-style-type: none"> 1. Encourage regions to submit awards 2. Ask regional members about having the conference at the same locations yearly. 3. Ask the regions about submitting one big gift 4. Come up with a CTE Theme for the next Governor 5. Discuss the regional model, create talking points 6. Ideas for preconference topics 7. Recruit new board members 8. What does the region want to see on the website? What input would the regions want communicated back and forth. 	<p>Leadership: Lynn and Corine recommend board members rotate and chairing sections of the agenda of the board meetings. Doing so promotes succession planning, facilitation skills and leadership training.</p> <p>Considerations: Take action notes and motions rather than discussion items, etc.</p>	
4:00: Meeting Adjourned			