



California Community College Association of Occupational Education (CCCAOE) Strategic Planning & Board Meeting Minutes

JULY 21-22

8:30 A.M.-4:00 P.M.

GARDEN GROVE, CA

RECORDER	CORINE DOUGHTY	
ATTENDEES	HAZEL HILL	JOHN MEANS
	KIM SCHENK	JEFF CUMMINGS
	SID BURKS	BETH PRATT
	MADELAINE WOLFE	BOBBIE EDGIN
	CARMEN GUERRERO	
	OMID POURZANJANI ABSENT	CAROLE GOLDSMITH ABSENT
	JONATHAN KING ABSENT	

9:00 a.m. Meeting called to order by President John Means

Agenda topics

STRATEGIC PLANNING SESSION

MARK ALCORN

DISCUSSION	Review the Role of the Board	
	Set Vision; establish strategic goals and objectives, hire, evaluate and support chief executive; oversee leadership; operations and culture; establish appropriate organizational policies; recruit and nurture future leaders; promote the organization; its programs and ideals to members and the community; meet fiduciary responsibilities.	
CONCLUSIONS	Developed Core Purposes, Core Values and Core Strategies including a work plan	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Need to review the work plan	Executive Board	October 2011
Send work plan to Bobbie Edgin	Corine Doughty	July 2011

**BOARD MEETING
RE-CONVENES AT
11:00 AM JULY 21, 2011**



REVIEW OF JUNE BOARD MINUTES

CORINE DOUGHTY

DISCUSSION	Review and approval of board minutes
CONCLUSIONS	MSC for approval of June 7-8, 2011 Board Minutes

REVIEW EXECUTIVE SECRETARY APPLICATIONS

JOHN MEANS

DISCUSSION	Reviewed five applications for the Executive Secretary position.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Agreed to phone interview of four candidates	Executive Board	August 2011

BUDGET REVIEW

BETH PRATT

DISCUSSION	Income remains stable. Executive Secretary encumbrance would reduce to \$17,500 Web \$5,500 \$21,000 for the new Interim Secretary Curriculum for \$30,000, includes all learning modalities New Line Item for Total Other Contracts will add Advocacy \$25,000 and \$1500 for travel Currently, \$20,000 over budget though CCCAOE has a carryover account. Bobbie Edgin – need to consider budget sponsor expenses \$1000-\$1500 Overall balanced budget of \$255,600 including \$30,000 carryover. Jeff Cummings- motion to approve spending a portion of the carryover to support our one-time projects. Beth amended the motion to approve \$30,000 for carryover funds for one-time project.	
CONCLUSIONS	MSC to approve the 2011-2012 Budget Report including the amendment above.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Review the advocacy contract once the goals have been identified	John Means	August 2011

CONFERENCE PLANNING

JOHN MEANS

DISCUSSION	<p>Jeff Cummings – be clear about expectations, strategies and think through how we want them to partner and manage our spring conference. Ensure we are involved and all learning together. Require an assessment after the conference.</p> <p>Sid Burks – AS sensitive to their constituency and will not jeopardize their membership by forming alliances with CCCAOE.</p> <p>Kim Schenk – indicated we discuss at the October Board meeting.</p> <p>Madeleine Wolfe – need to continue moving forward with the process for securing hotels two years out.</p> <p>Keynotes: Madeleine Wolfe – Dr. Cindy Miles, Chancellor, SDCCD, confirmed to welcome as well as Jim Gaston – Innovative Use of Technology in the Classroom for keynote. Works for SOCCCD, teaches Information Technology. Is open to lunch or breakfast. Typically, earns \$700 per engagement; but he’s open to negotiation. Executive Board offers to pay him \$500. Madelaine Wolfe will contact him regarding speaking fee for acceptance of the CCCAOE offer.</p>	
CONCLUSIONS	MSC to pay Jim Gaston \$500 for fall 2011.	



ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Publish sponsor/exhibitor and presenter rates on the website	Corine Doughty/Bobbie Edgin	August 1, 2011
Move forward with MOU with the Academic Senate for spring 2012 conference. The Conference and Planning Committee will bring the MOU back to the Board for acceptance.	Executive Committee	August 2011
Confirm future meeting/conference locations	Executive Board	October 2011
Contact Julie Adams of the Academic Senate on joint planning of the spring conference. Invite Julie to the Fall conference	John Means/Hazel Hill	August 1, 2011
Meet with Bobbie Edgin to review process, contracts, and costs associated with the contract.	John Means/Hazel Hill	September 2011
Contact Pamela Degan – “Mira and the Coasters-” as entertainment for either Thursday or Friday breakfast.	Sid Burks	August 1, 2011
Contact Richard Pimental for keynote speaker – Message about why we do what we do. He’s very inspirational.	Carmen Guerrero	August 1, 2011
Contact Van Ton-Quinlivan, recently appointed CCC Vice Chancellor~EWD for opening keynote speaker	Hazel Hill	August 1, 2011

PRE CONFERENCE PLANNING

JOHN MEANS

DISCUSSION	<p>John spoke with Ron Selge to sponsor, participate or be a strand with the SB70 group. SB70 to do a breakout and Pre-Con from 8-11:00 where they would require all SB70/1133 to attend and come to the conference. The Pre-Conference would be the Chancellor’s Office about what is happening, is it secure, where is it going? WestEd would be a co-participant in the pre-con and participate in the development of a strand of breakouts.</p> <p>A fee of \$40 for the pre-con was discussed to cover CCCAOE administration and operational expenses. The fee would have to be larger if the planners wanted a larger quantity of food/beverage or had extensive AV needs.</p> <p>Jeff Cummings suggested a Hot Topics Panel from the Chancellor’s Office using Scott Lay.</p> <p>Regional Chairs are not having a breakfast at the Fall 2011 Conference.</p> <p>Madeleine Wolfe – Are we going to have a blurb about this being a 40th birthday? Are we going to include anything about the history?</p> <p>Hazel Hill – invite past presidents to come to the President’s reception or some other function of the conference with emphasis on the 40th anniversary.</p>
CONCLUSIONS	Reviewed Proposal Matrix and selected the proposals for October 2011 though four presenters will be asked to combine their workshops due to topic similarity

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Ask June Lee-Bayha, West Ed, to send out a flyer to all SB70 recipients about the benefits of attending.	John Means	September 2011
Determine days and times by August 2nd for the following speakers: Richard Pimental – TBD Jim Gaston – TBD Van Ton-Quinliven – TBD Pamela Degan – TBD Scott Lay – TBD	Carmen Guerrero Madeleine Wolfe Hazel hill Sid Burks John Means	August 2, 2011
Include on the name badges a graphic indicating we’re celebrating 40	Bobbie Edgin	October 2011



years		
Invite Past Presidents to the President's reception or other conference function as our guest but not offering to pay travel expenses.	John Means	September 2011
Put the 40th anniversary banner on the website and post the history in the conference program.	Bobbie Edgin, Madeleine Wolfe and John Means	September 2011
Contact workshop presenters by email whose proposals have been accepted regarding October conference. Those not accepted will be contacted by phone by John and/or Sid	Bobbie Edgin John Means/Sid Burks	August 2011

SPONSORS/EXHIBITORS

JOHN MEANS & SID BURKS

DISCUSSION	<p>John Means and Sid Burks are contacting sponsors.</p> <ol style="list-style-type: none"> 1. Boston Reed – Hazel to contact 2. EMSI 3. Steck-Vaughn 4. Corporate College – Corine to contact 5. Lumens/Augusoft – Corine to contact 	
CONCLUSIONS	N/A	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Send the price list for sponsorship to John, Corine and Sid; Bobbie to post the sponsorship rates on the website.	Bobbie Edgin	August 1, 2011

OLD BUSINESS

CORINE DOUGHTY

DISCUSSION	<p>CA Attorney General's Office for Registry of Charitable Trust Letter of Delinquency Update: Bobbie Edgin: All delinquent forms have been submitted and accepted, late fee paid and CCCAOE has been reinstated.</p> <p>Legislative Advocacy: Jonathan Lightman and Andrea York will provide timelines for items of interest including: Budget Process Student Success Economic and Workforce Dev – see action item above Basic Skills The Great Unknown aka SB515 Hazel Hill – Need to attend the Consultation Council at the Chancellor's Office the third Thursday of every month</p> <p>Priorities are to focus on: What's most important? How do we integrate the CCCAOE conferences into our policy agenda? How do we inform and engage CCCAOE members in this process? Re: BSI – is it the CC's burden to educate students in basic skills when they are not ready for college? Can someone else share the burden?</p> <p>Jeff Cumming- Gap between high school and community college in skills and students cannot be successful. CC's are held responsible by the BSI to better prepared students coming to community college when it's the responsibility of the high school and adult schools. If students start college below the requisite level then they will not be successful; need to take on the concept; need a better definition of completion; differential funding supporting CTE.</p> <p>Kim Schenk – CCCAOE should take a position on the EWD reauthorization. It's our mission of CCCAOE to defend the initiative. It can be leveraged to meet our mission.</p> <p>Andrea York- Suggested CCCAOE send email blasts through Constant Contact and disseminate information. Develop a newsletter specific to CCCAOE and add in the constituency. Brand our website</p>
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and focus on our current members. Tailor the blasts to subject matter areas i.e., legislative analyst, budgets, May revise.

Hazel Hill – We need to define Basic Skills

Jeff Cumming – Add CTE briefs to CCLC or integrate into their established activity. Integrate/collaborate with CCLC to disseminate information on CTE; or FACCC

CCLC Conference – Omid Pourzanjani and John Means submitted a proposal to present at CCLC’s conference in November and both were accepted.

Membership Card – call ACCCA to see who did the membership cards. Everyone who registers and pays gets a membership card.

NCWE Replacement & Research and Accountability– John Means will follow up.

John Means – to contact Ron Selge and Ray York asking who will represent CCC’s CTE and EWD divisions on the CCCAOE Board for 2011-12.

CONCLUSIONS Jeff Cummings suggested we add CTE briefs to CCLC or integrate into their established activity. Integrate/collaborate with CCLC to disseminate information on CTE or FACCC.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Revise our committee/office areas listed in the handbook (after Task section) and send changes to Bobbie by August 1 st .	Executive Board	August 1, 2011
Ask Jonathan and Andrea to prepare and issue relevant information pertaining to hearings, articles, PR, advocacy and anything requiring immediate action such as; visits to the Capitol, districts, coalition partners, Chancellor’s Office, etc.	John Means/Hazel Hill	September 2011
Revise and submit for signature a new 2011-2012 contract to FACCC for Jonathan Lightman. Build into the contract specific payment billing dates. The last billing date should be after the June Board Meeting but before the 20 th of the month.	John Means/Hazel Hill/Bobbie Edgin	August 2011
Discuss on the August 1 st conference call who will write the one page CTE/EWD impact statement and how the budget cuts impact CTE.	Executive Board	August 2011
Contact Ron Selge and Ray York regarding continued representation as a CCCAOE Liaison for 2011-2012. Or, suggest a replacement	John Means	August 2011
Call ACCCA to see who did the membership cards	Beth Pratt	August 2011
Check with Chuck Wisely to verify the appropriate wording to add to the online registration form.	Hazel Hill	August 1, 2011
Provide the option for those unable to attend the entire conference a one-day registration option and post on the website.	Bobbie Edgin	August 1, 2011
Update language in the Policies and Procedures Handbook	Kim Schenk	September 2011

NEW BUSINESS

JOHN MEANS

DISCUSSION	<p>Domain Name (cccae.org) – Renewal due October 2011. Recommended that the ccccae.org domain name be renewed with Network Solutions for a period of five years to October 26, 2016, at a cost of \$114.95.</p> <p>Contract with Oakland Marriott City Center for Spring 2013 Conference, Oakland, CA, in final negotiations will include Internet for in the room rate of \$159 which responded to a primary evaluation comment. Bobbie Edgin negotiated other substantial savings to CCCAOE for hotel services.</p> <p>Complimentary meeting room is provided for the January 2013 Board meeting. To confirm the negotiated contract, it needs to be signed by August 5, 2011</p>
CONCLUSION	<p>MSC for five-year domain name renewal MSC to authorize President John Means to sign the Oakland Marriott contract by August 5, 2011 for March</p>



20-22, 2013.

ACTION ITEM	PERSON RESPONSIBLE	DEADLINE
Sign Oakland Hilton contract.	John Means/Bobbie Edgin	August 5th

Meeting Adjourned 2:45 PM

Agenda Item left out:
There needed to be in the minutes, a record of the action of the Executive Committee regarding hiring Mark Alcorn as facilitator for the Strategic Planning session with the cost of his services. This needed a MSP. Since it wasn't done at this meeting, it needs to be on the October agenda as an overlooked agenda item.