



**California Community College Association for Occupational Education  
CCCAOE Board of Directors Meeting Minutes  
June 8, 2015 • Sacramento Hyatt Hotel, Sacramento CA**

Board Members in attendance: Robert Cabral, Walt Di Mantova, Corine Doughty, Kevin Fleming, Michelle Grimes-Hillman, Kari Irwin, John Jaramillo, Eva Denise Jennings, Eva Jimenez, Joyce Johnson, Craig Justice, Kailani Knutson (via phone-in), Jonathan Kropp, Deborah Mann, John Means, Wheeler North, Kim Schenk, Mollie Smith, and Julius Sokenu.

Also in attendance: Karmi Ferguson, Managing Director & Jonathan Lightman, Legislative Consultant

The meeting was called to order at 8:50 am by President, Corine Doughty and which time she passed the gavel over to the new President, Joyce Johnson. Johnson acknowledged Julius Sokenu as the new President Elect. There was a round of self-introductions.

Doughty reported that to date, Drew & Associates has submitted six grants on behalf of CCCAOE and five have been denied, one still pending. No action taken.

**Minutes of the March 24, 2015 Board of Directors Meeting**

***Sokenu made a motion to approve the minutes. Doughty seconded the motion. A few typographical edits were noted and will be made. M/S/P***

**Treasurer's Report**

Knutson presented the balance sheet reporting \$\$220,084.72. A year-end profit and loss statement was also presented with a net loss of -\$54,907.94. It was noted that a large part of the Leadership Academy funds have not yet been received and posted, and that the cost of the conferences has increased significantly. Ferguson suggested that the Conference Expenses be broken down so the Board can have a comparison from conference to conference on items such as food and beverage, audio-visual, speaker fees, printing, etc.

Knutson presented the draft 2015/16 budget that increases registration fees in order to offset expenses and end the year with a profit gain. ***Jimenez made a motion to reject budget as proposed with the increased registration fee, Mann seconded the motion. After much discussion, Doughty made a friendly amendment to accept the budget as presented provided that an ad hoc committee develop a registration fee structure that ensures budget goals can be met, to include a tiered registration structure of early, late and onsite fees. Jimenez accepted the amendment. M/S/P***

An ad hoc Committee on Registration Fees was established to include Jimenez, Knutson, Irwin and Sokenu. The committee will meet on June 15 and report back to the Board at the July meeting.

Knutson reported that we received the revised engagement letter from the CPA firm to remove bookkeeping services and retain only for tax return preparation. The Board approved signing the letter.

### **Review of Strategic Plan**

It was reported that more concentration will be given to the plan at the July retreat. It was agreed that a new facilitator should be brought in for the retreat (please forward any suggestions to Johnson).

### Organizational Structure

More clearly defining the role of the Regional Vice President's and increased legislative activity at the local level through the regions.

WIBs need to be more involved with CCCAOE.

Stronger partnerships with the K-12 community; appoint someone to the Board who could represent this area. Johnson asked the Board to provide recommendations.

Ferguson will provide a list of conference attendees representing K-12. It was also suggested to organize the conference break-out into "tracks" which may attract more K-12 attendees.

### Integrated Communications Plan

Web site has been significantly enhanced, much more functional with online registration system that interfaces with membership database; registration process much more streamlined and efficient.

Call for Presentations is now automated online and much more efficient.

No available funds to rebrand at this time.

### Revenue Generation

Explore new sources of revenue and expand the membership beyond just those who attend the conference. It was noted that the goal of increasing membership by at least 100 was met in the last fiscal year.

Identify corporate sponsors for the conferences – Internet Café, audio-visual, give-away items; have a more targeted and organized approach – reach out to apprenticeship programs, DSNs and Sector Navigators.

Ad hoc Committee on Revenue Development appointed: Kropp, Fleming, Jaramillo & Irwin; tasked with meeting before the July retreat.

## **New Business**

### Status of Managing Director/Executive Secretary

It was reported that Ferguson had submitted a letter of resignation due to the change in direction for administrative and management services. Doughty explained to the Board that there had been negotiations with former CCCAOE President, Jeff Cummings, and the California Community Colleges Foundation and exploration of a new administrative model. The board accepted Ferguson's letter of resignation and determined that the best course of action at this time is to retain Ferguson on a month-to-month basis with a minimum of two (2) month notice of termination when the Board decide to make a change. This agreement accepted by Ferguson and the board.

### Confirm Member Contact Information

Board page on the web site will be updated immediately. Ferguson will update the master calendar and Board roster.

### Conference Planning 2015-2016

Theme for 2015 Fall Conference: *Aligning Pathways for a Strong Economy: Part 1 Integration & Part II Implementation*

Kropp to oversee professional development/pre-conference workshops ideas:

Sandra Cisco on contract education; NFS; invitation only "summit" (Smith, Means, Schenk and Sokenu to work on); CCPT meeting of the minds

Keynote speaker ideas: David Stillman, "When Generations Collide;" Mike Rowe (television personality); California drought; Dr. Derek Smith from UCSF

2016 Fall Conference venue: Omni Rancho Las Palmas in Rancho Mirage, October 11 – 13, 2016 was selected and approved. Ferguson to negotiate contract.

### Update on Letters to Campus CEOs & CIOs

Please send your contacts to Ferguson as soon as possible.

## **Legislative Report**

- Lightman provided the Board with a written summary of activity report for the 2014/15 legislative session. He also distributed three items: K-12 and Higher Education Budget Conference Committee on AB 93 report; Senate Bill 148 and Assembly Bill 288.
- CCCAOE Advocacy Day – June 18; meetings with Assembly member Autumn Burke (Los Angeles), Senator Mike McGuire (North Bay), Assembly member Miguel Santiago (Los Angeles and Assembly member Evan Low (Campbell)
- **Means made a motion to support Assembly Bill 288. Smith seconded the motion. M/S/P**

## **Board of Governor's Task Force**

Smith presented the Board with the draft recommendations from the task force for discussion; working group comprised of Lightman, Schenk and Smith to wordsmith Regional Coordination

and Funding documents. CCCAOE will push out draft recommendations to membership for comment.

### **Organization Liaisons**

- Community College League of California (CCLC) – what is our message to this organization and do we need to participate?
- National Council for Workforce Education (NCWE) – do we need to participate?
- System Advisory Committee on Curriculum (SACC) – please see attached; Schenk to stay on or will mentor new rep
- Faculty Association of California Community Colleges (FACCC); AB 44
- Chief Instructional Officers (CIO) – please see attached
- EdPAC – Kropp to continue participating; no report
- Consultation Council – it was suggested that Justice represent CCCAOE. This was not supported and determined that CCCAOE needs its own representation; therefore the President will continue to serve and represent CCCAOE.
- Academic Senate – Grimes-Hillman to replace Wheeler North; CTE Leadership Conference in La Jolla
- Chancellor’s Office (note: get report from Walt)
- Legislative Advisory Committee – Smith will continue to serve as chair.

Others to consider: NCTE, NACE, ACTE/Cal and CACTE

### **Vice President Roles and Responsibilities**

- Report on legislative items to region
- Develop a one page report for the VPs to share with region/consistent, same message
- Revive monthly conference calls?
- Find new areas to participate in
- Exit interviews with President

### **Communication Officer**

Jaramillo reported that he would like to further explore our use of social media as a way of updating the way we communication: Facebook and LinkedIn accounts are active; explore Twitter. Ferguson will put Jaramillo in touch with social media consultant, Betsy Mahan, and set-up conference call.

### **Aeronet Communications Proposal**

Ferguson presented a proposal from web master Aeronet Communications for web site upgrades and enhancements to the conference registration system. Proposal estimate is \$4,320.

**Doughty made a motion to approve the proposal. Johnson seconded the motion.**

**M/S/P**

**Future Board meeting dates and locations:**

**July 29 & 30** – Board of Directors Retreat, San Diego Hilton on Mission Bay

**October 19, 2015** – San Diego Hilton on Mission Bay

Winter Board Meeting – TBD

**April 19, 2016** – Sacramento Hyatt Regency Hotel

The meeting was adjourned at 4:10 pm.