

# Central Mother Lode Regional Consortium

## Central/Mother Lode Regional Consortium STEERING COMMITTEE MEETING MINUTES

Tuesday, April 2, 2019

Hyatt Regency Sacramento

Meeting Agenda & Documents: <https://tinyurl.com/CRCApr2-19>

- 1) Welcome and Introduction: **Steering Committee:** Jessica Grimes (Taft), Thad Russell (COS), Maura Murabito (Cerro Coso), Robbie Kunkel (Clovis), Pedro Mendez (Modesto JC), David Clark (Reedley), Tony Cordova (Bakersfield), Kris Costa (West Hills Lemoore and for WH Coalinga), Karri Hammerstrom (Regional Chair, CRC). Sokun Somsack (for Salvador Vargas, San Joaquin Delta), Autumn Gardia (for Toni Pirtle, Merced), Tim Woods (for Becky Barabe, Fresno City), Ashley Land (for Kailani Knutsen, Porterville). ABSENT: Columbia College

**Key Talent/DSNs/TAPs:** Nora Seronello (COE), Valerie Fisher (Health DSN), April Farkas (Program Specialist, CRC), Krista Vannest (Ag DSN), Vince Roos (Hospitality DSN), Dave Teasdale (KCCD), Alese Campbell (Small Business DSN), Dennis Mohle (ICT DSN), Laura Hickle (South Regional Consultant), Alicia Rios (Global Trade DSN), Gurminder Sangha (Manufacturing SN)

**Guests:** Rozanne Hernandez (SCCCD CTE Dean), Bonita Steele (KCCD), Stephanie Baltazar (BC), Diane Baeza (KCCD), Lori Morton (Tulare Kings COE)

- 2) February 21, 2019 Steering Committee Meeting Minutes **(M/S/A)** Approved by SC
- 3) Receive and File: Program Endorsement Approvals, FY 18-19 (2/19/19-4/4/19) **(M/S/A)** Approved by SC

2018-2019		
Program name	College name	Approval Due Date
Elder Care Human Services CA	Fresno City College	2/22/2019
Electronics Technology CA	Bakersfield College	2/22/2019
Industrial Technology AS	Bakersfield College	2/22/2019
Fashion Merchandising & Design AS	COS	2/25/2019
Ag Welding & Fabrication CA	Modesto Jr College	3/13/2019
Ag Welding Repair CA	Modesto Jr College	3/13/2019
Paralegal/Legal Assistant Studies CA	San Joaquin Delta	3/13/2019
Manufacturing Automation	WH Lemoore	3/14/2019
Commercial Music	Bakersfield College	3/21/2019
Diesel Bus Technician	San Joaquin Delta	3/27/2019
Industrial Technology Level II Mechanical	San Joaquin Delta	3/29/2019
Cybersecurity	Fresno City College	4/2/2019
Computer Aided Drafting & Design Entrepreneurship	Fresno City College	4/2/2019
Entry Level Pharmacy Tech CA	COS	4/4/2019

- 4) JobSpeaker Update (O'Carroll/Sassi) [*Strategic Plan: CTE Student Support Services*] - Session with good feedback earlier; request for more frequent F2F interaction. Employer engagement is larger issue. How to make it easier for businesses to interact. Conversation regarding rules of engagement would be helpful. Reviewed how to track and determine business engagement. Forum now available



for cross communication. Rebranding-land pages at individual colleges with better represent the college rather than JobSpeaker.

- 5) SWP K-12 (Hammerstrom) [*Strategic Plan: Regional Plan*] - Submitted Pathway Applications - 64 applications with about \$30 million in requests for \$22 million available. Awardees will be required to submit detailed budget and match. College may be asked by awardee to provide match letters.
  - a. K12 Selection Committee Onboarding was March 25<sup>th</sup>
  - b. [K14 Technical Assistance Provider](#) (now known again as K14 TAP) – 1 for the region. Direction needed on how to proceed. **(M/S/A) Approved by SC to send out vial email to CRC colleges for LOI to host; if no college takers by deadline (10 days), send 2<sup>nd</sup> email out to K12 LEAs and again the colleges.** Position will report to the host in addition to regional chair; will provide tech. assistance to both K-12 and colleges. K14TAP would have interaction with K-12 Coordinators.
  - c. K12 Coordinators – (8 for the region). Guidance and job description still to be provided by CO; preliminary indications are that K12s and colleges are eligible to express interest (LOI) in hosting position. If multiple LOIs are received within a district boundary; the CRC will request the district/colleges to convene all interested parties including K12 LEAs; determine who will the host and notify the CRC. AB1303- question about effect on funding and Chancellor’s office should it pass- Chancellor’s office is not taking a position; the proposed bill language, as written, would not impact the SWP K12 funding until after the next two funding cycles (i.e. after FY20-21).
  
- 6) Strong Workforce Program (Hammerstrom) [*Strategic Plan: Regional Plan*]
  - a. Fiscal Reporting Deadlines: Close projects in NOVA by COB on 5/3/19
    - i. May 15, 2019 2018-19 Quarter 3 fiscal expenditure (+ YTD expenditures) report
    - ii. September 30, 2019 2018-19 Annual fiscal expenditure (+ all YTD expenditures) report
  - b. SWP Projects, Program Years 1-3 (SW1, SW2 & SW3 Projects)
    - i. Program Status Reports: Linnie Bailey - Linnie Bailey will contact- set time and provide contact person of person most involved in the project; Marketing- will put together “brag” book for CRC
  - c. Status of SW Program Progress & YTD Expenditures - make progress and report progress on regional projects
  - d. Closeout of PY1 projects continuing in PY2+ - PY1 reports opened to edit budgets to reflect actual on the programmatic, project narrative side. Funds not expended in PY1 projects that are being continued as PY2 projects should be identified in PY2 project. Make changes before May 3<sup>rd</sup>; will need to close by May 3<sup>rd</sup> so reporting can occur (coordinate with your internal offices).



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7) SW4/PY4 Project Consideration (Hammerstrom/DSNs) [Strategic Plan: Regional Plan]

- a. New & Continuing Projects (PY4 (7/19-12/21)) [Prioritization for Region-Wide PY 4 funds](#) &/or other existing SWP funds **(M/S/A)** Approved by SC to prioritize PY4 SWP Regional Funds for Region-Wide Project Ideas AND match new projects with available, existing region-wide PY2/PY3 projects to fund the following in priority order/availability of funding, with the exception of Adv. Mfg. (see note):

<b>APPROVED: Strong Workforce Program Year 4, Region-Wide Project Ideas</b>			
<b>Based on PY3, 10% set-aside for region-wide projects – \$890,000</b>			
<b>Priorities</b>	<b>Project Estimates/ Requests (project PY4 Funds) (not to exceed)</b>	<b>Projects Eligible for within Existing PY2/PY3 Region-Wide Projects (not to exceed)</b>	
Centers of Excellence, support	\$100,000.00		
Marketing 3.0	\$50,000.00		
JobSpeaker, Year 4	\$409,772.00		
Professional Development/Projects in Common	\$75,000.00		
K14 TAP Support	\$20,000.00		
Program Mapper	\$200,000.00		
<b>DSN/Sector Projects</b>			
Entrepreneurship Exploration in Ecosystem Building – NACCE Conference, October 13-16, 2019		\$37,500.00	Approved: Just-in-time Region-Wide project
NASDAQ Entrepreneurial Center Pilot	\$89,800.00		
Wine Industry Pathway Exploration & Development		\$61,000.00	Approved: Early Career Region-Wide project
Pathway Development Project with Externship		\$45,000.00	Approved: Early Career Region-Wide project
Energy, Construction & Utilities Industry Pipeline Enhancement Project	\$145,000.00		
Health Career Awareness – Growing Health Leaders Youth Conference		\$82,300.00	Approved: Early Career Region-Wide project
Adv Mfg –Unified regional employer engagement strategy	\$100,000.00	Note: ~\$90k already available for Adv Mfg in Region-Wide project with approval from SC & DSN coordination	
Adv Mfg –Internship to impact job placement in the field of study	\$150,000.00		
Adv Mfg-Develop Industrial Automation Guided Pathways	\$100,000.00		
Adv Mfg-Improve access to industry-recognized credentials and apprenticeships	\$100,000.00		
	<b>\$889,572.00</b>	\$225,800.00	



- 8) Center of Excellence (Seronello) [*Strategic Plan: Research & Data; All Areas*]
- a. Request for Research Funding for Credential Identification by Occupation for the Central Valley study by Powermind (M/S/A) **Approved by SC to college fund using remaining “Data Unlocked” funds, first. If additional funds needed, CRC to fund out of Just-in-time Region-Wide Regional SWP Project &/or K12 SWP CRC funds.** RFA for Credential ID by occupation- \$40,000 project- technical editor, researcher time- regional data set;
    - i. Powerminds proposal in [Google folder](#). *The purpose of proposed project is to identify credentials associated with an occupation specified by SOC code, which align with value to industry in the region. The data analysis includes all occupations identified by the region (750 occupations) and also identifies middle skills occupations and associated credentials (426 occupations)*
  - b. Alumni analytics proposal from San Diego COE - Nora will send out more info- Pull out EMSI data
- 9) Chair Updates (Hammerstrom)
- a. CEO/CVHEC Email – Regional college presidents approved the updated CRC plan
  - b. Upcoming CVHEC meeting
  - c. San Joaquin Valley Manufacturing Alliance (SJVMA) Manufacturing Summit
  - d. 2019-20 Steering Committee Meeting Dates (M/S/A) **Approved by SC as follows:**
    - Friday, August 16, 2019, 10-11:30 VIA ZOOM
    - Thurs, September 19, 2019 , 8:30 am – 2:30 pm, Taft College
    - Tues., October 15, 2019, 4:00 pm - 8:00 pm, (In conjunction w/CCCAOE Fall Conference), Rancho Mirage
    - Thurs., November 14, 2019, 8:30 am – 2:30 pm, San Joaquin Delta College
    - Thurs., February 6, 2020, 8:30 am – 2:30 pm, West Hills Lemoore
    - Tues, April x, 2020, 4:00 pm - 8:00 pm, (In conjunction w/CCCAOE Spring Conference), Sacramento CA
    - Mon., June 15 –Wed., June 17, 2020, CRC Annual Conference @ Monterey Marriott
  - e. Merced College Business Resource Center, sponsorship request \$500 for Business Resource Summit, 5/14/19 with UC Merced (M/S/A) **Approved by Steering Committee**
  - f. CRC Conference-Monterey – Draft Agenda.
  - g. Externship/Internship Workshop in September 17, 2019, 11am-1:30 @ Duncan Enterprises, Fresno

**Working Dinner – Roundtable & Announcements (Steering Committee, DSNs, Stakeholders)**

- 10) CTE Rebranding & Marketing Efforts (Full Capacity Marketing/Ad-hoc Marketing Committee Report) [*Strategic Plan: Communication & Leadership*] - Concerns- do not film during finals- most future will use B roll, FMC had issue with colleges videos that are not consistent with rebrand campaign; college uncertainty on how to maximize return on leads - unsure of the platform and need to identify people to handle leads but need better handle on it; more training needed/desired. Need standardized templates to use when emailing; expressed limitations with templates being currently used and is it going to the student? Training needs to be to Dean and other person who has been designated.
- a. Lead Generation Best Practices Discussion
  - b. Next Phase [Deliverables 2.0 Proposal](#). Per the RFA, the initial contract award could be extended for an additional \$300,000 for additional deliverables. The 2.0 Deliverables are anticipated to be completed within FY20 (M/S/A) **Approved by SC for the FCM 2.0 proposal.**
- 11) CCCAOE Update (Mendez) [*Strategic Plan: Leadership & Communication*]



12) TPP (WHCL/Simon/Farkas) [*Strategic Plan: Curriculum, Programs & Pathways*]- upcoming mtg dates

13) WBL (MC/Gardia/Farkas) [*Strategic Plan: CTE Student Support Services*]

14) Old Business

- a. Draft CRC Strong Workforce Strategic Plan 2019 Update Approved - Provided to the CEOs, 3/19/19 for final approval by 3/30/19; link to plan - <https://tinyurl.com/CRC-SWP2019Plan>
- b. PLA – Update in folder: 2019 annual Council for Adult and Experiential Learning (CAEL) conference is scheduled from November 6-8, 2019 in Chicago. [CAEL Conference Site](#)
- c. Case Management Training & Teacher Training
- d. CRC 5<sup>th</sup> Annual Counselor Conference – Save the Date, September 13, 2019, Stockton, Ag Center
- e. Steering Committee 2018-19 Meeting Dates

- **Mon., June 10 - Wed. , June 12, 2019**, CRC Annual Conference @ Monterey Marriott

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- f. Additional Meetings/Events:
- ◇ *Standing Steering Committee Conference Calls: 2nd Monday of the Month 9:30 am, as needed*
  - ◇ CVHEC Fall (October 26, 2018) & Spring (April 24, 2019 in Merced) Board Meetings. Pedro to represent CRC at meeting.

15) Adjournment



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