

AEBG Steering Committee Meeting 12-9-15 DRAFT Notes

Present:

Steering Committee: Rachel Perez (noncredit consultant for Cabrillo), Terrence Willett (Director, PRO), , Rachel Mayo (Dean, Ed Centers), Nancy Bilicich (Director WAAE), Christina Koda (PVUSD Finance), Todd Livingstone (WAAE), Nancy Phillips, (ESL PC Cabrillo - outgoing,) Jason Malone (ESL PC Cabrillo- incoming) Hermanita Clark (SCCS-representing Lysa Tabachnick), Jack Carroll (WAAE).

Facilitating: Holly Chase (AEBG Program Director),

Advising: Carrie Mulcaire (Grants Development Director, Cabrillo)

Note taker: Evie Alloy (Cabrillo)

Meeting began approximately 12 noon.

Spenddown of AB86:

Spending down AB86 by Friday. The MOE is to be spent in 15-16. An invoice is needed with back up by Friday. A sample invoice can be provided if requested. Turnaround time is expected to be by the end of next week. Describe how the expense directly links to the objective. The MOEs are to be spent down, as well as the consortium money.

Marketing and Outreach

Marketing is currently not on our budget plan. Voting is needed from the consortium about who we are targeting. ESL, credit, noncredit, how to align. Then data. How we are tracking the students? Some students don't have SS#s. GED was another hot topic. There was a consensus to make marketing broader to include outreach.

Considering radio ads, regionally, so the MOE money is used for local advertising. We would consider doing something additional to what you are already doing locally. We want to see in summer a boost in enrollment. Those numbers will count for our ability to get funding in the future..

PSAs are free and get sent out to all of the radio stations, translated, SC Sentinel Goodtimes, into their calendars, Educational Digest. Someone needs to coordinate that.

Our AEBG website should be up and running by Jan.10. Our website will be bilingual. Put in about \$20,000 in the budget for marketing. We can amend it in the marketing committee, if needed. Our AEBG website will focus on the regional offers. It will all be linked to your direct sites. Kristin Fabos and Kate Rose of Cabrillo Marketing Department will manage our AEBG website.

Cabrillo is switching to electronic schedules. They will be online. Send out and print Postcards. Movement is more to target marketing than the blanket marketing of the past.

Decide what is going to be offered in summer now, what levels of instruction, then hire the teachers. Figure out the classes. La Ganga newspaper. A newspaper in Watsonville (Spanish) ESL population. Talk to Kristin Fabos, Cabrillo Marketing Director, if we wanted to do x number of newspaper ads, what is the cost?

Adult Ed had a green garden program. \$3,000 for radio ads was the budget. Also print and send out a postcard to the Santa Cruz community. A flyer went home with every kid (bilingual). Printing the flyer and also someone who drops the flyer off at the schools. It is an easy way to market the Spanish parent groups.

Honorariums:

Who should be paid and who is not being paid? If you are full time you are exempted from this. There will be a template and a stipend for that. Each working group will be different. Some will do more and some will do less. What are your recommendations for your budgets for this?

SSCS Adult Ed are paid \$33.96 per hour and it is going up another \$1.04. Per hour vs. an honorarium for the whole project. There is a negotiated salary schedule for STRS. SSCS gets fined if we do not pay on a salary schedule. It is hourly. We have something in writing of what we have to do.

Last year we gave everyone a set fee for AB86. Last year the Foundation paid. Everyone got \$100 per meeting. Meetings were 2 hours. Averaging \$50 per hour for meeting time. The meeting participants had to fill out a contract and W9. The Foundation was paid \$50 per check they issued to each participant.

Pay more for the lead of the working groups? Suggested amount is at \$100 per hour.

Working Groups:

Start the working groups in January, over the break, to have a rough work plan and budget by February.

We are looking to create a work plan over Jan and Feb. Each member would contribute 20 hours and would get \$800. We need to know what to set aside to spend in the first quarter. There needs to be a job description, what is expected, deliverables, etc. List the job duties. The objective and the goal you need to reach.

Objective of the working groups:

- identify task
- timeline
- work plan
- budget

We could start as early as Jan. 4. Last year we met on Fridays.--that worked best. As long as you are doing your work. You get paid. You just need to make up the work if you can't be at the meeting. The main issue is that everyone is communicating clearly with each other.

Tracking Student Employment:

We need to be tracking student employment. What Cabrillo uses for tracking is the Employment Outcomes Survey (EOS). The goal is for all colleges to use the same instrument. A Centralized state approach.

An assumption made that employment outcome is what we want to track. There are a number of students enrolled, a number of completers. Adult Ed defines it a little differently. Our adult school has experience with surveys .Adult Ed had a Perkins grant that has us look the following year backwards to find out employment outcome. Are you employed the day you graduate? We have a challenge of people changing residences, emails and phone numbers.

Someone exits our program and they take the GED. We don't have the information anymore. All their contact numbers change.

We can use more staff in helping to get that data. It requires a lot of effort.

Deadlines:

Recommended that our deadlines not be in conflict with other deadlines. We have to complete a year end close first to provide data.

Reporting deadlines for AEBG are Jan. 16 and the second one will be due in July.

Summer Program:

A summer program? Usually advertised by a flyer, word of mouth, and our school messenger. SCCS used to have a course catalog. For ESL it wasn't about the catalog, it was word of mouth, reminding them classes were starting. La familia and LA bonda, with shorter staff we have not been able to go back to those sources, public libraries, it takes a person to go to the flea market to distribute flyers.

How was summer school going to be funded? Our students need to know now if there will be a summer program. They are used to taking off the entire summer. Now is the time to plan it.

Karen Reyes does referral of services, CalWORKS, WIA, Making sure CalWORKS knows SCCS. CalWORKS jobs --everyone having a link. Students think they can come to Cabrillo with just a GED. They needed a GED for federal financial aid in the past. They want to go to Cabrillo to get continued education. It changes when they can get financial aid. Now the Ability to Benefit Test enables people to get financial aid. GED always get financial aid. A GED is a series of 4

tests now. You can be in and out in a month if you have that skill. There is no time requirement for the test.

A liaison is needed between Cabrillo and Adult Ed schools. They have them at the high schools but they don't go to the adult schools. A full time counselor specifically assigned to the adult schools.

Professional Development:

Professional development. 2 trainings in Feb or March and then April and on Fridays Looking at honorariums for faculty. If we have an elementary school teacher, we want to focus on adult education and ESL. An all-day training. Adult learning theory and technology.

Next Steering Committee Meeting:

The next Steering Committee meeting will be after the holidays, maybe mid-January. 2nd or 3rd week of January on a Friday. Expect to receive a doodle poll by email.

Meeting ended 2:04 pm

Teams:

ESL - Lead Holly Chase

1. Amy Jewell - Pajaro
2. Teresita Marchello - Pajaro
3. CTE Cabrillo College - Nancy Phillips (Jason Malone*); ESL-Cynthia Stark
4. Rachel Perez - Cabrillo College and recommended plan author
5. Santa Cruz Rep - Janet Swann; Laurie Coleman?

CTE Apprenticeship - Lead - Jack Carroll? Andy Stone?

1. Andy Stone - Workforce Development Board
2. Jack Carroll - Pajaro
3. Leslie DeRose -Cabrillo College
4. Mark Hodges?
5. Santa Cruz City Schools?

Data/Research - Lead - Terrence/Terra?

1. Terrence Willett or Terra Morris - Cabrillo College
2. Todd Livingstone - Pajaro
3. Santa Cruz City Schools - Hermanita Clark
4. Office of Education - Jim Howes
5. Maria Dora Fuentes - Pajaro
6. Andy Stone or one of his staff

Marketing and Outreach - Lead - Nancy and Todd

1. Nancy Bilicich and Todd Livingstone - Pajaro

2. Kristin Fabos or Kate Rose - Cabrillo College
3. Santa Cruz rep? George Dymesick
4. Office of Education - Jim Howes

ABE/ASC - Lead Rebecca Weber? or Jolie Kambick (EOPS)?

1. Cabrillo College? - talk to Karen Reyes to recommend
2. Tiffin Shirey - Pajaro
3. Jolie Kambick - Pajaro
4. Santa Cruz City Schools - Rebecca Weber
5. Office of Education - Jim Howes

Parents - Lead _____

1. Sara Mast - Pajaro
2. ECE Cabrillo College?
3. Santa Cruz? Jane Weed Pomerantz; Nancy Samcel?
4. Office of Education - Jim Howes

Professional Development - Lead Holly Chase

*Jason Malone will be a program chair for ESL next year, but the details have not been worked out yet. Nancy will sit in for the meetings missed in January. Contract needs to be resolved with Jim Weckler.

Revised 12-15-15 ea