

SCAEC Steering Committee Meeting Minutes

June 26, 2017

Time: 12:30 P.M. 2:00 P.M.

Place: Cabrillo College - Watsonville Center, Room: C103

AEBG Steering Committee Members comprised of:

1. Pajaro Valley Unified School District (PVUSD)
2. Santa Cruz City Schools (SCCS)
3. Cabrillo College
4. SC Office of Education (SCCOE)

Committee Members: Todd Livingstone, Nancy Bilicich, Leslie DeRose, Rachel Mayo

Consortium Staff: Terrence Willett (Dean); Carrie Mulcaire (Point of Contact); Elisa Lepine; Leila Jamoosian; Doreen O'Donovan; Helen Bellonzi; Buff McKinley (note taker)

A) Opening Items

1) **Call to Order 12:35**

The committee was advised that the meeting would be recorded for note taking purposes.

2) **Approval of Agenda**

Unanimous approval.

3) **Approval of Minutes**

Approval Motion to approve: Todd Livingstone. Seconded: Leslie DeRose. Unanimous approval.

B) Information Items

1) **Intro to GOAL Program Director**

Terrence reported that our new hire will be official pending formal approval at Cabrillo's Board of Trustees meeting in July. We had a great candidate pool and selected a great person. Annabelle Rodriguez starts work on July 17, 2017. Currently the director of programs and community engagement at the Action Council in Salinas, Annabelle has experience connecting nonprofits and community based organizations (CBOs) to adult eds and community colleges. She brings with her a breadth of South Santa Cruz County and Monterey Bay networking. She is enthusiastic and has great energy. She likes the idea of using data to determine community needs and the way our actions can address those needs. Her primary workstation will be in Aptos, but she will begin visiting sites and meeting faculty, administrators and staff upon arrival. This announcement also means that it is the last steering committee meeting for Elisa Lepine. We appreciate all her time, effort, and contributions, particularly with the marketing plan.

2) **Review FY 17-18 Annual Plan Template for GOAL**

Carrie distributed copies of the 2016-17 Annual Plan as well comments provided by Todd and Nancy regarding WASCAE, with the intention of giving the committee to get a chance to provide input before submitting the plan to the SCAEC board. The state has revised the current template several times and the June 23rd webinar gave lots of new information about compliance.

Our completed Annual Plan template is due in the portal as Phase I on August 15, 2017 along with the Journal of Assurances. The Phase II budget detail and activities are due in the new fiscal system in October. They want to see what is referred to as the 'Big Picture' - key accomplishments, challenges, and goals. In the past, there was a request for more member-level activities. Now the state is really interested in major consortium activities and strategies.

The executive summary is a maximum 500 words, designed to:

- Demonstrate that planned allocations are consistent with 3 year plan;
- Provide a clear, concise description of the consortium's vision; and
- List the consortium's accomplishments from the last year and goals for the upcoming year.

Section 2 addresses meeting regional needs and identifying gaps in services. Rachel indicated that one gap is the numbers of students served, county-wide, but especially in south county. This stems from the lack of awareness of the entire regional adult system and applies to services including on/off ramps, multiple entry points, and awareness of seamless transition. Terrence agreed with Rachel regarding the need to make changes to all curriculum pathways. Intake guidance is needed to direct students to which adult ed classes and schools are the best fit for them.

Rachel would like to see us do an education fair for the community. Focused on adult ed, community college, ESL, noncredit, and Allied Health in the same forum. This is a great opportunity to promote the pathways and seamless transition, beginning with bridge classes. We should encourage CBO presence and invite the Pajaro Valley Chamber to work with us. We should also engage Cabrillo's marketing and outreach teams. A successful marketing campaign will connect us to many more students. Several community partners already request we bring a table to their events.

Other items to consider for this "Gaps" section:

- Get the whole community behind education. Banners on the street promoting "education first" .
- Creating a travelling setup with tablecloths, handouts, display promoting 'Regional Adult System'. Put WASCAE and Cabrillo in the same forum. We are one adult learning system with a continuing path.
- Lack of a regional adult system - particularly high school equivalency - to entire region of San Lorenzo Valley and other pockets of North County.
- Lack of integrated information regarding programming and courses.
- Lack of cohesive advisement and guidance across the regional adult system.
- Need for K-14 integrated tracking system.
- The website should have cross-links.

In the Seamless Transition section:

- Adult Ed should get on CalPASS with consistent statewide student identifiers across systems to allow us to track student progress.

Effective Measurement section:

- Education fair - how many people came through.
- Work with CBOs to create a research survey to better define needs.
- Develop a comprehensive information sheet that has all the resources.
- Materials produced will measure advising.
- Leveraging existing resources (i.e. outreach)

Even though Annabelle will be onboard, she will only assist on developing this report, and Carrie will still take lead.

Carrie shared a document defining program areas and objectives, which she obtained from another consortium. We would like to adopt a similar document. She asked committee members to review the document and respond with any additions or edits by the next meeting.

ACTION - Motion to adopt definitions next time. Use this as a starting place and and make tweaks to be more specific.

Carrie showed the work plan which still needs to be filled out. Helen says there is concern that level of detail is more than necessary and represents a lot of work. The consortium expects this information to be supplied by members.

Terrence suggested it might be a data reporting issue and putting certain flags into the system might help, without a lot of human and manual manipulation. The detailed expenditure is not as important as the major activity. We may need to look at how other consortia report. We should identify what is required and what can be negotiated. Inquire with other local colleagues. It was suggested that we may need to hire outside resources to fill in the work plan. If necessary, we will use data people.

3) Update on Regional Marketing and Fall Marketing Plan

Elisa showed the logo which is being finalized. We chose one winner of a new iPad from among our community survey respondents. The community partners list is growing.

As for fall marketing efforts, the new bridge classes are included in WASCAE and Cabrillo promotions and Cabrillo's noncredit website is live.

Last time, Lysa asked for materials as part of their grassroots marketing.

There will be community outreach for non-credit - so WASCAE should be seeing an uptick in enrollment.

Rachel suggested that we consider the newly created GOAL website as the Regional Adult Learning site.

C) Closing Items

1) Agenda Items for Future Meetings

- *Annual Plan - to adopt definitions. Use other consortia samples as a starting place, making tweaks to specifically address GOAL's goals.*
- *Marketing Update*

2) Upcoming State and Internal Deadlines

Adjourned 2:15