

# LISTENING TO THE VOICE OF BUSINESS & RESPONDING for the CENTRAL REGION

Conference Call on Monday, July 25, 2011 - 10:30 a.m.

## MINUTES

<b>PURPOSE OF MEETING</b>	Identify action steps the Central Region stakeholders can take in 2011-12 that address listening to the “voice of business” and responding.
<b>PARTICIPANTS</b>	Jim Andersen, Becky Barabe, Sue Clark, Larry Dutto, Carole Goldsmith, Sheila Herb, Terri Hicks

<b>WHAT</b>	<b>DISCUSSION</b>	<b>FOLLOW-UP</b>
Reviewed list of ideas from annual planning meeting	<p><b>ITEMS INCLUDED:</b> Telling our story to business; Listening to the voice of business and responding; Become the top training provider of the top 10 industry certifications in the region; Give CA Corporate College more of a leadership role with services provided by local institutions; What do we know about temp agencies?; Joint meeting w/ WIB; Have EWD partners host workshops; Utilize the region as an advisory board or source of input and evaluation (JB); Identify a BIG win-win opportunity region wide that utilizes EWD, CC, and business strengths; Use formal business tools for regional strategic planning; Host a stakeholder 360 degree evaluation (CC outcomes (Carole)); Replicate RICO model for all industries (Regional Advisory Committees)</p>	
Discussion Summary	<p>Summary of roundtable among call participants: The group reached consensus that we needed an overall assessment of “who has what in our arsenal.” This translates into conducting a regional assessment of CTE, Contract Ed, Centers, etc. resources. Assemble list of contacts and resources for use by this subcommittee and the region. Sue to initiate process to gather list of contacts in the region who have this information.</p> <p>We may want to leverage Career Advancement Academy resources and use one of their assessment tools. Becky to make contact to ask about an assessment tool template.</p> <p>The group decided to host an event in each subregion in 2011-12 that would focus on listening to employers’ needs. It will be up to the locals to build strategies and partnerships as an outcome of their event.</p> <p><b>Subregion Events/Leads:</b> November 2011: Larry Dutto and Louann Waldner will host event for COS, West Hills CCD, and Porterville. Larry and Louann to share concept at CCAOE Fall 2011 conference in October.</p>	<p>Sue to initiate contact w/ CTE deans to begin drafting list of people and regional resources.</p> <p>Becky to contact CAA about inventory assessment tool.</p> <p>See Leads/Subregion dates in center column.</p> <p>Sue to make contact w/ Coast and northern areas of the CRC, as they were not</p>

	<p><b>January 2012:</b> Jim Andersen, Becky Barabe, and Jeanette Benson will host event for Merced and Fresno area.</p> <p><b>February 2012:</b> Terri Hicks will host event for Kern and Taft</p> <p><b>April and/or May 2012:</b> Coast and/or Stockton/Modesto areas</p> <p>Sue will work w/ each lead to provide financial resources from the CRC and promote the event to the region.</p>	<p>represented on call.</p> <p>Sue to provide budget to subregion host(s).</p>
<p>Develop a process for achieving desired outcomes</p>	<ol style="list-style-type: none"> <li>1. Put together a concept of what we want to achieve.</li> <li>2. A culminating event planned and scheduled in each subregion by subregion lead(s).</li> <li>3. Focus is on employers, not community colleges.</li> <li>4. Colleges invite both employers they work with and those whose business they hope to secure.</li> <li>5. How do we all work together and make it work?</li> <li>6. What are current success stories?</li> <li>7. An event to be planned and scheduled by subregion lead(s).</li> <li>8. Strategically have people go after industry to target their needs. CRC colleagues could form a group to go out and do this needs' assessment. Event agenda for that industry would be very specific.</li> <li>9. Have employers share their story.</li> <li>10. Need a substantial number of employers in attendance at each subregion event.</li> <li>11. Invite WIB partners.</li> <li>12. What are our current successes and how do they work?</li> <li>13. Each event will be videotaped and broadcast via the CRC website.</li> <li>14. Share best practice findings with the state at Spring CCCAOE conference. (suggestion)</li> </ol>	
<p>Reach agreement on an action plan/next steps</p>	<ol style="list-style-type: none"> <li>1. Follow-up conference call in September. Date and time to be determined.</li> <li>2. Announce plans to region at CCCAOE Fall conference – regional meeting. Larry and Louann will announce format they will follow for November event in south-central subregion.</li> <li>3. Sue to send out minutes to planning team.</li> <li>4. Sue to send message to CTE deans asking for contacts to begin an assessment of all CTE, contract education, Center inventories.</li> </ol>	<p>Schedule follow-up conference call in September.</p> <p>Put this on agenda for October 20, 2011 region meeting at CCCAOE.</p>
<p>ADDITIONAL NOTES</p>	<p>International AG Expo, Feb 14-16, 2012, at the International AG Center in Tulare. Sheila to send info when available for dissemination. This is a great networking event with vendor booths and seminars.</p> <p>Kern ED Corp has regular forums w/ industry. This might be a good resource.</p>	

