



Steering Committee Meeting Agenda

Desert Suites 1-2, Omni Rancho Las Palmas Resort & Spa

41000 Bob Hope Dr./ Rancho Mirage, CA 92270

October 4, 2022: 4:00 pm-8:00 pm

[Virtual Attendance Zoom Link](#)

[MEETING FOLDER LINK](#)

STEERING COMMITTEE MEMBERS IN ATTENDANCE:

Anthony Cordova (Bakersfield)	Ganesan Srinivasan (Madera)	Ashley Land (Jonna) (Sequoias)	Justin Garcia (Coalinga)	Steve Amador (Columbia)
Dave Clark (Reedley)	Nicole Griffin (Cerro Coso)	Osvaldo Del Valle (Porterville)	Danell Hepworth (Delta)	
Laura Hill (Clovis)	Becky Barabe (Fresno)	Bryan Tassey (Merced)	Kris Costa (Lemoore)	

TIME	AGENDA ITEM	PRESENTER(S)	MINUTES/NOTES
4:00-4:10 pm	Welcome/Introduction	Jessica	welcomed everyone to the steering committee meeting.
STEERING COMMITTEE VOTES (CTE DEANS)		Motion/Second/Approval (M/S/A)	
4:10-5:00 pm	September 1, 2022 Meeting Minutes		VOTE: Jessica asked the steering committee to review the minutes from the 9/1/2022 meeting. Kris Costa made a motion to approve the minutes, which Osvaldo Del Valle seconded. The motion carried.
	Program Approvals (Regional CTE—see list below)		VOTE: Jessica mentioned that one program had been submitted to the RegionalCTE platform, Sports Medicine (BC), and asked that the steering committee approve the regional online vote. Kris Costa made a motion to approve the program. Becky Barabe seconded the motion. The motion was approved.
	Jumpstart 2.0		Kris summarized that Jumpstart 1.0 was launched this year. Three colleges conducted the sessions in the summer (COS, PC, and WHCL), and one will launch this winter (Reedley). Jumpstart 1.0 was a 4-week session to introduce rising seniors and recent graduates to Industrial Careers by offering industry tours, a non-credit 4-week course using Amatrol/Klein educational software, and a stipend/scholarship offered via the local WDB/the local CC Foundation. Hundreds of students

		applied, and students could pick the site regardless of service area. A little under 100 participated. In addition to Jumpstart, Fresno CC offered a two-week summer session to introduce sophomores and juniors to Computer Aided Drafting (CAD), Computer Aided Manufacturing (CAM) – CNC Machining, Electrical, and Welding. The idea for Jumpstart 2.0 is similar: offer a summer session work-based learning program in one of the priority industry sectors where students either participate in 60 hours of unpaid/75 hours of paid internships, complete a credit/noncredit course and/or an industry certification, participate in industry tours, shadow, and/or guest speakers. In addition, colleges will offer a stipend for a cohort of 20 students. VOTE: Kris Costa made a motion to approve \$300,000 of SWP 6 funds for a region-wide project for Jumpstart 2.0 with the requirement that each participating college receive \$25k per cohort and submit a one-page plan addressing the criteria listed above. Steve Amador seconded this motion. The motion passed with these colleges signing on to participate: Bakersfield, Cerro Coso, Clovis, Columbia, COS, Delta, Fresno, WHCC, and WHCC.
DINNER SERVED /NETWORKING—5:00-5:45 pm		
DISCUSSION/PLANNING/INFORMATION ITEMS		
5:45-8:00 pm	SWP 7 Regional and Region-Wide Projects and K12 SWP Update	Jessica stated that the Chancellor's Office released the allocation memo for SWP 7 on September 30th and is expecting that all projects will be in NOVA by October 31st, 5 pm. Additionally, K12 SWP 5 competitive application is due October 14th by 5 pm. Discussion centered on using a template to help organize ideas that can easily be inputted into NOVA. Kris mentioned that Laura Hickle had created one and requested that it be made available again. Jessica said that her team would look for it and send it to the deans. A question was raised regarding whether regional projects could be continued or had to be new. Jessica said that although the Chancellor's Office expects innovation in meeting the SWP and Vision for Success Goals, continuous improvement and scaling pilot projects are just as important to institutionalize best practices. Still, separating funding rounds helps with tracking expenditures.

	Centers of Excellence Updates/Counselor's Conf.	Nora Seronello provided this update on the following items: Lightcast (previously EMSI): Ralph and his team are still collecting data from districts who need to submit the survey to receive the report. Jobspeaker: She mentioned that the CTEOS is considering using data from this platform but is in the early stages of this discussion, so more to come. Inflation Reduction Act (IRA): Nora mentioned this act will have a significant impact in the CVML in relation to creating new quality jobs in clean energy and in manufacturing. Counselor's Conference: Nora mentioned that this year the Consortium wants to bring this conference back and asked for volunteers to be on a planning committee. It was mentioned that Regional Directors, the K14 TAP, K12 PCs should be on this committee. Volunteers included Kris, Rebecca, McKenna, and Kiersten. Additionally, since a spring conference conflict with testing, the conference will include an industry tour with a speaker in February followed by a conference in the fall. The conference theme is Dual/Concurrent Enrollment.
	Geographic Solutions Update	CRC colleges are in various stages of implementation: WHCL plans to launch in December and has a CalWORKS counselor helping with this project. COS is meeting with Chuck to begin the implementation. Merced, Fresno, WHCC, and Delta are working on the MOU to begin the project.
	CRC Deans' Updates	Bryan Tassely shared that Merced is conducting a celebration for its new agriculture building in November. Additionally, he mentioned that the Central Valley Foundation was awarded \$65.1 million with 8 Central Valley community colleges.
	Marketing/Rebranding & Dean's Brown Bags	Jessica stated that the recently approved Jumpstart 2.0 highlights the need for marketing programs and stated she's been receiving requests for marketing materials for career fairs, K12 partners, and employers. While there is the campaign Find It Be It, local colleges seem to need something different. Bryan Tassely added that Find It Be It includes branding from other colleges and can be confusing when promoting one's college, so he requested materials with college-specific information. In the past, there was a lookbook that showcased each community college's programs that would be passed out at the Counselor's

		Conference. Now, there's the Sector Booklet that Nora Seronello and Jessica Morales produce, which features all the CTE programs aligned to priority industry sectors. Additionally, Jessica stated that this past spring, the Ad Hoc Marketing Committee came together to oversee the update of the website with Full Capacity Marketing (FCM). However, there's a need for more robust, updated marketing materials. Jessica recommended the Ad Hoc Marketing Committee (Becky Barabe, Bryan Tasse, Justin Garcia, Kris Costa, and Rebecca Murillo) reconvene to assess what's needed. Becky Barabe recommended that there a survey be administered to first assess the need to help tailor the marketing plan.
Upcoming Meeting: November 4, 2022 at Merced College (2022-23 Steering Committee Meeting Calendar)		

Program Approvals

Program Names		College	Submission Date	Approval Date	Vote Count
1	Sports Medicine (COA)	Bakersfield College	09/13/2022	09/28/22	Approved by 10: TC, BC, WHCL, PC, MJC, COS, Cerro Coso, Columbia, WHCC, Merced