

Inland Empire Desert Regional Consortium

CTE Deans Meeting Minutes

September 23, 2019

Location: The Westin Mission Hills, 71-333 Dinah Shore Drive, Rancho Mirage, 92270

Roll Call (Quorum = 8 colleges; 7 votes required to carry any motion). Called to order at: 8:41 am

Barstow College - Lisa Holmes	Present	Mt. San Jacinto College - Joyce Johnson, Marlyin Harvey, Von Lawson	Present
Chaffey College – Robert Frost, Vanessa Thomas	Present	Norco College - Jason Parks	Present
College of the Desert - Douglas Benoit	Present	Palo Verde College – Biju Raman	Present
Copper Mountain College - Tony DiSalvo for Melynie Schiel	Present	San Bernardino Valley College -Albert Maniaol	Present
Crafton Hills College - Dan Word	Present	Riverside City College –Ajene Wilcoxson	Present
Moreno Valley College - Melody Graveen	Present	Riverside City College - Sandy Baker	Not Present
Moreno Valley College - Art Turnier	Present	Victor Valley College – Todd Scott	Present
Center of Excellence – Michael Goss	Present	IE/DRC – Julie Pehkonen	Not Present
Ashley Etchison - Director Regional Marketing	Present	IE/DRC – Diann Thursby (recorder)	Present

Regional Recommendation Process:

The Inland Empire/Desert Regional Consortium is comprised of the 12 community colleges in Riverside and San Bernardino counties. The California Community College Chancellor's Office requires that all requests for new CTE program approvals include a recommendation from the "appropriate CTE Regional Consortium" (PCAH 6th Edition, page 17). This recommendation ensures program offerings meet regional labor market needs and do not unnecessarily duplicate programs.

The IE/DRC vested responsibility for recommending new programs, program revisions, and other program matters with its CTE Deans subcommittee ([click here to see IE/DRC Governance](#)).

Regional recommendation should occur at the beginning of new program development. Colleges seeking regional recommendation must submit their request online at RegionalCTE.org.

Program Recommendation

College: College of the Desert

Program Name: Correctional Officer Certificate Of Achievement

Motion: Frost moved to recommend Correctional Officer Certificate Of Achievement

Seconded by: Word

Motion carried? Motion carried.

College: College of the Desert

Program Name: Basic Police Officer Certificate of Achievement

Motion: Frost moved to recommend Basic Police Officer Certificate of Achievement

Seconded by: Word

Motion carried? Motion carried.

College: Moreno Valley College

Program Name: IT Technician Pathway Cybersecurity Healthcare Specialist

Motion: Parks moved to recommend IT Technician Pathway Cybersecurity Healthcare Specialist

Seconded by: Turnier

Comments/discussion: Final piece of the IT Pathway.

Motion carried? Motion carried.

College: Riverside City College

Program Name: Electronic Publishing And Design

Motion: Graveen moved to recommend Electronic Publishing And Design Certificate of Achievement

Seconded by: Maniaol

Motion carried? Motion carried.

College: Riverside City College

Program Name: Basic Graphic Design

Motion: Graveen moved to recommend Basic Graphic Design Certificate of Achievement

Seconded by: Maniaol

Motion carried? Motion carried.

College: Riverside City College

Program Name: Basic Graphic Communication

Motion: Graveen moved to recommend Basic Graphic Communication Certificate of Achievement

Seconded by: Maniaol

Motion carried? Motion carried.

College: Riverside City College

Program Name: Motion Graphics And 3D Animation

Motion: Graveen moved to recommend Motion Graphics And 3D Animation Certificate of Achievement

Seconded by: Maniaol

Motion carried? Motion carried.

Other

- Regional Marketing [Updates](#) with Ashley Etchison
 - Updates on Marketing Project and Conversion Campaign.
 - Would like to continue with the Completion Campaign for the Spring.
 - Monthly printed Marketing newsletter.
 - Creating Sector landing pages targeted information for students.
 - Media “Pref” survey will happen again. It is going to ask what social media they prefer. The data will help make the best use of the Marketing funds.
 - Ask: Going to do videos again (30 seconds or 2 minutes). They are at 2.4 million views for the last round of videos. Goal is to two five videos (stories/sectors... topics include: Veterans, IT Cyber Security, General Atomics, Water, Law Enforcement, Green Energy, and Welding, Healthcare (all areas even the up and coming areas.). There will be at least two videos on Cyber Security and Veterans. Goal is to capture the audience.
 - There will be at least one video in Spanish to target the parents.
 - Schedule for filming and photography will be November 5-14.
 - Online Education Initiative (OEI) has asked to do a marketing campaign.
 - Goal just to let the students know that there are online classes available. The goal was not to start until next Fall 2020.
 - Ashley will extend an invitation to OEI to attend a Deans meeting to share more information.

- CCCAOE Updates with Melody Graveen (Standing Item)
 - Sign up and there is still room to attend
 - Still have three faculty scholarships. They need to agree to attend and show up. The Academic Senate is hosting a reception to build up a collaboration on the CTE “side of the house”. Contact Melody if you have faculty who are interested let her know by Friday.
 - Updating CCCAOE Bi-Laws
 - Your CCCAOE Membership is paid for by your conference registration.
 - Melody is here to be your advocate. Contact her for issues/concerns. She is here to help.
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- Discussion regarding non-credit CTE programs at local colleges. These programs do not require regional recommendation, however, in November 2017 the CTE Deans agreed that twice a year, February and September) they would share out what non-credit CTE programs their colleges are thinking of pursuing and then review again at the end of the year.
 - Palo Verde: Solar Projects: (Installation and Clean Energy) in (Desert Center and Blythe). They are also going to offer is ESL
 - SBVC: Diesel Engine, Welding Job Readiness prepare student for Welding Certificate through the professional association (mirrors certificate program), Building Inspector, Commercial Drivers Training, Hybrid/Electric and Natural Gas truck.
 - Chaffey: HVAC (stackable), 21st Century Skills (available online as well)
 - MVC: three Cybersecurity (at state), ESL piece as well, all three colleges in the District so it is a collaborative process
 - Norco : Accounting, Manufacturing and Automation,
 - RCC: (working collaboratively with Norco as well) Entrepreneurship, 21st Century Skills, Business SKills, Gig Economy, Coding Prep, ”

- MSJC: Child Development, Intro to Business, Intro to Culinary, Pre Apprenticeship Construction and Light Duty Automotive
- COD: Automotive, Culinary, Working with CIS to create. Suggest to get them involved in the planning
- VVC: Pharmacy Tech (starting with non credit), Stop the Bleed (so they can take it out to the City), New World of Work/"21st" Century.
- Barstow: 21st Century Skills, Entrepreneurship, Computer Skills
- Asked if everyone is doing CPR as a non-credit program?
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- LinkedIn- project update and upcoming events/next steps
 - Round 2 Funding that has not been spent. The project is on hold until Spring.
 - LinkedIn is ready to go with a full on campaign. The goal is to do the best of the best for our students.
 - Have the project sit with the Job Developers and they would be the "champions"

- GEN Z Professional Development Activity
 - Retreat Project (MSJC is the lead). April 29 and April 30. It will be a team (5 to 7 "teams" per college). The attendees will walk away with a plan.
 - Who wanted to be part of the planning team:
 - Dan Word and Ajene Wilcoxson volunteered.
- Update CTE Deans: Job Developer: Compression Planning Project [Report](#)
 - Update and Info to Deans. Merriel Anderson McDade will report out at our next meeting.

Updates/Good of the Order:

- ACBSP Conference October 24-25.
 - If you are interested in getting your school accredited contact Ajene Wilcoxson and he will assist you with the process.

Review and Approval of Minutes: September 23, 2019 Meeting
 Motion to approve the minutes from the September 23, 2019 CTE Deans meeting.

Motion by: Parks

Seconded by: Raman

Motion carried? Motion Approved

Meeting adjourned at: 9:44am

Next meeting: 10/14/19, 1pm, Online via Zoom Meeting

Info: <https://cccconfer.zoom.us/j/8864839238>

Telephone: Dial: +1 646 558 8656 (US Toll) or
 +1 408 638 0968 (US Toll)

Meeting ID: 886 483 9238

