

Inland Empire Desert Regional Consortium CTE Deans Meeting

Location: Online via Zoom

September 12, 2022, 1pm

Minutes

Roll Call (Quorum = 8 colleges; 7 votes required to carry any motion). Called to order at: 1:02pm

Crystal Nasio (Barstow College), Yolanda Friday (Chaffey College), Neil Lingle (College of the Desert), James Henderson (Copper Mountain College), Dan Word (Crafton Hills College), Eric Anthony (Moreno Valley College), Joyce Johnson, Marilyn Harvey, Hope Farquharson, Von Lawson (Mt. San Jacinto College), Ashley Etchison, Peggy Campo (Norco College), Biju Raman (Palo Verde College), Shari Yates, Tammy Vant Hul (Riverside City College), McKenzie Tarango (Victor Valley College), Julie Pehkonen, Lori Sanchez, Stephanie Murillo, (Inland Empire Desert Regional Consortium).

Staff and Guests: Diann Thursby (Recorder), Wendy Deras, Susanne Mata, Teresa Martinez, Mari Abril, College of the Desert, and Lynn Mitts, Mt. San Jacinto College.

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 7th Edition, page 22). 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: [Graphic Design](#)

Motion: Raman moved to recommend Graphic Design Certificate of Achievement

Seconded by: Henderson

Comments/discussion: Goal to help students gain the skills for employment and the classes will also apply for those who want to continue the education to earn a degree. Students have the ability to make t-shirts in the MakerSpace and they plan to expand.

Motion Carried.

College: College of the Desert

Program Name: [Video Post-Production](#)

Motion: Raman moved to recommend Video Post-Production Certificate of Achievement

Seconded by: Henderson

Comments/discussion: See comments listed above.

Motion Carried.

College: College of the Desert

Program Name: [Animation](#)

Motion: Raman moved to recommend Animation Certificate of Achievement

Seconded by: Henderson

Comments/discussion: See comments listed above.

Motion Carried.

College: College of the Desert

Program Name: Web Design

Motion: Raman moved to recommend Web Design Certificate of Achievement

Seconded by: Henderson

Comments/discussion: Goal to help students gain the skills for employment and the classes will also apply for those who want to continue the education to earn a degree.

Motion Carried.

College: Riverside City College

Program Name: Management

Motion: Campo moved to recommend Management Certificate of Achievement

Seconded by: Nasio

Comments/discussion: The certificate leads to the Associate Degree. The college has had this as a local certificate for years but would like to get it state approved.

Motion Carried.

College: Riverside City College

Program Name: General Business

Motion: Campo moved to recommend General Business Certificate of Achievement

Seconded by: Nasio

Comments/discussion: The certificate leads to the Associate Degree. The college has had this as a local certificate for years but would like to get it state approved.

Motion Carried.

College: Barstow College

Program Name: Barbering

Motion: Etchison moved to recommend Barbering Certificate of Achievement

Seconded by: Word

Comments/discussion: Extension of Cosmetology program. The program will be for weekend and evening classes. The certificate is preparation for the state board licensing examination.

Motion Carried.

College: Mt. San Jacinto College

Program Name: Radiologic Technology Program

Motion: Nasio moved to recommend Radiologic Technology Program A.S. Degree and Certificate of Achievement

Seconded by: Word

Comments/discussion: The program is both a Certificate and A.S. Degree. The general education are there to help prepare students for the program. Goal is to start the program in Fall 2024 with twenty students. The goal is to use a "live lab" at a local area hospital.

Motion Carried.

- CCCAOE Updates with Dan Word
 - Fall Conference (& pre-Conference sessions - Perkins V, GIA, and ACUE - Wendy shared in the chat: *ACUE was the best program I have ever taken. Learned something every week regardless I have taught 26 years. Highly recommend.*)
 - Two hotels have sold out. Get your room if you have not done so already.)
 - WestEd there is a survey (check your inbox - CCCAOE indorsed the sending the survey)
- Marketing Update with Julie Pehkonen ([talking points](#))
 - Want to create collateral to increase enrollment. Julie asked the Deans to add their top three programs in the chat.

- Focus Groups to better understand where to high school students getting their information about programs. The focus groups will be held with students, parents, counselors and influencers. There is a link in the talking points.
- Conversion Campaign report. The rates were a little lower than last year. (Conversion Campaign is to reach out to the students that applied, but did not yet enroll in classes.)
- In the process of hiring a Marketing Manager to work the regional campaign after the BOT meeting in October.
- Employer Engagement Update with Lori Sanchez
 - Regional Job Developer key themes and takeaways for Employer Engagement
 - Work activities demonstrate wide variance
 - JDs are career services person for CTE student population
 - Not all JDs are centrally located near students
 - Ways to get in front of students: classroom presentations, student clubs
 - Ways to get in front of faculty: in-service days
 - Could benefit from a CRM tool
 - Need to clarify about allocation of time and resources for student outreach
 - Colleges were excited to see the regional collaboration for this project.
 - Employer Engagement is in the process of updating the “job description” for the role so that the region can achieve the desired outcomes and to help create alignment on campus.
- Industry Sector Manager Updates:
 - **Health (Wendy Deras)** Health will NOT have a breakout and meet on Sept 30 with the rest of the region. Our final R7 P43 Health will meet this Wednesday Sept 14 9-12 via Zoom. Please encourage your allied health faculty to attend (email me if you didn't get the link). Health INCLUDES EMS, EMT, paramedic and veterinary programs. On Sept 14th I have a vendor coming to discuss simulation curriculum development and Lori Sanchez will be presenting Launchboard data tips. We will discuss what to keep, amend and take out of R43 and then vote...email me if you have questions! wederas@collegeofthedesert.edu
 - **Business & Entrepreneurship (Lisa Kiplinger Kennedy)** NACCE conference October 2-5th in Boston. Register is open and I can support registration fees for two participants from each college. Also, I am in the planning stages for an Innovation Summit that will take place on April 17-19th, in Long Beach. Bryan Mattimore, the author of “21 Days to a Great Idea” is going to facilitate conversations and a workshop to increase innovative thinking in the campus culture.
 - **ICT/DM (Susanne Mata)**
 - From the chat: Save the Date for a Multi-Sector Industry Skills Panel / Regional Advisory scheduled for Oct 21 @ Garner Holt in Redlands. Event will be hosted by your Regional Directors for the various Industry Sectors. Registration Link coming soon.
 - **Advanced Transportation & Logistics (Teresa Martinez)** - no updates at this time.

Motion: Word moved to approve the minutes for the September 12, 2022 CTE Deans Meeting.

Seconded by: Anthony

Motion carried

Next meeting: October 3, 2022