

**Inland Empire Desert Regional Consortium
CTE Deans Meeting**

**November 16, 2020, 1pm
Location: Online via Zoom**

Minutes

Roll Call (Quorum = 8 colleges; 7 votes required to carry any motion). Called to order at: 1:05pm

Present: Crystal Nasio (Barstow College), Yolanda Friday, Sherrie Lowen (Chaffey College), Douglas Benoit (College of the Desert), Matt Barboza (Copper Mountain College), Melody Graveen (Moreno Valley College), Joyce Johnson, Marilyn Harvey, Von Lawson (Mt. San Jacinto College), Jason Parks (Norco College), Biju Raman (Palo Verde College), Vanessa Thomas (San Bernardino Valley College), Tammy Vant Hul, Shari Yates (Riverside City College), Micahel Goss (Center of Excellence), Julie Pehkonen (IEDRC), Ashley Etchison, Diann Thursby (recorder)

Guests: Lisa Kiplinger Kennedy, Susanne Mata, Larry McLaughlin, Rebecca Elmore, Alan Braggins,

Not Present: Dan Word (Crafton Hills College), Todd Scott (Victor Valley 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: **BRW - Business Remote Worker Certificate Of Achievement**

Motion: Parks moved to recommend BRW - Business Remote Worker Certificate of Achievement

Seconded by: Raman

Comments/discussion: Overview of certificate. Smaller certificate to help students to get to work.

Motion carried.

Other

- CCCAOE Updates with Melody Graveen
 - Spring 2021 conference will most likely be virtual.
 - The second leadership academy is currently in process
 - It's nomination time for the CCCAOE president position.

- Update Regional Workforce Demand Assessment - Michael Goss ([presentation](#))
 - Overview of report. The report was done to help with future planning for our region.

- Michael is also completing local workforce demand reports for the regional colleges.
 - All reports will be completed by December 19, 2020
- Question to the Deans: Are there data points or other metrics that should also be “looked at”?
 - Forecast on the market post COVID.
 - Governor wanted industries that are critical to the workforce to be identified. These are the “critical workforce occupations”. If time permits in the report they will be flagged and if not, he will do another report to capture this info.
 - We are still in the middle of the pandemic and there might not be solid data until 2022.
 - Are we capturing self employed individuals in our data (cosmo and real estate agents)?
 - The data does capture both the employed and self employed occupations.
 - Reach out to Michael if you have questions or would like more info.
- Regional Professional Development Event "Gen Z" - Joyce Johnson
 - The idea came out of a strategic planning retreat in San Diego. We were all set to go and then COVID hit. Brainstorming and planning has been happening to figure out how to do the event in a virtual format.
 - The plan is to have it for three days (half days each) in April.
 - Who would like to volunteer?
 - Crystal Nasio
 - Joyce will reach out to Dan Word.
 - More info to come.
- Regional Marketing Update with Ashley Etchison ([presentation](#))
 - Overview of 2021 Marketing Plan.
 - Reviewed analytics from the Marketing campaign.
 - Ashley will send both regional updates and individual college updates to all the Deans.
 - Reminder to send success stories to Ashley.
 - Continuing the Conversion Campaign
 - Updated emails to reflect the current times
 - New photography
 - Colleges can opt in or out
 - Asked the Deans, what short term training opportunities are available at each of their colleges.
 - Goal to heavily promote these programs to get students back to work.
 - Suggestion to stop using the term “when we get back to normal”.
 - Ashley’s likes using “we are here to support you in unique and innovative ways while you’re taking classes online”. The group all agreed with using this messaging.
- Updates from Regional Directors of Employer Engagement.
 - Larry shared highlights from his Advanced Transportation and Logistics Advisory

<https://drive.google.com/file/d/1pFUvQyqsU737AFPpJYGd8UPCG93foQmL/view?usp=sharing>

Review and Approval of Minutes: November 16, 2020 Meeting

Motion to approve the minutes from the November 16, 2020 Inland Empire Desert Regional Consortium CTE Deans meeting.

Motion by: Graveen

Seconded by: Parks
Motion carried.

Meeting adjourned at: 1:57pm

Next meeting: December 7, 1pm online via Zoom