

PBC Strategic Enrollment Management Committee

MEETING AGENDA

Wednesday, April 10, 2019

Building 8 - Room 119

9:00 – 10:00 a.m.

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| **Agenda Item** | **Discussion Lead** |
| **Re-Cap of Previous Sessions** * Guided Pathways
 | See slide deck for minutes |
| **Career Education & Workforce Development*** Strategic enrollment and program development goals of Cañada’s existing career education programs.
* Opportunities for growth and expansion
 | Leonor Cabrera, Dean of Business, Design and Workforce presented a slide deck. Notes from the discussion:* Name change. Before the beginning of the presentation, the Committee discussed the idea of changing the name of the College as an enrollment strategy. The Academic Senate is interested in discussing it and proposing it to the BOT. The idea was raised during the event for Tom Mohr and his wife by Jackie Speier.
	+ HL: the case for it is that it would address confusion – many prospective students think we are in Canada or they confuse us with La Cañada near LA. Career Ed. and International programs experience this issue the most.
	+ PN: there is precedence. The District already markets itself as “San Mateo Colleges of Silicon valley” when it markets itself internationally
	+ The Committee and Dr. Moore were open to a process for identifying ideas for a name.
* CE Presentation:
	+ CE would like to move to an annual schedule. It would minimize student pipeline disruptions
	+ CE would like greater presents in the flats – downtown Redwood City, etc. and on a bus line. Can we think strategically about what we would offer downtown?
	+ CE still needs re-branding and communications support and would like to better leverage the CCCCO CE marketing templates
	+ CE would like to do more demand analysis of the people living in our service area – what do they want/need in the way of programs? (David Reed noted that ACCEL has environmental scans we could review) (Mayra noted: a recent report on N. Fair Oaks is available re their needs which suggests the importance of scheduling classes on Saturdays in a downtown location to maximize access to ESL/CE programs and courses)
	+ Re HS enrollments – CE recommends creating robust summer opportunities for HS students and planning them well ahead so that parents and students know about them early. Is the District Auxilary Services office doing this? Yes, CE would like to partner with them with greater integrity and purpose. Look at the need for Counseling classes and Financial planning classes in particular. Let’s consider what we can do for the parents of first-generation college students – what can we do for them at the same time that their younger children are attending programs. PN: let’s organize so we do a better job of helping the parents of HS students recognize that community college is an excellent option earlier in their child’s educational career. MH: This gets back to our branding problem: people think we are an exclusive, private college – inaccessible.
	+ CE has an emerging agreement with Emily, CS Adjunct, who can help HS and Middle School students and their parents understand what a career in Computer Science can mean – especially valuable for women and non-traditional CS students.
	+ RE Partnerships with 4-year institutions: Both ECE and Digital Art and Animation would like to engage with 4-year institutions to offer Bachelor-level courses on Cañada’s campus and create a seamless transition for 2 to 4-year degree programs. Melinda Dey also works with SF State and tried to do this. It didn’t work – can we try again? Paul Naas would like to explore agreements with San Jose State. **Committee: Yes, we should pursue both opportunities.**
		- CE relies on faculty for outreach and building partnerships but their time is limited. What other ways exist to support them? Workforce Director? JM: this is one reason for the coordinated approach to campus-wide outreach and partnership relationship management.
		- Strong Workforce helps fund our outreach ambassadors. Let’s create better alignment between all of these resources, as well as the Career Center.
		- Can the Workforce Director please support the industry relationships CE faculty have created and help foster others?
		- SEM and Outreach Plans must align: Office of Outreach & Outreach Ambassadors, Director of Workforce Development, Career Center, CE faculty – on behalf of supporting CE partnerships.
		- **Committee recommendation to VPSS:** please integrate the activities of the Career Center more strategically with other programs and partnerships on campus.
	+ Job Placement and the use of LinkedIn:
		- DM: All departments (not just CE) could create a capstone requirement that students set up their LinkedIn page before leaving campus, and link this to the College page. The College should help students make their page something of value – linking it to portfolios of their work, etc.
		- TR: We need to follow *all* our students. Employers want to see their skills, goal attainment, portfolios, digital badging…
		- LC: CE mentors can help students do this.
		- AW: STEM Center is doing a lot of this. They are implementing a job shadowing program which is very effective. They piloted it over spring break. Then the Center helped students set up a LinkedIn page and link their page with their job shadow contact and ensure their skills are well represented on the page. Students are already being hired for the summer as a result of these efforts.
		- We need to work District-wide to help employers engage with all three colleges. Expecting them to engage or post opportunities with each of us separately is not a good idea. It’s too much of a burden on them.
		- This discussion points to the need to tie in our new Interest Area structures: counselors, career center, retention specialists, peer mentors, and staff who know and are helping inform student interests can help leverage these STEM and CE practices for all students.
		- **Committee recommendation: finalize the District contract with LinkedIn so we can optimize this as a tool for student career development and communications; work with Academic Senate and others to implement departmental use of LinkedIn to help students set up their page and stay in touch with the College as well as potential employers.**
	+ Strategic use of Strong Workforce funds:
		- The Tri-Chair model should also include the VPA and regular discussions should help monitor the use of Strong Workforce Funds to support CE and college priorities discussed here.
		- LC: we need to identify our priority projects from the above and then ID WHO will lead on each.
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| **NEW Standing ITEM: Campus-wide Outreach and Community Plan**Cañada’s Local Area Recruitment Group to propose how we might develop a campus-wide outreach (and communications) plan and weave it into the SEM Plan. This should include ideas for engaging faculty in outreach and communications. | Myra Arellano and Marisol QuevedoAlignment with HS – creating relationships with HS students….she and Promise will be going to the high schools to register students. (they come up here for PEP/orientation ) but they don’t register…Partnership with Alex and PromiseConnect to College in 2 weeks – this really needs to be campus wide. Need staff and faculty to be part of this! Deans should talk to their faculty….this is our only Open House…Mayra envisions more than one open house…Welcome Day (new) with Marisol…..last year they just did it for Promise students. How can we do this for all new students…Engaging the partnerships in the community – she’ll come back next time with who we are connect to and who we NEED to….Dive in to what we know about what our residents/potential students need |
| **Next Steps & Items for Future Meetings** | All |
| **ADJOURN** |  |