



AEBG Advisory Committee Meeting Minutes

DATE: AUGUST 3, 2016

TIME 2:00 – 4:00 PM

LOCATION: CVA ROOM 101

NOTE TAKER	Melissa Torres			
CO-CHAIRS	Rudy Kastelic			
ATTENDEES:	Diane Edwards	Alicia Hernandez	Mark Meadows	Shane Schmeichel
	Genevieve Fong	David Kodama	Virginia Mendoza	Phyllis Sensening
	Sara Garcia-Salgado	Kevin McClelland	Crystal Robinson	
HANDOUT(S)	June 7, 2016 Meeting Minutes SBAEC Marketing Plan 15-16 Workgroup Summary Potential Components of Data and Accountability Plan/Budget 2016-17 Annual Plan Template SWC AEBG Year 2 Annual Plan Components			
DISCUSSION / INFORMATION	<ul style="list-style-type: none"> • Welcome – Rudy Kastelic • Agenda item 1 – Marketing Phase 1 Report: David Kodama presented the SBAEC Marketing Plan. He stated that based on research students are digitally oriented. Cook + Schmid have come up with a targeted digital buy. Cook + Schmid recommends creating a 5x6 post card with two messages to hand out at adult schools, events, libraries, etc. They recommend for the consortium to work with the media to announce the existence of the consortium. Ideally each school should identify a spokesperson. David presented the new consortium logo. He will provide a guide to use the new logo on collaborative pieces in the coming weeks. He explained that the hands in the logo convey the idea of care, three hands for the three member districts. Cook + Schmid have developed a site map for the consortium website. It has an archive page. David needs class schedules from all three districts every semester. The goal is to make it easier for students to search for classes online and it reinforces the consortium. Cook + Schmid can update changes a monthly base once classes have started. Another request is for the three districts to provide images to add to the website. The images should include school icons and campuses. Alicia Hernandez (SUHSD), Shane Schmeichel (CUSD) and Lilian Leopold (SWC) will provide images to David. Cook + Schmid are done with phase I, which was to create a consortium logo, create an ad for the brochure and a target audience analysis. They are currently working on phase II which includes developing a consortium website, creating digital buys and marketing materials. The Advisory Committee discussed and voted on which optional items to purchase for phase II. The results were to purchase media relations \$2000, only if it's in addition to what SWC uses. A post card \$2000, as long as it's a digital image in multiple size format, and Facebook set up \$500. • Agenda item 2 – 15-16 Workgroup Summary: Crystal presented the Workgroup Summary to the CDC members. A recommendation was made to add the number of participants to each group. The workgroups are ESL, Math Basic Skills, Reading/Writing Basic Skills, CTE & Workforce Entry/Reentry, Student Support Services/DSS, Assessment & Accountability and Professional Development. Each workgroup had recommendations at the end of 2015-16. HiSet/GED scores kept coming up at several workgroups. Student Support Services had many recommendations, especially for students with disabilities. The Assessment workgroup recommended to consider providing additional GPA points above 2.0 for HiSet students scoring in the "College and Career Ready" category. The Professional Development group identified a common theme lacking which is Adults with Disabilities. The Common Themes for the workgroups were: lack of adequate child care and transportation, SWC non-credit courses should be offered at the adults schools for better access, increase student support services for students transitioning across agencies, bridging classes are needed for SUHSD/CSUD adult school students transitioning to SWC to address college culture, class observations among instructors across agencies, student cohorts to eventually become mentor students to future cohorts. • Agenda item 3 – Data/Accountability Plan Ideas: Tabled. 			



	<ul style="list-style-type: none">• Agenda item 4 – Review 16-17 Annual Plan: Crystal met with each individual CDC member. There were changes to plan narratives based on CDC member’s recommendations. Changes to the online annual plan template included changing CUSD CDC member from Kevin Nicolls to Claudia Gallant. There was a limit of listing only 25 Stakeholder Engagements, Crystal asked the advisory committee to review and make recommendations. The committee recommended adding the Super Region to SDCOE and adding that SWC is partnering up with CV library, East Mesa Juvenile Facility and South County Career Center. Crystal presented the 15-16 Expenditures. Each member district provided its expenditures. Crystal submitted the 3 files to the online system and it combined them all into the Consortium Expenditures. The expenditures are broken down by program areas, objectives and object code. It also includes the 2016-17 Planned Expenditures. The consortium has a carryover of \$1,077,950.• Agenda item 5 – CDC Agenda Items & Calendar: There is one item going for approval at the CDC meeting which is the 2016-17 Annual Plan. There will also be informational items presented at the CDC meeting which are the Year 1 Consortium Evaluation and the 2015-2016 Student & Course Data. Crystal requested that a member from each district present the data at the CDC meeting. Mia from SWC, Shane for CUSD and Alicia for SUHSD. The final information item will be the summary from the spring workgroups.• Agenda item 6 – Other: our consortium will lead the 2016-17 Super Region Meetings. Mr. Kastelic had some items for discussion for the advisory committee which are tracking adult school students at SWC coming from SUHSD and CUSD. The other is AEBG funding, the issue of adding classes. It’s important for the Super Region to get involved with advocacy.
	Meeting adjourned at 4:05 p.m.

SWC to host August 17, 2016