



SOUTH BAY
ADULT EDUCATION

AEBG Advisory Committee Meeting Minutes

DATE: AUGUST 17, 2016

TIME 2:00 – 4:00 PM

LOCATION: SWC BOARD ROOM 214

NOTE TAKER	Melissa Torres			
CO-CHAIRS	Mia McClellan	Rudy Kastelic		
ATTENDEES:	Susan Brenner	Alicia Hernandez	Mark Meadows	Crystal Robinson
	Diane Edwards	Teresa Matos	Virginia Mendoza	
	Sara Garcia-Salgado	Kevin McClelland	Jenny Nominni	
HANDOUT(S)	June 7, 2016 Meeting Minutes August 3, 2016 Meeting Minutes SBAEC Marketing Plan Potential Components of Data and Accountability Plan/Budget			
DISCUSSION / INFORMATION	<ul style="list-style-type: none"> • Welcome and Introductions – Rudy Kastelic • Approval of Minutes – Rudy called for the review of minutes. Adoption of Minutes: June 7, 2016 & August 3, 2016 – APPROVED with no corrections. • Agenda item 1 – Data/Accountability Plan Ideas: Crystal and Phyllis came up with ideas on how to spend the Data and Accountability money which is \$315,000 to be used strictly for data and accountability purposes. We have until Dec 2017 to use the funds. A big challenge for Coronado and SWC is having staff available to collect the data. There's a recommendation for SWC to hire a part-time research analyst to collect, analyze and collate data and for student or part-time workers to help students with the online application/registration, use of computers. Rudy asked if this funding can be used to train clerical staff? Yes. Training from clerical staff would also be needed for SWC. Crystal stated these are one time funds any ongoing cost would have to be absorbed by each members AEBG funds. A recommendation for Travel/Professional Development was also made and it's to send a team to the CASAS/TOPS summer institute and various conferences. On the contractual section SUHSD would use money to pay for ASAP. Crystal asked that since the plan is due 12/15/16 should we keep the funds for a second year of ASAP to be safe? SUHSD will know better around December if they will know ASAP if they will need it a second year. Consultant Phyllis is recommending that her compensation come out of data and accountability so the money left in the consortium be used for marketing. She would charge \$20,000 a year for two years and this would include her evaluations. Another idea includes programmer contracts which include creating an app for students to access CCC Apply for SWC and CUSD. There would be three different apps, one for each district since they all use a different system. Teresa mentioned that an app for the consortium would be great for students to see what courses are offered and where and to post important dates. Crystal asked the committee if they want to focus on tracking students within our consortium? The consortium needs to show student transition. TOPS will fulfill that purpose since all three districts will be using it. There is no need for equipment at SWC or SUHSD. Crystal will clean the list and try to have some initial figures at the next meeting. • Agenda item 2 – Marketing Report: Cook + Schmid provided a Style Guide to ensure the consistent use of the SBAEC logo, particularly when used in combination with school district logos. The guide describes how the marketing team came up with the logo. The use of hands in the logo communicates the message of helping hand, we care, you're in good hands. There are three hands to represent the three member districts. The words South Bay Adult Education are used to communicate what the consortium, and its members, provide. The consortium logo would be used along with the three member districts logo on any marketing materials including the website. 			





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	<ul style="list-style-type: none">• Agenda item 3 – Calendar (Meeting Dates): The Advisory Committee decided that meetings will continue to be held twice a month for 2016–2017 and skip a meeting depending on deadlines.• Agenda item 4 – Other: None.
	Meeting adjourned at 3:19 p.m.

SUHSD to host September 7, 2016.

