



**Committee Name: Career Education Committee**  
**Meeting Date: Monday October 21, 2024**  
**Meeting Chaired By: Robin Galas, Terra Lee, Kristina Perkins via Zoom**  
**Start time: 12pm**  
**End time: 1pm**  
**Minutes Prepared By: Carra Moore**

(P)= Present; (A)= Absent

Tri-Chair (3)	*Voting Members			Visitors Present	
(P) Robin Galas	(P) Dave Vetrano, ATB	(A) Vacant, Language Arts	(A) Vacant, Classified Senate	(P) Brian Augsburger, APSS	(P) Tracey Coleman, ATB
(P) Terra Lee	(P) Sean Chew, ATB	(A) Vacant, Science & Math	(A) Vacant, Student Senate	(P) Miguel Colon, ATB	(P) Nancy San Jose
(P) Kristina Perkins	(P) Tim Harris, AMC	(P) Thomas Dowrie, Classified Senate	(A) Vacant, Student Senate	(P) Bob Buell, ATB	(P) Lael Adediji
<b>Ex Officio</b>	(P) Daniel Quigley, Math/Science	(P) Nicole Albrecht, Classified Senate	(A) Vacant, CLPFA	(P) Kaela Knight, ATB	(P) Bobby Nakamoto, ECD
(A) Matt Kritscher, VP Student Services	(P) Alice Hale, Social Sciences	(A) DeAna Anderson, Classified Senate	(A) Vacant, SEIU	(P) John Salangsang, Counseling	(P) Raquelita
(A) Dale Wagoner, VP Administrative Services	(A) Heather Oshiro, Counseling	(P) Na Liu, Classified Senate			
(A) Safiyyah Forbes, VP Academic Services	(A) Vacant, Health, Kin, & Athletics	(P) Amelia Ngai, Classified Senate			

Agenda Item	Information/Discussion	Action
1. Welcome 1.1 Welcome 1.2 Ohlone Land Acknowledgement	Kristina Perkins, Faculty Tri-Chair for Committee welcomes meeting attendees & read Ohlone Land Acknowledgement	
2. Presentations 2.1 Perkins Funding & Marketing by Robin Galas	<b>Announcements:</b> <ul style="list-style-type: none"> <li>• CalFresh Outreach Week 10/28-31/2024</li> <li>• Vision 2030: Success with Equity, A Chabot College Dual Enrollment Convening 11/20/24 9am-2pm Chabot College</li> </ul>	

- San Leandro Leadership Meeting

**Round 9 Workforce Proposal**

- Geographic Information Systems (GIS) Certificate submission for \$46,000
- **Plan Placeholder**
  - \$5,000 put aside for GIS, deduct from CE General Support
- **Process for New Plans**
  - Advisory Meeting Recommendation
  - Proposal comes from Program Review
  - Requestor presents for funds & then receive a rank
  - GIS past deadline for Round 9 funding

**Perkins Grant & Restrictions**

- Federal Funds
- Designed to support & improve CTE Programs
- Student assistants cannot be funded by Perkins
- Supplement but not Supplant
- Any out of state travel (i.e. Professional Development) require approval from our Project Monitor
- \$725, 969 (no reduction of funding next year)
- **Budget includes “Across CTE”**
- **Notable Additions:**
  - Software i.e. Lightcast widget
  - Job Developer (Contractor/ Professional Expert) to support greater industry connections & work-based learning opportunities
  - Event budget
- **Current Budget Spread:**
  - 52% on Personnel
  - 43% on Expenses
  - 5% Indirect
- **Can TOP Codes be added to include other programs & projects?**
  - Can be regulated by the CLNA (Need Assessment)
  - Multiple programs are not present on Perkins, as we add there are more extensive reporting required
- **Is CLNA done as a district?**
  - Yes, we work collaboratively with Los Positas College

Marketing

- **Marketing directly to Parents**
  - What does marketing mean to you?
  - Business Academies that have been offered for about 6 or 7 years.

	<ul style="list-style-type: none"><li>• However, as far as reaching out to high school students through HS Counselors; they want that the courses be offered on their campuses</li><li>• HS counselors can inform. However, we need the information to be provided to the parents to greater drive enrollment into the academies</li><li>• Recording Technology received a \$10k from a committee</li><li>• Hired a marketing group Bumblebee (Pleasanton, CA); approved vendor in our district</li><li>• Got information of students, ran advertisement. The goal was to reach non-traditional students (not high school)</li><li>• Over 4k direct hits &amp; brought over 100 students directly to Recording Technology website; enrollment numbers peaked substantially.</li><li>➤ <b>Marketing specifically for Chabot College CE Programs</b><ul style="list-style-type: none"><li>• Commercial marketing used in the past</li><li>• Needs to specify that there are CTE programs at Chabot College; there was a misunderstanding that CTE programs are only at Los Positas College.</li><li>• Can utilize social media (i.e. Instagram, TikTok, Facebook) but need to make sure we can reach potential new followers</li></ul></li><li>➤ <b>Marketing Ideas</b><ul style="list-style-type: none"><li>• Need marketing materials for other languages other than English to reach a broader audience</li><li>• Need updated marketing material; this was previously funded by an Outreach &amp; Retention Budget.</li><li>• Outreach Toolkit: CE General single page flyer (English &amp; Spanish)</li><li>• Template for Program Flyers (for individual programs &amp; cohesive style)</li><li>• Individual Program Slide(s) (if requested by partner; English &amp; Spanish)</li><li>• CE Folder (Supply running out by year end, outdated information)</li><li>• Comprehensive CE poster for school sites</li><li>• Alignment with Pathways</li><li>• Refresh marketing materials regularly (i.e. every 2 or 3 years)</li></ul></li><li>➤ <b>Local HS Counselor Feedback</b><ul style="list-style-type: none"><li>• From Chabot Area Counseling Collaborative Meeting Sept. 27, 2024</li><li>• 33 responses</li><li>• Provided a list of options in response to the questions: “What would help students and families explore the world of Career Education at Chabot College”</li><li>• Items included on survey:</li></ul></li></ul>	
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	<ul style="list-style-type: none"> <li>• Short videos</li> <li>• Print/Digital materials</li> <li>• Events</li> <li>• More industry &amp; career-specific info on our website</li> <li>• Career Coach &amp; Career search platforms</li> <li>• School visits</li> </ul>	
3. Comments, Feedback & Questions	<ul style="list-style-type: none"> <li>• Desire to know the opportunities coming up throughout the year for marketing that Chabot College is participating in.</li> <li>• Be mindful of jargon that is used that can be a barrier for prospective students.</li> <li>• Are we incorporating the new Chabot College branding in our Template for Program Flyers? Needs to be addressed in the future.</li> <li>• Is there an opportunity for CTE Programs to give input in the new Chabot College branding?</li> </ul>	
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**Mission Statement**

*Chabot College is a dynamic, student-centered community college that serves the educational, career, job skill, and personal development needs of our community. We provide culturally responsive, revitalizing, and sustaining learning and support services driven by a goal of equity. Building upon students' strengths and voices, we empower students to achieve their goals and lead us towards an equitable and sustainable world.*

\*Pending BOT approval with EMP