



## AEBG Advisory Committee Meeting Minutes

DATE: APRIL 5, 2017

TIME 2:00 – 4:00 PM

LOCATION: CVA ROOM 101

|                                 |   |                     |                  |                   |
|---------------------------------|---|---------------------|------------------|-------------------|
| <b>NOTE TAKER</b>               | Melissa Torres  |                     |                  |                   |
| <b>CO-CHAIRS</b>                | Mia McClellan   | Dr. Ryan Burke      |                  |                   |
|                                 | Nancy Bartels   | Sara Garcia-Salgado | Teresa Matos     | Phyllis Sensenig  |
|                                 | Diane Edwards   | Alicia Hernandez    | Kevin McClelland | Schane Schmeichel |
| <b>HANDOUT(S)</b>               | March 1, 2017 Meeting Minutes<br>Year 2, Mid-Term Evaluation<br>SBAEC Governance Rules and Procedures   |                     |                  |                   |
| <b>DISCUSSION / INFORMATION</b> | <ul style="list-style-type: none"> <li>• <b>Welcome and Introductions</b></li> <li>• <b>Approval of Minutes</b> – Dr. Burke called for the review of minutes. Adoption of Minutes: March 1, 2017 – APPROVED with no correction.</li> <li>• <b>Agenda item 1</b> – Marketing Update:               <p>Facebook Digital Ad Presentation: David Kodama from Cook + Schmid presented that to date they have delivered 3 million ads through Facebook, the click through rate is currently .77%. Average time on website is 3.5 minutes. David recommends having the class search feature back on the main page for easier access. In regards to reaching an older audience, a postcard has been designed and David recommends to pass it out at libraries, adult recreation centers and faith based organizations. Cook + Schmid are still pushing on local publications to print something, maybe a letter to the editor.</p> <p>Year 2 Marketing RFP – only one bid was received, it was from Cook + Schmid. We will continue working with them, the RFP is going to SUHSD board for approval on April 24, 2017.</p> <p>South County Economic Development Council Meeting April 26, 2017 - Dr. Burke will give a power point presentation on the South Bay Adult Education Consortium to their education committee.</p> </li> <li>• <b>Agenda item 2</b> – Consortium Activities:               <p>Mid-Term Evaluation: Phyllis provided an executive summary. It's a running documentation of what the consortium has done. Phyllis asked the committee to read through the entire summary and email her revisions by April 10, 2017. The Conclusions and Recommendations are 1) The assessment workgroup should consider cross walking CASAS and the SWC credit program assessments to see if there are large differences in assessment outcomes across the two systems. 2) When planning for Year 3 budget each member should develop a budget that identifies the carryover funds from Year 2 and the new Year 3 funds, to ensure that budget planning takes both sources of funding into account. 3) SWC should present to the Advisory Committee and CDC information about its Strong Workforce Program funding and plan, and how it will impact noncredit CTE. 4) Consider offering some asynchronous, Internet-based professional development seminars and discussion groups so that faculty and teachers from all members can participate. 5) The Super Region has started to address leveraged resources and pre-apprenticeship programs at the regional level, The South Bay Consortium needs to track progress on this issue and decide whether the Super Region's efforts are sufficient to meet local needs. 6) The Consortium has been able to increase the number of students served by increasing the number of classes offered at SUHSD. SWC will no longer be able to report its credit ABE/ESL courses for AEBG, and new noncredit courses are still in the CCCC review pipeline.</p> </li> </ul> |                     |                  |                   |

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|  | <p>Workgroup Update: Kick-off event took place on March 10, 2017. Crystal gave an AEBG presentation and reviewed previous work identified. Workgroup meetings will start in the next two weeks. Each group was given action plans to record their work.</p> <p>Adults with Disabilities #6 – May 12, 2017 at the Parent Center. Flyer with additional information will be provided at our next Advisory Committee Meeting.</p> <ul style="list-style-type: none"> <li>• <b>Agenda item 3</b> – Super Region Update: Partner Meeting took place on March 14, 2017 in Poway. It began with a presentation on what AEBG is about and how the Super Region is functioning. We broke out into small groups and asked the agencies present how can we do a better job of getting out information and provide educational services? We asked them what services they are able to offer in partnering with us? There will be a debrief at next Super Region meeting.</li> <li>• <b>Agenda item 4</b> – Deliverables: <p>Governance Rules and Procedures – under the advisory committee meeting include link to website for individuals who cannot attend the meeting and want to provide public comment. In the same paragraph change oral communication to public comment. Revise the last sentence under the same section to state “The CDC shall review the composition of the Advisory Committee annually to ensure that both faculty and administrators are represented”.</p> <p>Third Quarter Data, TOPSpro Enterprise Due April 30, 2017.</p> <p>Third Quarter Data Integrity Report Due April 30, 2017.</p> </li> <li>• <b>Agenda item 5</b> – Other: April 19, 2017 Advisory Committee Meeting is cancelled.</li> </ul> |
|  | <p>Meeting adjourned at 3:42 p.m.</p>  |

