



CAEP Advisory Committee Meeting Minutes

DATE: March 16, 2022

TIME 2:00 PM

LOCATION: ZOOM

CO-CHAIRS	Dr. Ryan Burke	Jennifer Lewis		
	Crystal Robinson	Thuy Nguyen	Carmen Nieves	Dr. Jay Marquand
	Eduardo Diaz	Dr. Christine Jensen	Sylvia Garcia-Navarrete	Carol Ross
	Dana Orozco	Andrea Aragoza	Myesha Jackson	Anel Martinez

HANDOUT(S)	February 16, 2022 Meeting Minutes
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	<ul style="list-style-type: none"> • Review/Approval of Minutes – Crystal called for the review and approval of minutes. Minutes approved with no corrections. • Marketing Update – <ul style="list-style-type: none"> ○ Full Capacity Marketing consultant previously provided four options to move forward with an additional campaign. Advisory committee came to consensus on moving forward with option #1, which is an additional 8 week campaign with a new creative, for \$15,000. New creative should highlight flexibility in course modality and CARES services at SWC. Request to include Lilian Leopold (SWC PIO) in new creative. ○ Implementation team has been working with members to develop a “How did you hear about us?” question at intake. ○ Thirteen leads resulted in new Sweetwater students. Crystal will follow up on the number of leads leading to students at SWC and Coronado. • Transitions Team Update – <ul style="list-style-type: none"> ○ Transition team divided into to sub-workgroups to complete pilot objectives: Student Needs, Bridge/Bootcamp, Student Success, Staff Success, Marketing ○ Aside from Transition Team meetings, team members are working internally to resolve multiple questions that arise along the way. ○ SWC Admissions and Records, Counseling, and Outreach departments are in support of the SB554 efforts. ○ Next transitions team meeting in April • Data Team Update – <ul style="list-style-type: none"> ○ Goals are to support the Transitions Team and the Implementation Team in consortium efforts. ○ Next steps are to create a student survey that would support the Transitions Team efforts, and assist in the development of metrics for the consortium strategic planning efforts. • Strategic Planning Update – <ul style="list-style-type: none"> ○ Members reported on which member level metrics they plan on addressing: Progress metrics to be addressed by Coronado and Sweetwater, Transition metrics to be addressed by SWC and Sweetwater. ○ Discussion around how to approach consortium level metrics. Suggestions include repeating the 19-20 numbers and increasing by 10% each year. Request to include numbers of barriers to employment in the community along with the actual numbers served for comparison. • Member/Curriculum Update – None • Other: April meeting will require consensus approval of the 22-23 CFAD, and May meeting will require consensus approval of the 3 year plan.
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