



CAEP Advisory Committee Meeting Minutes

DATE: JULY 21, 2021

TIME 2:00 PM

LOCATION: ZOOM

CO-CHAIRS	Jennifer Lewis			
	Crystal Robinson	Celina Shands	Anel Martinez	Dr. Jay Marquand
	Dr. Christine Jensen	Sara Garcia-Salgado	Myesha Jackson	
HANDOUT(S)	<p>May 12, 2021 Meeting Minutes SBAEC Campaign Proposal 2021-2022 SBAEC Allocation Increase</p>			
	<ul style="list-style-type: none"> • Review/Approval of Minutes – Crystal called for the review and approval of minutes. Minutes approved with corrections. • Full Capacity Marketing Presentation – by Celina Shands from Full Capacity Marketing, Inc. Proposal: host a #MoveAheadWithAdultEd student recruitment website for 1 year; run a 6 week digital ad campaign on Facebook and Instagram to generate leads to website. Hold a kick-off meeting to decide where is the low enrollment. Generate weekly student lead reports. Total cost: \$15,000. After presentation – Crystal asked Advisory Committee if they would like to move forward with a postcard or with the proposal from Full Capacity Marketing, Inc. Committee voted to move forward with marketing proposal. Timeline – if we want something for the fall, we need to start next week or so. Committee members asked if more money should be invested in marketing. Members agreed that Celina should provide a report on the \$15,000 campaign, and Advisory will decide how to move forward based on the report. Marketing proposal will need go to CUSD Board for approval. • Annual Plan Overview – Crystal presented an overview of the annual plan. Discussion around labor market information. Members edited Gaps in services Strategy #4 to the following “To address the need for CTE programs to better respond to regional labor market needs, members will utilize labor market information (San Diego Workforce Partnership (SDWP)/Centers of Excellence (COE)/Launchboard) to review new programs/curriculum as a consortium.” Members reached consensus, annual plan will be presented to CDC for final approval on August 5. • Final COLA Increase: Will be using the same percentages for distribution. MOU’s will need to be amended to reflect increase. • Other: Transition Coordinator Update- checking on references, before offering the job. Once job has been offered and accepted, it will go to CUSD board for approval on August 19th. 			