



## CAEP Advisory Committee Meeting Minutes

DATE: SEPTEMBER 15, 2021

TIME 2:00 PM

LOCATION: ZOOM

<b>CO-CHAIRS</b>	Jennifer Lewis	Dr. Ryan Burke		
	Crystal Robinson	Thuy Nguyen	Anel Martinez	Dr. Jay Marquand
	Carol Ross	Dana Orozco	Diane Edwards	Carmen Nieves
	Dr. Christine Jensen	Sara Garcia-Salgado	Myesha Jackson	

<b>HANDOUT(S)</b>	July 21, 2021 Meeting Minutes
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- **Welcome** – Carmen Nieves and Marie Vicario, new SWC Advisory Committee members. Thuy Nguyen, SBAEC Transitions Coordinator.
- **Review/Approval of Minutes** – Crystal called for the review and approval of minutes. Minutes approved with corrections.
- **Transitions Team Update** –
  - Role of Transitions Coordinator is to lead Transitions Team to find the most effective way to help Adult students transition.
  - Visited all SUHSD Adult Schools
  - Held Transitions Team meeting yesterday
  - Met with SUHSD Disability and Access Resource Center
- **Data Team Update** –
  - Jennifer reported SWC is in process of hiring new Research Analyst.
  - Transitions team identifies areas where more information is needed.
- **Marketing Update** –
  - CUSD will hire marketing consultant using consortium funds.
  - We are in the beginning stages of 6 week digital campaign. Ads will be in English and Spanish. Campaign will begin in November and run through February, it will pause during student breaks.
  - Implementation team decided to highlight each district.
  - Focusing on 4 different areas: High School/GED prep, ESL, Career Technical Education and Preparation for College.
  - Campaign will target: low income, Non-English speakers, adults with disabilities, African Americans.
  - There will be a landing page with our logos, will gather contact information. Leads will be collected on spreadsheet. Melissa or Crystal will follow up on leads and will figure out which location is more convenient for student and which location has the program they need.
- **Strategic Planning Update** –
  - This year is our strategic planning year.
  - CAEP Directors Summit taking place next week.
  - CAEP leads in San Diego will get together the week after the Directors Summit to discuss ideas on how to roll out strategic efforts.
- **Member/Curriculum Update** – we will be tracking updates, more about working together, opportunities to collaborate.
  - SUHSD Update:
    - Building maintenance and Welding courses not active this semester.
    - Building Maintenance course – open to working with SWC to create pathway.
    - Myesha, Sara and Anel will be meeting to discuss OSHA/building maintenance.
- **SWC Update:**
  - Internal creation of new courses.
  - Working to identify areas in Business with credit opportunities to open Non-Credit

	<p>Business Entrepreneurship.</p> <ul style="list-style-type: none"><li>○ Non-credit vessel for Healthcare is coming.</li></ul> <ul style="list-style-type: none"><li>• CUSD Update:<ul style="list-style-type: none"><li>○ ESL courses going in person and online.</li><li>○ RBT class is small; doing another one online.</li><li>○ Cancelled Microsoft class due to low enrollment.</li></ul></li><li>• <b>Other: CAEP</b> Summit registration is now open. Taking place virtually from October 26<sup>th</sup> – October 28<sup>th</sup>, 2021. All sessions will be recorded.</li></ul>
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