



## AEP Advisory Committee Meeting Minutes

DATE: DECEMBER 5, 2018

TIME 2:30 PM

LOCATION: SUHSD AIC

<b>CO-CHAIRS</b>	Jennifer Lewis			
	Steve Alvarado	Myesha Jackson	Charles Reid	Carol Stuardo
	Michelle Dullea	Oswaldo Mendoza	Annette Rempt	Marianne Styron Bobuk
	Diane Edwards	Elizabeth Merton	Crystal Robinson	
	Sara Garcia-Salgado	Mary Murphy	Sheryl Sanchez	

<b>HANDOUT(S)</b>	<p>November 7, 2018 Meeting Minutes</p> <ul style="list-style-type: none"> <li>• <b>Welcome and Introductions</b></li> <li>• <b>Public Comment</b> – None</li> <li>• <b>Approval of Minutes</b> – Crystal called for the review of minutes. November 7, 2018 minutes approved with no corrections.</li> <li>• <b>Agenda Item 1 – Workgroup Report Out:</b></li> </ul> <p><b>Seamless Transitions</b> – working on making sure students can move easily from one system to another</p> <p>Input – need dedicated counselors to work with career education and faculty at adult school and Southwestern College, user friendly easy to analyze career exploration tool and systematic sharing between systems in adult schools and Southwestern College that enables faculty of all the districts to easily share student information.</p> <p>In order to address the problem of seamless transition, the workgroup felt they needed to identify, align and map the pathways for existing programs in adult education and Southwestern College. Identify students who can benefit from career exploration, track every students progress toward career goals and educate students and faculty within each district about programs in career education options and opportunities.</p> <p>Outputs – increase student success in completion of student certificates and programs, increase student transfer rates from adult schools to Southwestern College, and strengthen partnership between adult schools and Southwestern College.</p> <p>Goal- adult school students will be prepared, supported, informed and empowered to succeed in a CE program at Southwestern College.</p> <p>Just focusing on CTE issue. Felt that most student who are transferring are looking to transfer to career readiness.</p> <p><b>Student Acceleration -</b></p> <p>Goal: increase the number of students transitioning from adult education and accelerate their progress by creating a clear pathway, aligning curriculum and assessment to complete a certificate or degree or career training at Southwestern College.</p> <p>Inputs – list of courses and programs from both agencies and meeting with specific departments to align overlapping programs and ESL, review and increase the number of courses that are articulated and increase the number of articulating courses, format universal CTE articulation list for use at adult schools and Southwestern College.</p> <p>Activities – training with adult education and Southwestern College staff to better understand programs and curriculum and placement results; meeting with adult education counselors to</p>
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develop an education plan and to use at adult education sites and transition to Southwestern College. Contribute to collect data and GED scores for course placement.

Outputs – professional development, complete updated student education plans, create a separate spreadsheet with results of data collected from HiSet and GED scores.

The discussion of student education plans came up and Crystal provided the education plans currently used in adult education, the workgroups would like to see a universal form be used no matter what counseling students are in. Adult education counselors meeting soon, this item will be discussed.

**Marketing** – created the following subgroups: new marketing avenues, data evaluation group, to review existing marketing materials from other organizations and assessing current marketing effort.

Goal- to identify new marketing avenues.

Request to assist with efforts – need to know how much budget exist or could exist for marketing that allows group to identify more realistic marketing targets? Data interpretation that they've been given. What departments manage marketing for adult education, is it one single contact or multiple?

Marketing at CUSD – the community likes using the newspaper, CUSD redesigned their logo, made banners to promote adult education classes, distributed 9000 class catalogues on the island and sent postcards to Imperial beach residents. They have Facebook and Instagram.

Marketing at SUHSD – last semester the project specialist updated the class brochure which was mailed out and uploaded on website. All schools have a Facebook account.

Marketing at SWC – have a website and catalogue which is mailed three times a year, not much on social media. The majority of advertisements has been done through flyers.

There are three South Bay consortia in the state and it gets confusing. Crystal posed the question of changing our name?

Jennifer suggested marketing committee take a look at how much effort are we putting into marketing the consortium? Is it working or not working? Is the community starting to recognize the consortium? So far we have spent \$160,000 marketing the consortium.

Marketing goal - identify strategic marketing options that reach potential students leveraging multiple funding sources and collaboration.

**Gaps in Services** – have a clear definition of the services we are offering.

Mission statement will be provided at next meeting.

Goals – ensure there are clear academic pathways and/or career pathways. Develop/use a placement assessment that is uniform and works for all stakeholders. Testing pathways – there must be multiple placement assessment measures, look at who are the clients and how do we serve them.

- **Agenda Item 2 – CUSD Curriculum Update:** None
- **Agenda Item 3 – SWC Curriculum Update:** None
- **Agenda Item 4 – SUHSD Curriculum Update:** None
- **Other:** None

