



SOUTH BAY
ADULT EDUCATION

AEBG Advisory Committee Meeting Minutes

DATE: DECEMBER 6, 2017

TIME 2:30 – 4:00 PM

LOCATION: SWC ROOM 662

NOTE TAKER	Melissa Torres			
CO-CHAIRS	Dr. Ryan Burke	Jennifer Lewis		
	Wes Braddock	Sara Garcia-Salgado	Dan Perusich	Carol Stuardo
	Michelle Dullea	David Kodama	Crystal Robinson	
	Diane Edwards	Oswaldo Mendoza	Phyllis Sensenig	
HANDOUT(S)				
DISCUSSION / INFORMATION	<ul style="list-style-type: none"> • Welcome and Introductions • Public Comment – None. • Approval of Minutes – Crystal called for the review of minutes. Adoption of Minutes: November 15, 2017 – approved with no corrections. • Agenda Item 1 – Data follow up & Next Steps: Please see attachment. • Agenda Item 2 – Marketing: David from Cook +Schmid presented a summary of the work they have done for the consortium. In Year 1 (2016-217) recommended an integrated campaign focusing on digital initiatives. The campaign included media relations, a website, Facebook and digital media buy. Focus groups were conducted at all sites to understand the motivators of students. Gauge the most effective communications channels and measure how the schools communicate the range of opportunities. Cook + Schmid was also asked to refine the SBAEC logo, develop a press release and create a post card. For Year 2 (2017-2018) Cook + Schmid is recommending a continuous level of ad delivery and developing and testing a second digital ad with a different message or design. • Agenda Item 3 – Other: None. 			
	Meeting adjourned at 3:52 p.m.			



