



Committee Name: Career Education Committee

Meeting Date: 10/23/23

Meeting Chaired by: Christina Read/Kristina Perkins/Kathleen Stanley via Zoom

Start time: 12:00 pm - End time 1 pm

Minutes Prepared by: Yesenia Jimenez

Tri-Chair (3)	*Voting Members				Visitors Present
<input checked="" type="checkbox"/> Christina Read	<input checked="" type="checkbox"/> Deonne Kunkel Wu, AMC	<input type="checkbox"/> Sadie Ashraf, Counseling	<input type="checkbox"/> Bobby Nakamoto, Social Sci	<input checked="" type="checkbox"/> Thomas Dowrie, C. Senate	<input checked="" type="checkbox"/> Adam Hathaway
<input checked="" type="checkbox"/> Kristina Perkins	<input checked="" type="checkbox"/> Tim Harris, AMC	<input checked="" type="checkbox"/> Heather Oshiro, Counseling	<input checked="" type="checkbox"/> Alice Hale, Social Sci	<input checked="" type="checkbox"/> Yesenia Jimenez, C. Senate	<input type="checkbox"/>
<input checked="" type="checkbox"/> Kathleen Stanley	<input type="checkbox"/> Tracey Coleman, ATB	<input type="checkbox"/> Matt Lee, HKA	<input checked="" type="checkbox"/> Najla Abrao, Sci Math	<input checked="" type="checkbox"/> DeAna Anderson, C. Senate	<input type="checkbox"/>
Ex Officio	<input checked="" type="checkbox"/> Dave Vetrano, ATB	<input type="checkbox"/> Laurie Bercasio, HKA	<input checked="" type="checkbox"/> Tess Weathers/Dan Quigley, Sci Math	<input checked="" type="checkbox"/> Na Liu, C. Senate	<input type="checkbox"/>
<input type="checkbox"/> Matthew Kritscher, VP Student Services	<input type="checkbox"/> Abigail Patton, APSS	<input checked="" type="checkbox"/> Paul Pinza, LA	<input type="checkbox"/> Patricia Molina, Special Progs	<input checked="" type="checkbox"/> Amelia Ngai, C. Senate	<input type="checkbox"/>
<input type="checkbox"/> Dale Wagoner, VP Administrative Services	<input type="checkbox"/> Vacant, APSS	<input type="checkbox"/> Vacant, LA	<input checked="" type="checkbox"/> Elsa Saenz, Special Progs	<input checked="" type="checkbox"/> Nicole Albrecht, C. Senate	<input type="checkbox"/>
<input type="checkbox"/> Safiyyah Forbes, Interim VP Academic Services	<input type="checkbox"/> Vacant, SEIU	<input type="checkbox"/> Vacant, FA	<input checked="" type="checkbox"/> Emily Tong, Student Senate	<input type="checkbox"/> Ethan To, Student Senate	<input type="checkbox"/>
Agenda Item	Information/Discussion				Action
1. General Function 1.1 Welcome					
2. Discussion/Action Items 2.1 New Bay Region Occupational Demand Dashboard	<ul style="list-style-type: none"> • New Bay Region Occupational Demand Dashboard <ul style="list-style-type: none"> - This data should be used when submitting new certificates and degrees and should be a part of the LMI narrative - Christina mentioned that this data can be a great marketing tool to use for programs and certificates because it has a lot of data on annual job openings and hourly living wage 				

<p>2.2 Program Area Review for CE Programs</p>	<ul style="list-style-type: none"> - Christina then demonstrated how to navigate the website and obtain data specific to your program - Christina clarified that this is data from the Center of Excellence that is used in addition to the Regional approval process • Program Area Review for CE Programs <ul style="list-style-type: none"> - Christina mentioned that she is currently working with the PAR committee and how they can allocate any funds that free up before the end of the year for Career Education expenses - Christina then mentioned that information from PAR requests will be examined and any eligible items will then be brought to Deans - Christina will then have the CE Committee vote on the highest priority items as she expects some funds to be freed up prior to the end of the year 	
<p>3. Presentations 3.1 AMC Program Data Presentation</p>	<ul style="list-style-type: none"> • AMC Program Data Presentation <ul style="list-style-type: none"> - Dean Kunkel Wu started by presenting data highlighting the FTES in each CE program and comparing the pre-pandemic numbers to the current Fall 2023 numbers - She also highlighted the programs in the Division where enrollment is larger now than prior to the pandemic - Dean Kunkel Wu then explained that CE money has been used in approximately 3-4 specific interventions which can be used to justify these increased enrollment numbers - She listed that Film studies, Architecture, Commercial Music and Commercial Art are some example of areas that have grown and are larger programs due to CE commitments - Dean Kunkel Wu then presented on their Guided Pathways and the support that is given to students there, including Major advising and Canvas sites by program (sub-pathway) - Tim Harris then presented on the Music Recording & Technology (MURT) program and explained the ways in which CE funds were used to launch a marketing and outreach campaign with Bumblebee Marketing Services - He explained that with their campaign they were able to receive 403,000 views on their ads and 425 clicks - Tim then explained that their enrollment numbers are now up 40% this fall from where they were pre-pandemic 	

	<ul style="list-style-type: none"> - They are also seeing a 6 percent increase in success rates for African American and Latinx students - Additionally, due to the support of the CE Committee, Tim explained that they were able to become an AVID learning partner which helps students receive certificates - Tim then explained some of the pivots and changes they are making to the program to meet current industry needs and upon recommendations of their advisory panel - Dean Kunkel Wu then presented on some of the other wins that she attributes to CE funding including: a sold out Film and Animation festival, four more student clubs, a Design Expo for Graphic Design, two accredited areas by the State, as well as a few other wins - Dean Kunkel Wu and Tim then concluded with their accredited areas and the growth that it brings to the programs 	
Good of the Order		
Adjournment	Meeting adjourned at 12:48 pm.	

Mission Statement

Chabot College is a dynamic, student-centered community college that serves the educational, career, job skill, and personal development needs of our community. We provide culturally responsive, revitalizing, and sustaining learning and support services driven by a goal of equity. Building upon students' strengths and voices, we empower students to achieve their goals and lead us towards an equitable and sustainable world.