

Business, Design, and Workforce Division Meeting

Friday, October 2, 2020

Meeting Minutes

12:00 – 2:00 p.m.

Cañada College

Zoom Meeting

Present: Leonor Cabrera, Jonna Pounds, Jonathan Wax, Gampi Shankar, Julian Branch, Elsa Torres, Annie Nicholls, Paul Naas, Jamie Hui, Hyla Lacefield, Ronda Chaney, Sarita Santos, Peggy Perruccio, Janice Weeks, Althea Kippes, Richard Schulke, Barbara Velline, Paul Naas, Bernadette Newland, Tammy Robinson, Albert Vargas, Bettina Lee, David Gainey, Patty Hall, Mayra Arellano, Maria Huning

1. Permanent Dean Hiring Committee – Dr. Tammy Robinson

- a. The committee will not convene until January
- b. The posting will go out for at least 6 weeks, closing near the Holiday break.

2. Dual/Concurrent Enrollment – Mayra Arellano

- a. Overview of work happening around dual enrollment and high school transitions
- b. College Priorities: Strong K-12 & Adult School Partnerships
- c. Enhancing Marketing
- d. Create a culture of inclusivity
- e. Institutionalize Effective Students
 - i. Support Structures that close obligation gaps
- f. Current disparities in student access – black and latinx students
- g. Goals:
 - i. Increase ESL student participation
 - ii. Bilingual Presentations – Information nights for parents
 - iii. Partnering with HS Counselors to Promote Early College Exposure
- h. COVID-19 has greatly impacted our high schools.
 - i. Presents an opportunity to step in and help our community
- i. Dual Enrollment:
 - i. High school students taking college courses, taught by college professors or high school teachers, at their high school campus. Credits earned: high school + college

- j. Concurrent Enrollment
 - i. High school students taking college courses on the college campus
- k. Middle College
 - i. Taking college courses in the morning, and high school classes in the afternoon
- l. High School & Community Partner Forum
 - i. Career Education Showcase, please reach out to coordinate
- m. Question on difference between current dual enrollment programs vs future goals on dual enrollment services
 - i. Trying to build out a cohesive program rather than silos
- n. Question on why DI students are not taking advantage of concurrent enrollment
 - i. Transportation challenges, which is changing with distance learning, to our benefit
 - ii. High School Counselors are not recommending our programming to high school students
- o. Question how can we change the mindset of high school counselors?
 - i. Trying to increase communication with high schools.
- p. Request for a graphic or chart for this information
- q. Request for data on current program successes

3. DRC/PPC/CARES Overview – Bettina Lee

- a. Personal Counseling Center (PCC)
 - i. Please inform your students of these services, very important during COVID-19 in particular
- b. Wellness Center
 - i. PCC
 - ii. Health Center
 - iii. DRC
 - iv. CARES team
- c. Please review the website: <https://canadacollege.edu/pcc/index.php>
- d. CARES team
 - i. Can submit information via online form and describe the incident
 - ii. When in doubt, please submit a CARES report
- e. DRC: <https://canadacollege.edu/disabilityresourcecenter/index.php>
 - i. Students must advocate for themselves
 - ii. Accommodations that have been previously approved must continue to be honored

- iii. Accommodations are negotiated with faculty directly course-by-course

4. 24 Hour Animation Competition – David Gainey

- a. Currently happening. We have students participating again this year.
- b. 5 students producing in 24 hours a 30-second short film
- c. We have three teams doing it this year, remotely

5. Academic Senate part-time Representation – Richard Schulke

- a. Richard Schulke is running for this position in Academic Senate
- b. Request to inform other adjuncts that he is running for this position. Only adjuncts can vote for this in Academic Senate
- c. We'd like to have a person from our Division in this position.

6. Academic Senate – CTE Liaison – Hyla Lacefield

- a. We need a representative to stand up for this position
- b. Please apply via Academic Senate
- c. This position will work closely

7. President Update – Dr. Jamillah Moore

- a. Chancellor's council on anti-racism
 - i. Looking to create a steering committee for this work at a District-level
- b. Please refer to the campus weekly update for more information
- c. Please reach out to your dean if you would like to volunteer on Fridays as part of the District Food Delivery
- d. Working closely with all SparkPoint Directors on helping address Basic Needs for students, staff, and faculty impacted by COVID-19
- e. October 7 – PBC Meeting
 - i. Discussion on positions and resource allocation
 - ii. Please attend this meeting if you would like to be part of this conversation and information share.

8. Building 13 Swing – Hyla Lacefield

- a. Going offline after this semester is over
- b. Put your stuff in boxes
- c. Label with what office they came from
 - i. Name and where the materials are coming from
- d. Unplug and clean fridges and microwaves, but they should be moving these as well.
- e. Business Hub furniture/supplies – if you need any materials from this space, please label them appropriately.

9. Building 22 Swing – Hyla Lacefield

- a. Going offline ASAP
- b. Estimated to be back online in April

10. Division/Department Marketing Updates – Jonathan Wax

- a. Highlights from Fall 2020 Campaign:

- i. 22,590 total site visits to the college's website.
 - ii. 279,382 total completed video views
 - iii. 2,652,704 impressions (counted by views of any creative asset—not necessarily completed views on video assets)
 - 1. 47% completed video views, combined total average for both YouTube and OOT (Digital Banner Advertisements that also embedded video assets)
- b. Most Visited Websites After Initial Visit to Landing Page:
 - i. Academics: 631
 - ii. Admissions: 582
 - iii. Catalog: 446
 - iv. CCC Apply: 400
 - v. Apply to Canada College: 304
 - vi. Academics Calendar: 296
 - vii. Counseling: 101
- c. Detailed information and PowerPoint was emailed to faculty directly.