



CITRUS COLLEGE ADULT EDUCATION CONSORTIUM

Tuesday, July 28, 2020

1:30 p.m.

Zoom Meeting

<https://us02web.zoom.us/j/86114138534?pwd=c3dHT3hKOGI0eS91RE80emRtTkFzUT09>

Meeting ID: 861 1413 8534

Minutes – Approved 09/15/2020 Act # 20-19

1.0 CONVENE REGULAR EXECUTIVE BOARD CLOSED SESSION MEETING (1:30)

1.1 Meeting called to order by Chair Flint Fertig at 1:32 pm

1.2 Pledge of Allegiance

1.3 Roll call:

Felipe Delvasto, Representative	Present	John Russell, Regional Director	Present
Flint Fertig, Representative	Present	Rick Crosby, Proxy	Absent
Paul Hernandez, Representative	Present	Ivon McCraven, Citrus Proxy	Present
Ron Letourneau, Representative	Present	Rebecca Summers, Proxy	Absent
Kevin Morris, Representative	Tardy	Saida Valdez, Proxy	Present
Michael Wangler, Representative	Present		

2.0 ORDER OF BUSINESS

Representative discussion/presentation of agenda items which could be moved up on the agenda.

None at this time.

- 2.1 Approve the minutes of the June 23, 2020 Regular Executive Board Open Session Meeting.
Act # 20-16 Motion by Mr. Delvasto, seconded by Mr. Letourneau **Vote to Approve 4-0-1**
Representative Delvasto Y Representative Fertig Y Representative Hernandez Abstain
Representative Letourneau Y Representative Morris T Representative Wangler Y
Minutes were approved without revision.

3.0 COMMUNICATIONS

- 3.1 Representative reports:

Azusa: Mr. Hernandez introduced himself to CCAEC representatives and other meeting attendees as the new Azusa Director and new CCAEC representative. He advised that Azusa Adult Education was in the initial stages of a Federal Program Monitor process. He thanked Ms. Valdez for her guidance and assistance with the FPM process, as well as her help as he began to learn the intricacies and operations for Azusa Adult Education. Mr. Hernandez relayed that the Azusa USD Board of Education decided all instruction in the district would be delivered online and that would include Azusa Adult Education. Though instruction would be virtual, Mr. Hernandez did advise that the Azusa USD cabinet had approved a proposal to safely provide students the ability to complete CASAS pre-testing.

Citrus: Mr. Wangler advised that he would wait until Agenda Item 4.0 to discuss at length his updates. He said that Citrus College had been very active building non-credit CTE pathways using Strong Workforce funds and he would elaborate further about this during Item 4.0.

Claremont: Mr. Delvasto reported that Claremont had begun the enrollment process and they were getting ready to start all programs in August. Claremont Adult School would also be providing all instruction online.

Duarte: Mr. Morris reported that Duarte USD would be going 100% online for Parent University. They were working with City of Hope for online mental health curriculum.

Glendora: Mr. Letourneau reported that Glendora USD and Adult School would be online as well. He also mentioned that he was building relationships with the new Superintendent, the new Assistant Superintendent, two new directors, and the new Glendora HS Principal.

Monrovia: Mr. Fertig advised that Monrovia would be starting online, except for the delivery of instruction for hands-on skills in Career Technical Education programs for Essential Critical Infrastructure training programs. He advised that MCAS COVID-19 Testing Protocols were in place for all students and ESL students would be testing beginning next week, August 3.

- 3.2 Regional Director report.
Mr. Russell had no report.

- 3.3 Public comment for items not on the agenda.
None at this time.

- 3.3.1 Public comments for items on the Open Session Agenda.
None at this time.

4.0 BOARD DISCUSSION ABOUT TRANSITION SPECIALIST RESPONSIBILITIES AND FUNDING

Representative Wangler expanded on how Strong Workforce funds for Career Pathway programs would include transitioning K-12 Adult Education students into Citrus College

programs for certifications and employment. Citrus has had the grants to build capacity as Ms. McCraven had completed a number of noncredit CTE programs in Customer Service (for call center jobs that were in high demand), Logistics and Warehouse Operations (including forklift certification), Office Technology (preparing students for credit programs), and several others. He also discussed how these programs would be linked with Vocational ESL programs.

Mr. Wangler stressed that Jason Green, the CCAEC Transition Specialist, would be critical to helping students from K-12 schools transition into Citrus programs. Thus, he offered to pay for Mr. Green's services out of Citrus' Strong Workforce funding. Mr. Wangler explained Mr. Green's responsibilities in his role as a noncredit counselor. His number one priority would be assisting K-12 adult education students to transition. He would also be teaching a noncredit counseling class articulated with the college.

Other CCAEC representatives were happy and grateful for Mr. Wangler taking on that salary and freeing up those resources for other CCAEC priorities.

Ms. McCraven gave an update on NC200 and advised that Citrus was prepared to offer the class with member adult schools when they were ready to fill the class. She described NC200 which is a noncredit version of C100 and is a counseling class that prepares students for academic success. She explained the class was a 30 hour/8 week class. Ms. McCraven said Citrus and Jason could develop a 6 week version of the class. As soon as K-12 schools had students, Citrus was prepared to deliver the course including in an online format.

5.0 BOARD APPROVAL OF Q3 EXPENDITURE REPORT

Act # 20-17 Motion by Mr. Fertig, seconded by Mr. Morris **Vote to Approve 6-0**

Representative Delvasto Y Representative Fertig Y Representative Hernandez Y
Representative Letourneau Y Representative Morris Y Representative Wangler Y

Mr. Russell explained that this was a formality as he had already certified the Q3 Expenditure report in NOVA. He advised that some members had some variances in expenditure report because they required budget changes in order to input correct expenditure amount.

Mr. Russell advised that at the September 15, 2020 meeting he would be sending a *Member Use of Allocation Revision* to members to include with 015 and 019 supporting documents for Q4 Expenditure reporting.

Azusa stakeholders advised that Mr. Russell should contact Meghna Bulsara in Azusa Business Services to work on fiscal reporting since Marc Bommarito had left the district. Mr. Russell

6.0 BOARD DISCUSSION AND UPDATE REGARDING CONSORTIUM SUPPORT SERVICES NURSE COORDINATOR

Mr. Fertig asked Mr. Russell to share with stakeholders the Worksheet for CCAEC 2020-21 CFAD.

(A calculation error was in the Worksheet first presented to stakeholders. The Worksheet only included the Consortium Support Services that Mr. Fertig was discussing in this Agenda Item. The draft of the Worksheet presented neglected to include the original overhead amount in CFAD calculations. This incorrect amount informed the vote for Agenda Item 7.0. However, representative Delvasto caught the mistake and the Worksheet for CCAEC 2020-21 CFAD was corrected. The revised online vote on Item 7.0 is discussed in the minutes under that item number. Thus, a copy of the correct, revised Worksheet is included in these minutes.)

Mr. Fertig focused on pages 2 and 3 of the Enrollment section of the Worksheet, specifically Consortium Support Services. He noted that Monrovia and Azusa already had Pre-certification CNA programs, and that Claremont had been wanting to start one for some time. Currently

Azusa did not have a Nurse Director for its Nurse Assistant Training Program. He noted that sharing a Nurse Director consortium-wide made fiscal sense. He said that building on that idea for other consortium-wide needs would take advantage of economies of scale. He then suggested that setting up a Consortium Support Services that included a Nurse Director and a Marketing specialist.

Mr. Fertig asked Mr. Russell to discuss the benefits of a Marketing specialist. Mr. Russell shared a document *MCAS Income Statement Breakdown by AJCC*.

(A copy of this document has been attached to these minutes for illumination of Mr. Russell's discussion.)

Mr. Russell explained how MCAS targeted marketing efforts had resulted in a massive increase in income from America's Job Centers of California Title I fees for CTE programs. He noted that in just two years, from Fiscal Year 2016-17 to Fiscal Year 2018-19, that MCAS income from CTE programs increased 1,226%. He explained that Mad Men Marketing, the marketing firm that MCAS employed, used targeted marketing on social media platforms to fill classes to capacity. He then discussed how Mad Men has introduced MCAS to a number of AJCCs which connected students to AJCCs. So Mad Men found the students and then found the funding for the students.

Mr. Russell advised that MCAS had a Pre-certification CNA program starting August 10. He had over 60 leads for a cohort of 15 and already had funds for these students based on previous relationships developed by Mad Men,

Mr. Russell explained that Mad Men's fees were based on performance. They took a percentage of what MCAS collected. He asked CCAEC reps: what would you rather have, 100% of \$20,000 or 70% of \$267,000. The economics were very clear.

Ray Matthews of Mad Men Marketing was in attendance on the Zoom meeting and he spoke to what Mr. Russell advised, explaining how Mad Men has a strong presence on a number of platforms and more than 15 years' experience of working in the Workforce Development system.

Mr. Russell then discussed how Mad Men also used those same platforms to drive traffic for non-CTE programs. He explained under the Worksheet that the Marketing ESL/ASE line item was for monthly marketing as a consortium to drive non-CTE traffic during the pandemic. He noted that classes would be delivered online, so finding students online made sense.

Ms. Valdez advised that regional consortia were marketing in a similar fashion as a consortium. She believed this approach made a lot of sense. Mr. Delvasto said schools could track how students learned about consortium schools to measure marketing effectiveness. Other board members concurred. Mr. Matthews explained how he could find CalFresh, GAIN and GROW clients and Citrus noncredit CTE students as well as member ESL/ASE/ABE students.

Based on these discussions Mr. Fertig used the Worksheet to note how consortium members could significantly benefit in terms of enrollment and potential CTE fees for not a large investment. He reiterated that the Marketing – CTE line item would only be expended if members earned AJCC funds. He wrapped up noting how this really was a win for all members and moved to a vote in

7.0 BOARD APPROVAL OF REVISED 2020-21 CFAD

Act # 20-18 Motion by Mr. Delvasto, seconded by Mr. Hernandez **Vote to Approve 6-0**

Representative Delvasto Y Representative Fertig Y Representative Hernandez Y
Representative Letourneau Y Representative Morris Y Representative Wangler Y

Based on the Worksheet that was presented and discussions in Agenda Item 6.0, board representatives voted to approve revised 2020-21 CFAD allocation amounts.

(As discussed above, a calculation error in the Worksheet was first presented to stakeholders. The revised, correct Worksheet is attached to this minutes as well as the email thread approving the 2020-21 CFAD based on the correct Worksheet amount. In addition, CCAEC members are required to confirm this in NOVA and all six member representatives did so.)

8.0 UPDATE ON 2020-21 ANNUAL PLAN

Mr. Russell advised the board that he would be submitting a draft of the plan to stakeholder and hold online stakeholder meetings to get input.

9.0 REGIONAL DIRECTOR GIVE CTE DELIVERY REPORT AND BOARD DISCUSSION

Mr. Russell shared that current Los Angeles County COVID-19 protocols for Institute of Higher Education required all programs to be delivered online except for training programs in Essential Critical Infrastructure Sectors and only the instruction for hands-on skills in those programs was allowed. Mr. Russell explained that MCAS had a COVID-19 Action Plan for the hands-on portions of programs, as well as for Testing Protocols for all students. He advised he would share that expertise and those documents with members who requested it.

10.0 BOARD DISCUSSION OF PROGRAM DELIVERY

Board members discussed the online solutions being used (Canvas, Neo, Google Classroom, Zoom, Google Meets) and ways to pre- and post-testing.

11.0 ADJOURN CCAEC EXECUTIVE BOARD OPEN SESSION MEETING

Chair Fertig closed Zoom meeting at 3:17 pm.