

CCE/WD Workshop Minutes

August 19, 2016,

1:00 p.m. – 4 p.m.

ITEM 1. Household Items

- Name of the program needs to be changed for better marketing; the members have not come to a consensus between the following names: Corporate and Community Education or Corporate and Continuing Education.
- Jason Cohen last day is August 31, 2016.
- New assignments will be distributed amongst members.
- Members provided copies of other colleges' websites, industry certifications from the FL Dept. of Education highlighting PSAVs and AS Degrees, and a list of the largest colleges in Florida with Miami-Dade being #1 and Broward at #8.
- Small Business Development: services, workshops, funding.
- **Bring list of instructors and courses no later than 9/9/16.**

ITEM 2. PSAVs

- PSAV will be called College Career and Technical Education or by the acronym C2TE.
- Need to come up with internal articulations for PSAVs.
- PSAVs to be broken down into smaller bites
- Example of Electrical program with not enough completers. The college is engaging with the city of West Palm Beach to work on shorter apprenticeships (4 year is a roadblock) to increase completers.
- Offer accelerated learning with 3 cohorts in am, pm, and evenings, maybe weekends; need faculty willing to do it.
- Jean Wihbey: Are we chasing competitive rates?
- Barbara Cipriano: Ginger Pedersen created the formula with a default \$5.00 base fee to cover overhead costs, then we have to add the other fees. Suggested to lower \$5 fee per contact hour to be able to attract more students.
- Sandi: using that same formula comes up to be \$10.00 per hour.
- Jean advised that everything needs to be backed up with data.
- The members feel that it doesn't help CCE/WD to offer the same courses as the school district, i.e. fun classes (basket weaving, summer camps, etc.)
- **Welding:** 500 alleged waitlist in Belle Glade; need start date and location (BG or West Tech). Gloria stated the process is being stalled, a meeting with Dean Vargas will be scheduled with Pat Richie, Gloria, and Jean.

ITEM 3. CCE- LLL (Life Long Learning)

- CCE-LLL (Life Long Learning): classes, programs, contracts, fun, camps, event management
- CCE has been scattered, need consistency, more internal marketing. Commitment needed from everyone
- Gloria McAllister suggested adding different levels to CCE courses. Sandi Barrett stated it is too expensive to offer levels without a grant, Financial Aid not offered for these courses.
- Number one priority is to have instructors available to fill courses.
- Carrie: We need to be known for certain programs like FAU is known for project management.
- Kim: it would be helpful to bring representatives from BDB to help CCE. Jean, Vin and Kim will meet with Kelly Smallridge next week.
- Barbara: The person that oversees the program should research and do comparisons. We need to simplify what we want then continue with the hiring.

ITEM 4. Branding, Advertising, Marketing, Funding, and Revenue

- Kim: where do you see our brand? **Jean:** our brand is for the college to provide career and technical education, dynamic course delivery, and meet the needs of the community.
- Programs: languages, parent education, health series, business skills.
- Seasonal programs: summer camps, courses geared for snowbirds (Boca, PBG), and event planning/management.
- Need to focus on external customers or community at large and businesses, and internal customers to focus on community.
- Use better marketing channels such as flyers, Facebook, etc.
- Lake Worth is where the money is (offering courses/certificates for businesses and continuing corporate education.)
- Workforce Development: jobs, training, procurement of businesses, sales reps, accounting managers, marketing, research, funding.
- Vin Nolan and Jean Wihbey will mine for best companies to provide funding.

Attendance:

Jean Wihbey	Carrie Pasquale
Jason Cohen	Jennifer Johnson
Mervin Curry	Kim Ardila-Morgan
Jason Cohen	Sandi Barrett
Gloria McAllister	Vin Nolan
Barbara Cipriano	

Submitted by: Karen Romero (Scribe)