

SDAERC MINUTES

Meeting Minutes: November 1, 2018

Meeting was called to order at 2:32 PM and a quorum of Voting Representatives were present (electronically or in person) including:

Michelle Fischthal, VPI SDCE
Megan Johnson, Instructor, SDUSD
Magda Kwiatowski, Faculty, SDCE
Al Love, Director, SDUSD
Andrea Vinson, Principal, SDUSD

Guests :

Leah G SDCE
Kelly Henwood, SDUSD
Becki Walker, Consultant
Rachel Rose, Faculty, SDCE
Lorie C SDCE
Michelle Speegle
Alex Berry
Monica Rosas, SDUSD
Mike Reynolds, SDUSD

Adopting of Agenda and Selection of Chair of Meeting.

Al Love was selected to Chair the Meeting and Michelle Fischthal to Co-Chair.

- Motion: Leah
- Second: Andrea
- No discussion
- Approved Unanimously

There were no Non-Agenda Public Comments

Approval of Minutes from the October 4, 2018 Meeting

- Motion: Michelle F.
- Second: Al L.
- No discussion
- Approved Unanimously

Action Items:

- a. Consortium Governance Bylaws –
Kelly indicated that she would provide “clean” copies of the By-Laws for the next meeting
- Motion: Andrea V. moved to have a clean copy of the Bylaws reviewed next meeting
- Second: Al L.
- Approved Unanimously

Discussion Items:

SDAERC Sub Committees

4 adhoc committees were identified at the October Meeting including:

1. Curriculum Alignment Committee

- Identified several immediate outcomes that the Consortium wants for the committee. JECC should identify current need and bring information back to the Consortium.
- Goals: SDUSD wants alignment of English and American Lit curriculum with SDCE ASE and utilization of a digital classroom platform.

2. Data Committee
 - Data integrity report for FY 18/19, Quarter 1 is complete. Great progress in collecting data.
 - Data needs to be available by program.
 - Data collected needs to be easy to display and easy for staff to utilize for reporting, planning and marketing. Transition to Post-Secondary is still problematic. Need to work together to solve.
3. Professional Development
 - Agreed that PD was more an introduction to member agency programs than it is a committee. Collaborate with other organizations to avoid duplication of services and leverage resources.
4. Marketing Committee
 - USD indicated that they have established a timeline for their marketing projects using an Immediate, (1 mo.), short term (1 to 3 mo.) and long-term (3+ mo.) schedule. Immediate projects include counselor flyer, email address revised, list of partners & school sites and partners, website. Their Short-term projects are their catalog and brochure, increased community partners and flyers. Long-term projects include professional signage, radio & TV ads, and cross marketing with other organizations. Discussion about scheduling consortium marketing materials followed. Discussion of a joint flyer for counselor binder followed with decision to add CE program information to the flyer. Need to provide a way for counselors to understand how students to progress through programs. Consortium level marketing is needed. Meeting to start work immediately will be scheduled.
 - Discussion of branding followed.
 - Next steps and action Items for Marketing sub-committee: 1.) Decision to have Becki research marketing and branding activities of other consortia was made with one page summary to be provided before next meeting. 2.) Potential design resources were identified. 3.) Determine what our marketing goals are.

Sub Committee Action items:

- 1.) Need to identify committee members from CE & USD who can represent all interests. Magda can add a larger area view because of her work on the State level. 2.) Identify what is the State looking for as far as Data goes? 3.) Can we Identify progress using two systems?

Presentation Items:

Human Centered Design Team Adhoc

Action Item: The HCD Team is still in progress and a presentation of Human Centered Design will take place at the next meeting

Informational Items:

- SDCE Resource Fair/Farmers Market – Adult Education information will be available. Soft launch 1st Wednesday in December. Then again monthly starting in February SD Unified is interested in participating.

Adjournment

Meeting adjourned at 3:39 PM

Next Meeting: January 3, 2:30 – 4pm ECC or Webinar

Next Meeting Agenda Items:

- **Marketing:** Report from marketing committee.
- **Transitions:** Discuss at next meeting.
- **Human Centered Design:** Team Design Challenge Report