

CCCAOE BOARD OF DIRECTORS
October 14, 2003

Attendees: Tanya Burke (Cheryl Shearer), Susan Clifford, Susan Coleman, Rick Collins, Bobbie Edgin, Erika Endrijonas, Kim Holland, Sharon Lowry, Lin Marelick, Gary Mendenhall, Wayne Olson, Wilma Owens, Kim Perry, Catherine Swenson (Michael Ward).

AGENDA ITEM	DISCUSSION	FOLLOW UP
Call to Order Welcome Announcements	The meeting was called to order at 10:10 am.	
Agenda Overview and Additions	Additional Items for the Agenda were solicited.	
Minutes	The minutes from the June Board meeting were reviewed and approved.	

Fall Conference/ Spring Conference Planning	<p>Kim passed out the Fall Conference program and the group reviewed the program for changes.</p> <p>Due to family emergencies, Michael Ward's breakout has been cancelled, and Mimi Lufkin's Wednesday keynote address also may be cancelled.</p> <p>The CCCAOE conference is also serving as the CIO's southern drive-in conference. CCLC will be hosting their northern drive-in conference in November. The CIOs will be paying a one-day conference fee.</p> <p>The Thursday evening social will be a Wine Tasting at Filippi Winery. CCCAOE has guaranteed 50 attendees. Tickets will be available for pick up rather than included in packets to ensure a fairly accurate count of who plans to attend.</p> <p>Photographer: Margaret M from Oxnard College had volunteered to be the conference photographer, but she is unable to attend. Susan Clifford and Jim Edgin will serve as the photographers.</p>	<p>Kim Holland will announce that tickets for the wine tasting should be picked by 10 am on Thursday.</p> <p>Susan Clifford and Jim Edgin will take photos of the Keynotes, panels, hands-on workshops, and the social activities. Both will make sure to get names of the people they photograph.</p> <p>All raffle prizes should be brought to Bobbie.</p> <p>Kim Holland will identify a person to select names for the raffle on Friday.</p> <p>Bobbie will give the schedule of Audio-Visual equipment needs to Wayne and Lin.</p> <p>All Board Members should review the</p>
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	<p>Session Hosts: All hosts have been identified. Gifts will be dropped off to the hosts. Presenters will receive half-pound boxes of Logan’s Candies, and CIOs and Keynote speakers will receive Graber’s Olives and Almonds.</p> <p>Raffle Prizes have been provided by the Desert, LA/Orange, and San Diego/Imperial regions. Each Board Member will also provide one raffle prize.</p> <p>Wayne Olson and Lin Marelick will coordinate audio-visual services for the conference.</p> <p>Kim Holland briefly discussed the General Business Meeting Agenda; she will introduce each of the Board Members. She also reminded the Board that topics that arise during the conference may be added to the agenda for Friday morning.</p> <p>The Spring Conference will be discussed in detail at Friday’s post-conference meeting. The Board was asked to review the information under Tab 2 in preparation for the meeting.</p> <p>Tanya Burke offered to take pictures at the Spring Conference.</p>	<p>documents under Tab 2 in preparation for Friday’s Spring conference planning meeting with the CIO representatives.</p>
<p>Treasurer’s Report</p>	<p>Wayne Olson reviewed the Treasurer’s report. The Board supported his recommendation that he follow the short report format he utilized at the Spring Conference for his Treasurer’s report to the membership. The report includes balances, total income, and total expenses to date.</p> <p>Wayne reported that two-thirds of conference fees and dues have been collected, but that attendance is down about 100 as compared to last Fall’s conference in Palm Springs.</p> <p>The treasurer’s report was approved.</p>	
<p>Mission Statement</p>	<p>Kim Holland reviewed CCCAOE’s Mission Statement with the Board. After a brief discussion, the Board agreed it is still valid and that it</p>	

	succinctly describes the mission.	
Work Plan	<p>Kim Holland reviewed each Objective and Goal of the CCCAOE Work Plan with the Board in an effort to assess organizational effectiveness. Many goals and objectives have been met already, and discussion was focused on identifying areas for review and action, including the following:</p> <ul style="list-style-type: none"> -Maximizing conference attendance. -Encouraging leadership opportunities at the regional level and on the Board. -Encouraging college CEO recognition of leadership service in CCCAOE. -Continuing to liaison with other organizations, and adding organizations such as CCPIO. -Evaluating whether Occupational Education best describes much of what CCCAOE’s constituency does. -Promoting collaborative efforts between the public and private sectors. -Promoting member involvement in the development and implementation of policies. -Attending Board of Governor’s meetings to maintain an organizational presence. -Working to diversify CCCAOE. CCCAOE needs to cultivate the involvement of men and non-white females. -Cultivating connections with the Academic Senate Vocational Education Leadership Conference participants. -Including relevant Faculty Strands when planning conferences. 	<p>Shaaron Vogel will provide Bobbie with a list of Spring Academic Senate Vocational Education Leadership conference attendees to be added to the CCCAOE mailing list to encourage greater conference attendance.</p> <p>Kim Perry and Kay Ferrier will highlight CCCAOE at the Fall Academic Senate Plenary Session.</p> <p>Bobbie will bring informational brochures to set out for new members at the spring conference.</p> <p>Kim Holland will have all first-time conference attendees stand to be recognized on Thursday when the CIOs are present.</p> <p>Bobbie will send informational brochures to the Regional Vice Presidents.</p> <p>Bobbie will revise the Work Plan and send it electronically to the Board for review and then post the revised new Work Plan on the CCCAOE website.</p>

	-Providing new Member packets at each conference to orient and retain new members.	
CCCAOE First Quarter Accomplishments	Kim Holland referred the Board to Tab 5 for the list of First Quarter CCCAOE accomplishments. The Board thanked Kim for compiling the list and agreed that CCCAOE has made significant efforts and progress thus far this year.	
CCCAOE Priorities	<p>Kim Holland noted that two CCCAOE Priorities were developed last spring and that the Fall Conference program reflects these priorities:</p> <ol style="list-style-type: none"> 1. To cultivate new leadership in CCCAOE and on campuses; 2. To monitor legislation and to educate legislators. <p>Other issues discussed briefly were Program Discontinuance on campuses and how to encourage innovation in difficult financial times. Both topics may emerge as sessions at the Spring conference.</p>	
Vice-Chancellor's Report	There was no Vice-Chancellor's report. Dona Boatright will speak on Friday.	
Academic Senate Report	There was no Academic Senate report. Shaaron was unable to attend the Board meeting.	
Vice Presidents' Newsletter Preview	<p>North/Far North: Sharon Lowry reported that her region is soliciting mini-grant applications to enhance the mission and objectives of their consortia. Single-college proposals are eligible for \$10,000; collaborative proposals are eligible for \$15,000. Janice Caston presented a successful workshop on mini-grant application preparation. The Consortia purchased a display system that will be available to all colleges. The College of the Redwoods is developing Hospitality and Culinary Arts programs. The region held a successful Bow and Violin-making seminar. New programs endorsed by the region include Communication Media at Consumnes College and Biotech at American River College.</p> <p>San Francisco/Bay Region: Lin Marelik included information about the regional retreat. She indicated that the regional consortia would be</p>	Kim Holland will include the International Computer Driver's License issue on the Spring Board meeting agenda.

awarding a minimum number of grants. The region has sent guides to local high schools to keep them informed about current occupational programs at each college. Lin also reported that the Bay ITC, a grant-funded program chaired by Corey Kidwell, is taking a regional approach to creating a computer skills standard. They are using the International Computer's Drivers License (ICDL) as a standard, and the cost for testing is \$99. Lin indicated that she would like CCCAOE to consider the ICDL issue for the March Board meeting and that the Academic Senate is being approached for an endorsement as well. Sharon Lowry also recommended that the ICDL be presented to the Business Education Statewide Advisory committee. Lin's written report lists the regional program endorsements.

Central Region: Gary reported that his region is holding a summit on November 13 to facilitate discussion and collaboration between Economic Development and Vocational Education. He also reported that the Central Region has assumed fiscal responsibility for the Joint Special Pops Advisory Committee, and the Committee will host a statewide Professional Development event on February 24, 25 at the DoubleTree in Sacramento.

South Central Region: Tanya Burke represented Cheryl Shearer at the Board meeting. Tanya reported that Doug Klein from Centric and Bill Watkins from the UCSB Economic Forecast made presentations at the September regional meeting. Doug Klein will be following up with the region and evaluating their regional website effectiveness. The region is making funds available to encourage faculty to attend conferences and to encourage colleges to hold "Making Business Better" events. Programs endorsed include Media Arts and Animation at SBCC, and Antelope Valley College has announced its intention to present a degree program in Airframe Fabrication for consideration later this fall.

Los Angeles/Orange Region: Susan Coleman reported that the region holds 11 meetings per year that are very well attended. The region is planning a student success workshop on February 27 with a

good cross section of participants. Creative R & D, facilitated by Tara Stern, will be the topic for the Spring Leadership Institute and brochures will be available tomorrow. One person per college is free.

Desert Region: Rick Collins reported that at their first meeting in September, each college in the region brought a team comprised of representatives from vocational education, workforce development, career counseling, and tech prep to discuss what areas should be the focus this year. A facilitator was brought in to look at gaps in the region. This worked so well, that it was agreed that at each quarterly regional meeting, colleges will bring their teams to show how they are working together. Rick reported that there is new leadership in their region and that the first meeting was a good start to the year.

San Diego/Imperial Region: Wilma Owens reported that her region had their first meeting in September, at which they did some drastic restructuring because Kay Hartig announced that she was retiring and that this was her last meeting. She coordinated all of the meetings. Unfortunately, Cuyamaca College is not replacing her. Stan Schroeder will be the regional chair. Wilma indicated that the Region is working with the San Diego workforce agency to align business with education. Workforce Development took responsibility for getting business to the table, and workforce clusters have helped to identify needs and available training. The region has also distributed mini-grants. They are planning a Workforce Development and Occupational Deans retreat in November and a retreat in February that includes all constituencies in the region.

Economic and Workforce Development: Catherine Swenson highlighted Michael Ward's report for Economic and Workforce Development. Two initiatives, Business and Workforce Performance Improvement and Regional Health Occupations Resource Centers, are up for operational review. The reviews involve a presentation to EDPAC, followed by a written report that evaluates the relevant data. EDPAC provides advice and guidance to the program to make sure they reach their goals. The EWD program budget is hoping to add \$6.1 million, and

	<p>they are hoping for \$7million for IDRC and JDIF grant funding. Initiative Directors are working as a leadership team, partially because the grant has been cut from \$750,000 to \$400,000. This reduction has cut support services. A grant for Data Collection Services will come out soon, but it will not necessarily land at the same college that hosts the Economic and Workforce Development program coordination. Los Rios has an extension through the end of December. On November 5, Dona Boatright is hosting a leadership forum facilitated by Michael Ward to help strengthen coordination and collaboration between vocational education and economic and workforce development. No permanent name has been chosen yet for the program; Economic and Workforce Development or EWD is the current name and their website is CCCEWD.Net.</p>	
<p>Executive Secretary's Report</p>	<p>Fall 2004 Conference: Bobbie reported that she has been working with hotels in Long Beach. After reviewing several options, the Board recommended that Bobbie pursue a contract with the Long Beach Hilton for October 6-8, 2004.</p> <p>Spring 2004 Conference: Bobbie negotiated a contract with the Holiday Inn Select near Chinatown for Spring 2004 conference. Bobbie's negotiations were based on feedback from the 6-member planning team.</p> <p>Bobbie reported that she is pleased with the responsiveness of the webmaster and that the new Listserv has been established with Hostway. She's looking into changing the domain name registration from Network Solutions to Hostway.</p> <p>Fall 2003 Conference: Bobbie noted that the acceptance letters served as very effective contact with the presenters, as it gave her an opportunity to communicate with them regarding their Audio-Visual needs, among other issues.</p> <p>Palomar Graphic Arts Department: The postcard and brochure planning and production has gone smoothly thanks to Bobbie's work with Margie</p>	<p>Bobbie will confirm that October 6-8, 2004 at the Long Beach Hilton is still available and will report back to the Board on Friday if there are any problems.</p> <p>The Board will inform Bobbie immediately regarding any problems with the Doubletree Hotel this week.</p> <p>Bobbie will facilitate reservations in Sacramento for the January board meeting.</p> <p>Board Members will begin thinking about Spring 2005 Conference locations in the North.</p> <p>Kim Perry will give verbiage to Bobbie to encourage visitors to the website regarding Conference highlights</p> <p>Tanya Burke will check with her campus accounting office regarding the CCCAOE assessment for the South Central region.</p>

	<p>at Palomar. Bobbie also thanked Wilma for rounding up help to affix the postcard mailing labels.</p> <p>Bobbie reported that there is only one delinquent registration fee from the Spring Conference in San Jose that she is still pursuing.</p> <p>January Board Meeting: The meeting will be held from 9:30 to 4:30 at the Chancellor's Office on January 6, 2004. A local caterer will serve lunch. Bobbie will investigate a government rate for the Sheraton Grand, which is walking distance from the Chancellor's Office, for Board members who plan to fly into Sacramento on Monday, January 5.</p> <p>June 2004 Board Meeting: The meeting will be held in Riverside at the Mission Inn on June 15 and 16.</p> <p>Bobbie also reported that she attended by invitation a Hilton Host Program at the DoubleTree in San Jose, and that she established some good contacts for future CCCAOE events.</p> <p>Bobbie reported that she has received all regional assessments except for the South Central region. Tanya Burke indicated that she had authorized the payment and would check with her accounting office.</p> <p>Bobbie asked the Board to begin thinking about possible sites for the Spring 2005 conference to be held in the North.</p>	
<p>Unfinished Business and Agenda Additions</p>	<p>Website: Gary Mendenhall indicated that the Splash Page can accommodate 50 words with a picture or 75 words without a picture. He recommended including links to relevant sites on the Splash Pages.</p> <p>Dona Boatright's Leadership Conference: Lyla Eddington will represent CCCAOE.</p> <p>Bobbie's Evaluation: The Board was asked to submit feedback to Kim Holland. The Presidents will complete Bobbie's annual evaluation.</p>	<p>Board members will give Kim Holland feedback to be included in Bobbie's annual evaluation.</p> <p>Susan Clifford will solicit nominees for the President-Elect position.</p> <p>Rick Collins will work with Susan Clifford on the November Splash Page to encourage nominations for the Spring elections.</p>

	Nominations to the Board: It was agreed that the President-Elect position is best suited to current or former Board members. It was agreed that the November Splash page will encourage nominations to the Board.	
Future Action Items	It was pointed out that the CCCAOE website lacks a list of past Presidents. It was also pointed out that historically, all past CCCAOE Presidents have been acknowledged at each conference.	Kim Holland will acknowledge past CCCAOE Presidents, former Regional Vice-Presidents, and individuals who have served in leadership roles such as Secretary and Treasurer who are present at the Conference.
Adjournment	Meeting was adjourned at 3:45 pm.	