

## BUSINESS AND COMPUTER SCIENCE ADVISORY COMMITTEE MEETING MINUTES

*Growing jobs, careers, communities...*

### MINUTES APPROVED AT THE 11/07/2024 ADVISORY MEETING

**DATE:** November 6, 2023

**TIME:** 9:00 am

**LOCATION:** ZOOM

**COMMITTEE CHAIR:** Jesse Cecil, Computer Science Faculty Instructor

**ON-ZOOM PRESENT:** Marie Caldwell, Mark Klever, Monique Gonzalez, Anne Marie Acord, Michelle Knudsen, Sherice Bellamy, Jesse Cecil, Madolyn Jackson, Erin Kangas, Greg Messer

**ABSENT:** Rhonda Gubetta, Christina Van Alfen, Josh Collins, Peter Engdahl, Cheryl Petty, Mark Stensaas, Wendy Porter, Bright Nichols-Stock, Carrian Foster, Brenda Collins

**MINUTES TAKEN BY:** Madolyn Jackson, CTE Program Coordinator

**MINUTES REVIEWED BY:** Monique Gonzalez, CTE Administrative Assistant III

- 1. Welcome and Introductions: (Klever/Cecil)** Mark Klever starts the meeting with mentioning that this committee currently does not have a Committee Chair and asks if one of the Faculty members would like to lead the charge or the group can nominate the committee chair. Jesse Cecil (Computer Science Faculty Instructor) says he would be happy to do it. Cecil then thanked everyone for being present and had all advisory attendees introduce themselves.
- 2. Review and approve minutes: (Cecil)** The committee group was all in favor of approving the 03/22/2023 meeting minutes. No one opposed.
- 3. Marketing Plan Discussion: (Klever)** CTE has been doing marketing planning for months specifically for all programs; have done videos in the past but has tried to look at other strategies by way of Strong Workforce funding. The wrap on new bus was an inspiration for new ideas to market. We're looking at doing the same w/other cars, trailers, etc. as a way of marketing. Looking at swag and giveaways to purchase for CTE for promotional handouts.

**Greg Messer:** asks who are we marketing to?

**Mark Klever:** says primarily to students, but the community as well, which is what the bus and other vehicles will be helpful for. There are QR codes on our CTE billboards at the Ski Park. When those QR codes are scanned, they will be directed straight to our website. We're hoping that would reach business members as well.

**Greg Messer:** suggests video media marketing by contacting the local TV stations. Mark likes that suggestion and asks Marie Caldwell for her update that ties into Greg's suggestion.

**Marie Caldwell:** informs that the job speaker program is up for renewal in January. They have over 90 business participate in job speaker. Plus, over 130 students through work experience and Tanja Ramming's Program. She could put a plug in for COS as a way of advertising to the students attending as well as business. There is also going to be a training for high school students at multi media Lab in Yreka in January with Royer studios. The training is for students in Siskiyou County and would welcome a student teams from COS for lessons for designing PSA's - public service announcements and Video workshops. The goal is to have each team produce a PSA and she could have a team from COS do one. On advertisements more for Jesse on 1/17/24 they are doing a Roundtable and would love to have the Computer Science programs from Colleges presenting like 10 min quick clip to target our High school Counselors and admin to show what COS offers. It will be on Zoom 3:00 – 4:00 pm.

#### 4. Separation of Business and Computer Science Advisory Committees:

**Mark Klever:** asks do we want to keep them together a little longer or separate them? Opens up the topic for discussion.

**Sherice Bellamy:** doesn't mind either way, sees a benefit, but realizes that some things do overlap. She likes the resource info she gains in the meetings being together, but would be okay either way.

**Greg Messer:** doesn't understand why they are together. The skills are different and wonders how it benefits the students. The only thing the disciplines have in common is the outreach and marketing.

**Mark Klever:** explains the history that Mike Graves (a past COS Faculty instructor) was both a Business and Computer Science teacher and taught both and that is why they were always combined and suggests that they are both small committees, so it was easier to combine / keep them together until they grow on their own.

**Jesse Cecil:** concurs. States that he doesn't see a reason to split up the meetings at this point. It has been easier logistically to have the programs combined this way especially because of minimal additional folks adding. Helps have enough information and a decent meeting with both. In some of the other larger CTE programs there are more specifics like more equipment and a lot more logistics like trainings in order to get into their industries. Our programs are smaller groups.

**Sherice Bellamy:** adds that at the last meeting the group had discussed joining the regional meeting and believes it may be a great resource. She specifically would like that for the Business

Advisory but realized that would mean some members and resources doubling up on their efforts. She understands Greg's perspective and would be fine splitting or stay together but would like to incorporate the possibility of joining the regional for Business in the future.

**Marie Caldwell:** Informs the CS for Nor Cal Regional was usually twice a year. They have been doing them more often and calling them Roundtables inviting specific industry partners and instructors to target specific groups. She doesn't know of a Regional Advisory for Far North.

**Mark Klever:** Asks if Sherice has specific regional members she would like to invite?

**Sherice Bellamy:** mentions inviting Tanja Ramming. They share information about the Entrepreneurship Certificate and working those programs w/Modoc to grow programs to that area, as well as inviting Eva Shepard from Chico Start to the advisory committee. There are people interested, and she wonders are they connected to the Regional Network of partners that Marie works with as well.

**Marie Caldwell:** Wonders if reaching out and partnering with Chico Start to Eva Shepard to help develop a regional advisory with all the Far North county networks would be helpful to pull in more partners for this industry.

**Sherice Bellamy:** would love to include those two individuals into the advisory and believes there is more opportunity and value for our programs with those resources available to them.

**Jesse Cecil:** asks the group what they think on the split of the two programs having the meetings together?

**Greg Messer:** mentions an expansion in IT careers / promoting those careers through the college as a reason to divide the advisories. Most of what you see pushed for IT jobs is coding. Fact is 90% jobs are not coding. Through marketing, we could introduce to students' what pathways are. These jobs offer different skill sets-could expand to introduce different career types that work for businesses. If you expand the curriculum to offer those career types, it may be a reason to separate the meetings.

**5. Input from Advisory Committee Members:**

**6. Jesse Cecil:** asks Greg to expand on those career types.

**a. Workplace trends / current skill expectations:**

**Greg Messer:** Informs that after attending the breakouts at the last job fair last month, one breakout was looking at IT pathways. COS could do a better job informing of other pathways rather than just coding. Database develop and Management is very important. Project management is similar to business but more IT specific. Computer operations – management and work in the center. Network Operations is huge. Change management, this industry is constantly changing, especially with the introduction of AI. Security operations is always an IT challenge. Quality Assurance, for people who are very detailed oriented. They end up being able to go into any of the other areas in the field.

He states that he hopes to see a career guidance on all of these programs informing of degrees and could be used as a launching point.

**Marie Caldwell:** explains the Career Center (Erin Kangas) is doing that using Youth Science to assess aptitudes its comprehensive and is linked to the O-net, but user friendly it links to college programs and focuses on the multitudes of careers available. Marie asks Michelle Knudsen if Youth Science or any Career Exploration is going to be part of orientations?

**Michelle Knudsen:** says she is not part of that orientation, but does say they refer students to the career Center which includes Brenda Collins and Erin Kangas.

**Erin Kangas:** mentions they do offer the Youth Science service, but haven't had much student interest in it. Will be advertising directly to students and is hopeful more students will sign up and serve it.

**Greg Messer:** hopes it includes people that come from different parts of the industry that are experienced for input for those students interested. Asks if the Youth Science service is in person or on Zoom?

**Erin Kangas:** explains it is like an aptitude tests that leads students. It shows them what careers are suited for the student's w/information on salary for each job and degrees needed for each. Would love to start industry expert's mentorship opportunity and more exposure to COS students.

**Marie Caldwell:** asks Erin if it is correct that Brenda and or counselors would then speak with students after their assessment test and then guides and informs of the next steps to pursue those results? Erin was unavailable due to her poor internet, but Marie gives the details of the steps / resources available to students for the next steps. Once the student goes through the aptitude assessment they sit with them and help guide the student like linking them with Tanya Ramming for work experience or getting them a job shadow or other opportunities. The counselors also have access to the portfolio as well to help. She mentions Sherice and Tanya have worked with some students within the Business department.

**Sherice Bellamy:** Yes, along with Erin who brings industry partners that are looking for students and we have an internship that we are looking at now.

**Greg Messer:** thinks that's a great start and believes that job fairs work well for people in the past having those interactions – seems to work.

**Marie Caldwell:** mentions the most recent College & Career day that was hosted for the high school mostly for HS seniors and other job fairs that were offered, but mentioned that they could see more computer science or IT organizations representing at those job fairs.

7. **Computer Science Update: (Cecil)** Talks about a COS Faculty intern program put together by Alison Varty to encourage those who want to begin teaching to get matched up with teachers who have been in the classroom for a long time. He currently has an intern that he is working and will be doing some aid in his class. This will help him look for a job. It's nice finally having an ADT program that got approved at COS. The class is offered statewide through the Finish Fast website. We have a new adjunct instructor it's their second semester offering Network class and Hardware certification so we will be able to expand, which is great as we haven't been able to offer those in quite a while.
8. **Advisory Committee Member Recruitment:** Sherice would like to invite / recruit Siskiyou County Chamber of Commerce members to the Advisory meetings, as well as those mentioned below. Jesse concurs
- a. Consider inviting representatives or others from:
- Weed Chamber of Commerce
  - Yreka Chamber of Commerce
  - Tanja Ramming, CWEE Coordinator
  - Rotary Club
  - Eva Shepard, Chico Start
9. **CTE Update:** Skipped, but mentioned within the marketing discussion above.
10. **Other:** Nothing to report.
11. **Adjournment and Thank you!** Jesse Cecil thanks everyone for attending and helping us out with all the great suggestions for our programs.