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| **CoE Director's Meeting: Winter 2012** | | | | | | **Wednesday, 4/25/2012**  **9:15a.m. to 3:30 p.m. 6 Hours, 45 Minutes**  **Renton Technical College, Room C111** | | | | | | |
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| Meeting called by: Maureen Majury | | |  | Type of meeting: CoE Director’s Meeting | | | | | |  | | |
| Facilitator: Maureen Majury | | |  | Note taker: Caryn Fosnaugh | | | | | |  | | |
| Timekeeper: Caryn Fosnaugh | | |  |  | | | | | |  | | |
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| Attendees: | |  | | | | | | | | | | |
| **Name** | **Title** | | | | **Organization** | | | **Email Address** | | |
| Ann Avery | Director | | | | Marine | | | ann.avary@skagit.edu | | |
| Mary Kaye Bredeson | Director | | | | Aerospace | | | mbredeson@everettcc.edu | | |
| Mike Campbell | Director | | | | Homeland Security | | | [mcampbel@pierce.ctc.edu](mailto:mcampbel@pierce.ctc.edu) (Linda Crerar) | | |
| Caryn Fosnaugh | Director, Co-Chair | | | | Transportation | | | cfosnaugh@highline.edu | | |
| Barbara Hins-Turner | Director | | | | Energy | | | bhins-turner@centralia.edu | | |
| Bob Lawrence | Executive Director | | | | WEC | | | blawrence@pencol.edu | | |
| Dan Ferguson | Director | | | | Allied Health | | | dferguson@yvcc.edu | | |
| Maureen Majury | Director, Chair | | | | ITC | | | maureen.majury@bellevuecollege.edu | | |
| Shana Peschek | Director | | | | Construction | | | speschek@rtc.edu | | |
| Tony Dunnagan | Director | | | | Agriculture | | | [tony.dunnagan@wwcc.edu](mailto:tony.dunnagan@wwcc.edu) (absent) | | |
| Erik Tingelstad | Director | | | | Education | | | [etingelstad@greenriver.edu](mailto:etingelstad@greenriver.edu) (absent) | | |
| Pat Ward | Program Administrator | | | | SBCTC | | | pward@sbctc.edu | | |
| Please read: Winter 2011 CoE Director Meeting Notes distributed by Caryn Fosnaugh in January 2012. | | | | | | | | | | | |  |
| Please bring: Your PPT if you are a “Center of Excellence: In the Spotlight”; A PPT outline and/or hand-out if you want to take 10 minutes for “It's My Turn: 10 Minutes to Talk @ Your Center” needs to be submitted by April 22, 2012. | | | | | | | | | | | |  |
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| **Agenda** | | | | | | | | | | | | |
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| 9:15 a.m. Welcome and Introductions/Approve Minutes/Next Meeting at Highline/Co-Chair Nominations | | | | | | | Renton Administration/All | | 15 | | | |
| 9:30 a.m. Centers of Excellence: In the Spotlight | | | | | | | Eric Tingelstad | | 20 | | | |
| 9:50 a.m. Centers of Excellence: In the Spotlight | | | | | | | Barbara Hins-Turner | | 20 | | | |
| 10:10 a.m. Centers of Excellence: In the Spotlight | | | | | | | Ann Avary | | 20 | | | |
| 10:30 a.m. What's New? From the SBCTC | | | | | | | Pat Ward | | 15 | | | |
| 10:45 a.m. What's New? From WEC | | | | | | | Bob Lawrence | | 15 | | | |
| 11:00 a.m. Break | | | | | | |  | | 15 | | | |
| 11:30 a.m. Radio Production | | | | | | | Ann Avary | | 30 | | | |
| 12:00 p.m. Luncheon & Networking | | | | | | | Everyone | | 60 | | | |
| 1:00 p.m. CoE Assessments: They are Here (update) | | | | | | | Pat Ward | | 15 | | | |
| 1:15 p.m. | | | | | | | WEC committee assignments; industry certifications | | 15 | | | |
| 1:30 p.m. It's My Turn: 10 Minutes to Talk @ Your Center  Nomination for Co-Chair (2012-2013), Erik Tinglestad – vote all. | | | | | | | Everyone | | 30 | | | |
| 2:00 p.m. Centers of Excellence & Marketing | | | | | | | Monica Brummer | | 20 | | | |
| 2:20 p.m. Break | | | | | | | All | | 15 | | | |
| 2:35 p.m. Advisory Board Recruitment, Constant Contact, Leveraging Resources & Budgets, EMSI, Herding Elephants, and 80/20 | | | | | | | All | | 60 | | | |
| 3:35 p.m. Farewell for now… | | | | | | | | | | | | |
| **Additional Information** | | | | | | | | | | | | |
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| Resource persons: | |  | | | | | | | | | | |
| Special notes: | | Guests – Monica Brummer (Centralia, PNCECE), Marie Bruin (SBCTC) | | | | | | | | | | |
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**Welcome – Gay Keisling, Dean of Trades**

* Mission of RTC
* 1st or close 2nd in awarding technical certificates in the CTC system
* 25% of all apprentices in WA; wide variety of unique programs (band instrument repair, appliance engineering)
* Discussed support of Centers and the good work we’re doing
* Three wishes for us
  + Reports that don’t ask the same questions each time
  + Budgets that don’t disappear on June 30
  + Philanthropy that doesn’t include outcomes or budget limits

**Winter Quarter Meeting Minutes**

* Linda motion to approve
* Mary Kaye second
* Unanimous approval

**Co-Chair Nominations**

* Erik Tingelstad
  + Write vote on piece of paper and pass to Maureen
  + Unanimous votes

**What’s New from SBCTC**

* Notified that Charlie is leaving
  + Doing a national search for replacement, he has agreed to stay until someone is found
* With this transition, philosophical changes will likely occur, which should not affect the Centers
  + Most significant change may come to apprenticeship, but optimistic
* Budget – approved “concepts” for the operating budget, CoE funding remains
  + Concerns/discussion raised regarding spending performance funds – spend as much as possible to avoid explanation. However, the notification came late and the Centers have to meet their campus requirements/deadlines for budget payments

**What’s new from WEC**

* WEC meeting next week (May 3-4)
  + Centers in the spotlight are highlighted
  + WA career pathways projects is highlighted (Betty Newson, JoAnn)
    - Documented roadmap for K12 students, faculty, hs/college counsellors, parents,
    - Affiliated with Perkins Programs of Study
    - Developing a web-based portal for these pathways – [www.washingtoncareerpathways.org](http://www.washingtoncareerpathways.org)
    - Links to O\*Net, Campus pages/programs, other online resources
    - **Centers that are currently working on programs of study will connect with Betty and this project**
    - **Link this site to coewa.com home page**
  + No-Talent Required talent show on Thursday evening of WEC- all are welcome; come ready to share interesting facts about you that not many people know (email to Bob)

**Centers in the Spotlight**

* Clean Energy
  + Introduction of Monica Brummer – communications and marketing
    - 25 years experience in marketing and public relations; OMSI, non-profit, federal community grants,
    - Interested in learning more about the Centers and how they work together, future ideas
  + Spotlight on new website
    - New visual layout of website
    - Career lattice website – “smart city” with map/icons and occupation details for each location in the city
* Marine Manufacturing and Technology
  + Apprenticeship Conference was a success – 225 registrations
  + Technology Transfer workshops – June 8, South Seattle Community College; Fall 2012, Walla Walla
  + IBEST Training workshops; Manufacturing Foundations
  + DACUM Workshops – Composite Technician, Marine Corrosion Technician, Marine Electronics Technician
  + Air Washington – Composites curricula is primary deliverable
  + Social Networking – Twitter, Blog Talk Radio ([www.blogtalkradio.com/proboatradio](http://www.blogtalkradio.com/proboatradio)), website, QR Code
  + Lummi Dislocated Fishers Project – partnership with the Lummi nation on marine propulsion and composite repair coursework
  + Self-supporting initiatives – grant funding, cruisers college, Lummi courses
  + 2012-2013 initiatives

**CoE Assessments Update**

* Marine, Health, and Agriculture have all had theirs
  + Agriculture visit went well; Tony was very thorough
  + Marine visit was successful; Ann was especially good at expressing collaboration
  + Health visit was challenging; Pat and Marie will continue to work with Dan and Yakima Valley
* For those NOT having visits, please make sure to send the self-assessment document electronically
  + Supplemental documents – send electronic or hard copy at your discretion
* Make sure to explain your outcomes – the “so what” of each event, project, etc
* Make sure to highlight performance fund outcomes and fully explain the outcome completion – future performance funds are based on this evaluation
* Question came up about utilization of performance funding – what it can and can’t be used for
  + Discussion will need to continue with Marie and other State Board staff members
    - Center understanding is that performance funding can be used for infrastructure (hiring)
    - Pat’s understanding is that performance funding is strictly outcomes based
    - Marie’s understanding is that performance funding is additional – above and beyond the regular day-to-day activities
      * Encourages the Centers to express/discuss what they “believe it should be” used for during this transition period at the SB.
  + **Small group will meet with Marie and Pat next Wednesday prior to WEC**
* Barbara asked for feedback on how the visits went from those who have had them, how documents were prepared
  + Dan prepared his document as a mirror to the work plan and evaluation of each objective; did not have an entirely positive experience
    - Recommended mindfulness of atmosphere and question style

**WEC Committee Assignments**

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| **Instructional Delivery and Curriculum Revisions**  **(Committee 1)**  **Caryn Fosnaugh**  **Dan Ferguson** | **Pathways to Workforce Programs**  **(Committee 2)**  **Erik Tingelstad**  **Tony Dunnagan** | **Professional Development**  **(Committee 3)**  **Maureen Majury**  **Shana Peschek** | **System Collaboration**  **(Committee 4)**  **Mary Kaye Bredeson**  **Barbara Hins-Turner** | **Economic Demand**  **(Committee 5)**  **Mike Campbell**  **Ann Avary** |

* WEC Committee 5 asked if the Centers can provide industry certifications
  + Discussion of any required certificates, endorsed/recognized training, etc
  + Linda will return to the committee with results of the discussion

**Radio Production**

* Technical difficulties are preventing a live demonstration; moved to Summer Retreat

**Centers of Excellence and Marketing**

* How are we marketing ourselves? Particularly when we collaborate on events?
* Coewa
  + What types of events go on the calendar?
  + How is it marketed outside the group?
* Centralia agreed to include a page about the Centers in their course schedule/catalog
* Highline co-sponsors with the CoE for ITTL and marketing gets shared on materials, etc
* Shana has common logo with list of Centers on back of her business card
* Every individual presentation includes the Centers
* Where does individual success detract from collective success?
  + Brainstorm about how we can leverage each other’s/collaborative successes for the common good
* “Smart Book” done by State Board staff before each legislative session
  + “One Pager” on each CoE available at any time, on websites?
  + Coordinate with Marie as needed – SB has resources that can help replicate
* Linda move to create marketing subcommittee to further discuss
  + Linda, Shana, Monica, Mary Kaye
  + Link to/from WACTE, WEC, etc
  + High Impact Report
    - Question: Do it again?
      * Target audience, did it reach, did it accomplish?
    - If again, needs to be in PDF version

**“It’s My Turn” and Other Business**

* ITTL – skill standards best practices
  + Energy – Alan Hardcastle has been a great resource; skill “profiles” as opposed to skill “standards”
  + ITC – weigh the need/value of the skill standards to ensure that they don’t immediately become outdated; Terrell Bailey has been great
  + Marine – DACUM process was helpful
* Advisory Board Recruitment
  + WEC Committee had the idea of Centers overseeing/combining program Advisory Boards
    - Question resolved within WEC committee
* Constant Contact
  + Sharing costs of account
    - Different aspects of the service are used, not necessarily high value
    - Further discussion offline
* EMSI
  + Cost sharing on subscription
  + 10 “seats” available
    - ICT, Aerospace, Marine,
    - Ann will send demo to whole group
    - Caryn will ask Highline about their cost and the modules they subscribe to
* 80/20 with host campus
  + 20% of highest value work gets 80% of the effort
    - Advisory board is imperative for support
    - “Once you’re on my list, you’re never off” – industry resource network
    - Building trust – being a face for the Center
* CoE Combined brochure printing
  + What are the options for another run?
  + Caryn will contact Highline Print Shop for quote of 5000 units
* coewa budget update
  + Handout – budget forecast through 2017

Next Meeting – July or September, Highline Community College – Caryn will send survey to the group