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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 (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 (absent) |
| Erik Tingelstad | Director | Education | 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 CenterNomination 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