

VCAEC Regular Meeting Minutes

Jan 10, 2025

1:00 PM - 3:00 PM

Moorpark Adult School

280 Poindexter Ave, Moorpark, CA 93021

Participants:**Facilitator:** Greg Hill Jr., WestEd**Recorder(s):** Kathy Walker, WestEd; Ayanna Smith, WestEd

Member Representatives: Sean Abajian **P**, Leticia Carabajal **P** (Ramona Villavicencio **P**, Admin Delegate for Oxnard), Cynthia Herrera **A** (Brenda Acomb Forbes **P**, Admin, Delegate, VCCCD), Blanca Mendieta **P** (Isaac Huang **A**, Admin Delegate for Fillmore), Marty McGrady **A**, Alex Mejia-Holdsworth **P**, Stacy Cashman **P**, Gina Ramirez **P**, Mike Sanders **A** (Consortium Chairperson), Scott McNutt **P** (Sean Bell **P**, Admin Delegate, VACE)

Meeting Called to order at 1:05 PM by Greg Hill Jr. with permission of Mike Sanders

MINUTES**OPEN SESSION****ROLL CALL AND WELCOME**

- Roll Call

PUBLIC COMMENT

- No public comments

GENERAL ANNOUNCEMENTS / UPDATES

- **Univision Update.** The consortium launched a marketing campaign with Univision using ads designed by Akkedis. Sean presented campaign performance data, reporting 900,000 impressions and 753 clicks from website ads, along with 178,000 impressions and 99 clicks from targeted retargeting ads. Email blasts generated 22,000 views and 2,400 clicks, though only one person completed the interest form. For future campaigns, Univision suggested providing a phone number for calls or texts and offered free radio ads on two gender-targeted shows. The group also discussed providing resources or materials to form respondents. Robbie will enable Google Analytics and Search Console to better track campaign impact and suggested A/B testing different form interfaces. He noted that Facebook and Google ads might offer better targeting and effectiveness for the \$12,000 investment compared to radio or TV advertising. The board will evaluate running another Univision campaign and vote on the proposal at the next meeting.
- **Funding Requests.** Sean requested \$100,000 to rehabilitate three classrooms on campus, prompting members to consider possible support options. The group reached a general consensus about

☐ Board will discuss running a subsequent Univision campaign at the next meeting

☐ Greg will review enrollments to support discussion

finding the necessary funding. Leticia Carabajal mentioned her intention to submit a separate funding request and emphasized the importance of examining enrollment figures alongside available funding. Greg committed to reviewing enrollment numbers and continuing this discussion at the next meeting.

- **Marketing Materials Update.** Members received the new booklets and promotional items, noting some gaps in the CTE program listings in the booklet. They will mark up the materials and provide feedback for updates, with Greg and Ayanna collecting this information from member agencies for subsequent printing. The group established a new general practice of initially printing small quantities of materials to allow for hard-copy review before larger production runs. Members also identified the need for better estimates regarding mailer distribution, preferring to send materials through participating districts to take advantage of special nonprofit education postal rates.
- **Motion to approve minutes from Dec 6, 2024** . Topic pushed to the next meeting for approval.

of supplemental funds

- ☐ Members will provide edits needing to be made to the booklet

DISCUSSION

- **2025 Akkedis Scope of Work.** Robbie presented an overview of Akkedis' proposed marketing campaign for 2025, which includes a social media strategy (approximately 150 Facebook and Instagram posts per year), newsletter distribution, and postcard mailings. The proposal requires member institutions to provide email addresses of current and prospective students for the newsletter component. Akkedis' services would cost approximately \$30,000, not including printing, mailing, or social media advertising expenses. Greg suggested allocating an additional \$10,000-\$20,000 for these extra assets. Robbie noted that a one-month social media campaign would cost \$2,500-\$5,000, while targeted Facebook ads would run about \$300 monthly. Members discussed that the current contract expired in December and addressed questions about vendor selection, noting that Akkedis was chosen from three agencies that submitted proposals last year, while Vida Life was hired from the Ventura area. The board will review the Akkedis proposal and vote on it at the next meeting. See [2025 VCAEC Marketing Proposal](#) for additional information.
- **Program Hours & Leveraged Funds.** Topic Pushed to next meeting.
- **CAEP Three-Year Planning.** Topic Pushed to next meeting.
- **Dual-Enrollment CoP Update.** Leticia reported that several members (Stacy, Blanca, Gina, and Mike) had not yet responded to the Community of Practice (CoP) invitation and encouraged them to do so. The group decided to schedule the first CoP

- ☐ Board will consider Akkedis proposal and vote at next meeting

- ☐ Stacy, Blanca, Gina, and Mike encouraged to respond to CoP invitation

meeting for March, utilizing the consortium's regular standing meeting date for this purpose.

Motion 1

- Motion to adjourn by Mike Sanders
Seconded by Alex Mejia-Holdsworth
All present Yes | Motion passed

Meeting adjourned at 3:00 PM. Next meeting will be held at Oxnard Adult School on February 14th at 1:00 PM (lunch will be served at 12:30 pm).