

## VCAEC Regular Meeting Minutes

Sep 13, 2024

Simi Institute for Careers and Education  
1880 Blackstock Ave, Simi Valley, CA 93065  
Multipurpose Room

1:00 PM - 3:00 PM

### **Participants:**

**Facilitator & Recorders:** Greg Hill, Jr., Ayanna Smith, Kathy Walker, WestEd

### **Member Representatives:**

Sean Abajian **P**; Leticia Carabajal, **P** (Ramona Villavicencio, **P**, Admin Del. Oxnard );  
Dr. Cynthia Herrera **A** (Brenda Acomb Forbes **A**, Admin Del, VCCCD); Marty McGrady **A**,  
Admin Del, VCOE; Alex Mejia-Holdsworth **A**; Blanca Mendieta **P**, (Isaac Huang A, Admin  
Del. Fillmore); Stacy Cashman **P**; Dr. Gina Ramirez **P**; Mike Sanders **P**; Scott McNutt **P**;  
(Sean Bell **P**, Admin Del. VACE)

**Guests:** Mark Sheinberg, ACSA Regional Representative; Jon Ajamian, Univision

Meeting Called to order at 1:15 pm by Greg Hill Jr. with permission of Mike Sanders

## **AGENDA** **OPEN SESSION**

### **ROLL CALL AND WELCOME**

- Roll Call

### **PUBLIC COMMENT**

- No public comments

### **GUEST SPEAKER**

- **Jon Ajamian, Univision.** Jon shared that Univision stands as the largest Spanish media company in the United States, with a comprehensive network of TV and radio stations, along with a strong digital presence tailored for Hispanic & Spanish-speaking audiences. Jon also mentioned Univision's media portfolio, which encompasses popular Spanish radio stations in Los Angeles, the VIX streaming service, and proprietary digital platforms.

He highlighted their extensive research capabilities, including Univision's first-party data and household data graph, enabling precise targeting of Hispanic consumers through various digital advertising channels. These include email marketing, display ads, video streaming, and audio ads. He noted that Univision has a track record of collaborating with educational institutions on marketing campaigns that blend radio and digital advertising to boost enrollment and awareness among Hispanic audiences.

- Jon will follow-up with estimates for select service offerings

Jon indicated he would create a draft budget of services for consortium consideration. Additionally, Greg noted that a prompt asking after social media platforms used should be added to VCAEC student survey.

## GENERAL ANNOUNCEMENTS / UPDATES

- **ESL Mini-Conference with Burlington English and CASAS.** Sean Bell and Scott shared information about the recent ESL mini-conference held at VACE. At least one participant from each adult school was present. Materials shared during the mini-conference can be made available upon request.
- **Fillmore Adult School Building Update.** Blanca shared that construction of new classrooms has been completed and that they are in the process of getting furniture and electronics in place. A tentative “mini” grand opening is planned upon completion.
- **Oxnard Adult School - Health Center Grand Opening** will be held Thursday, September 19 from noon-1:00 pm, according to Leticia. Consortium members and the public are invited to attend.
- **Marketing Activities Check-in & Update.** Greg shared results of recent meetings with Vida Life and N&R. Greg also shared that he asked Akeddis to highlight Hispanic Heritage month, and asked consortium leaders to share any student stories they might wish to highlight on the website. Leticia indicated she would send a story.

Members also discussed concerns about the quality of the writing produced by one of Vida Life’s reporters. Members noted issues in the quality of both English and Spanish versions of articles. Greg indicated he would reach out to Vida life to share concerns and ask that draft articles are proofed and copyedited before distributing to members for review and publication.

## CONSENT AGENDA

### Motion 2

- Motion to approve subsidizing travel and conference expenses for two faculty supporting Digital Literacy presentation at 2024 CAEP Conference by Leticia.  
Seconded by Sean A.  
Yes | Opposed - None | Motion Passed

## DISCUSSION

- **VCAEC Co-Chair Selection.** Greg shared there is a need to identify a consortium co-chair / acting chairperson and discussed associated roles and responsibilities. The board

- Greg will ask that articles are proofread before they're sent.

- Co-Chair will be selected next week at the latest

agreed to further discuss and decide on the co-chair selection at the following meeting.

- **Board Meeting Scheduling.** Member representatives identified dates and locations for upcoming meetings.
- **Marketing Materials Printing / Mailing.** Greg estimated through UPS that it would cost approximately \$80k to send mailers countywide. Given variations among sites with regard to use of mailers, additional information would be needed to determine whether distribution costs could be subsidized by the VCAEC. Mike mentioned it could be possible to leverage postal services through one of the school districts. Scott also shared information about bulk printing services he has used previously. Finally, members discussed were estimates for printing marketing assets and purchasing of swag items.

### Motion 3

- Motion to approve purchase of an initial package of marketing assets and swag items for each agency with the total not to exceed \$5,000 by Blanca.  
Seconded by Gina  
All present Yes | Motion Passed
- **Cultural Competency Workshop.** Leticia shared she has been working with the Coalition for Family Harmony around providing LGBTQA+ sensitivity professional development workshops. Leticia suggested that the VCAEC should consider participating in this training. The cost is \$400 per hour. The topic will be discussed in greater detail at a later date.
- **CALPRO Community of Practice.** Leticia also introduced the idea of having CALPRO facilitate a community of practice on supporting student transitions / dual-enrollment. The board agreed to include a presentation on the opportunity at the October meeting.
- **Strong Workforce Initiatives.** Members discussed K12 and CC SWP initiatives and whether agencies might participate in regional plans. Greg shared that CC SWP does allow participation among adult education. Greg also shared that while some SWP consortia include adult education, that he has not seen a scenario where funds went directly to adult schools, noting that funds primarily went to support coordination and collaboration among entities.

### Motion 4

- Motion to adjourn by Mike Sanders  
Seconded by Scott McNutt  
All present Yes | Motion Passed

- Kathy will get enrollments by zipcode from TOPSPro

**Meeting adjourned at 3:16 PM. Next meeting will be held at Oxnard Adult School on October 4th at 1:00 PM (lunch will be served at 12:30 pm).**