

VCAEC Regular Meeting Minutes

Nov 1, 2024

Santa Paula Unified School District
201 S Steckel Dr, Santa Paula, CA 93060
1:00 PM - 3:00 PM

Participants:

Facilitator & Recorders: Greg Hill, Jr., Ayanna Smith, 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 **P**; 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

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

- Niza Ortiz, VCOE, was unavailable to attend but plans to present at the December board meeting.

GENERAL ANNOUNCEMENTS / UPDATES

- **CAEP Summit Share-out.** Sean shared his experience attending the CAEP summit. Sean A. shared the consortium was recognized for its work on the Computer Basics course.
- **Consortium Finance / Carryover.** Greg shared an overview of 2023-24 expenditures and carryover. Carryover for the year sits at 8.6%, about 11 percentage points below the threshold required by the CAEP. Greg estimated there would be at least \$150k in carryover funds that could be available for one-time use projects, including funding for supplemental marketing through Univision.
- **Marketing Activities Update.** Greg shared updates on contract activities with Akkedis, N&R, and Vida Life.

Greg expressed positive experiences with Akkedis and would like to continue to engage them following the end of the contract in December 2024. Areas to be expanded include potentially establishing a monthly newsletter and targeted social media campaigns. Promotional items are expected to be available in December.

Greg also shared updates on N&R and Vida Life, indicating they appear to be on track for producing the number of articles contracted to produce. Members decided not to renew contracts with N&R and Vida Life.

- **VCAEC Student Survey Results.** Greg summarized results of student survey and disseminated individual reports to each agency. He noted receiving over 1,100 responses from students. Greg also shared some data points that stood out as particularly notable, including demographic distribution of respondents and college enrollment. Greg shared he would provide open-ended responses to each agency at the following meeting.

Greg will share open-ended responses to members

CONSENT AGENDA

Motion 1

- Motion to approve minutes from **Sep 13, 2024** by Stacey Cashman
Seconded by Gina Ramirez
All present Yes | Motion passed

Motion 2

- Motion to approve minutes from **Oct 4, 2024** by Mike Sanders
Seconded by Gina Ramirez
All present Yes | Motion passed

DISCUSSION

- **Univision Proposal.** Members discussed proposed digital media packages, opting to select option 1, which consists of targeted advertising and an email campaign.
- **Airtable Demo.** Sean A. demonstrated airtable form to be connected to Univision advertisements. The form allows prospective students to inquire about adult education programs and receive up-to-date information about courses currently available for enrollment. Sean A. shared course information was drawn from agency websites / course catalogs and would need to be updated regularly. Sean A. indicated he could provide access to designated individuals from each school to make updates and receive notifications from potential students. Member agencies will inform Sean A. who

should be given access for their institutions.

- **Shared Zoom licenses.** Members discussed the possibility of purchasing a shared Zoom license for use by consortium agencies. Mike indicated he could liaise with Zoom. Members agreed to pick up the topic at December board meeting.

Motion 3

- Motion to approve Univision digital media package (Media Plan #1) for approximately \$17k by Sean Abajian
Seconded by Mike Sanders
All present Yes | Motion passed

ROUND TABLE DISCUSSION

- None

Motion 3

- Motion to adjourn by Mike Sanders
Seconded by Stacey Cashman
All present Yes | Motion passed

Meeting adjourned at 3:00 PM. Next meeting will be held at Conejo Valley Adult School on December 6th at 1:00 PM (lunch will be served at 12:30 pm).

- Members will pick-up topic of shared Zoom licenses at December board meeting