

**Inland Empire/Desert Regional Consortium Executive Council Meeting**  
**February 15, 2017, 1 to 5 p.m.**  
**Location: San Bernardino CCD Professional Development Center (Room 104)**  
**114 S. Del Rosa Drive, San Bernardino, CA 92408**

**Minutes**

Members in Attendance: Zerryl Becker (via phone), Diane Dieckmeyer, Joyce Johnson, Robert Levesque, Albert Maniaol, Stacy Meyer, Roger Schultz, Roger Wagner, Gail Zwart.

Staff: Julie Pehkonen, Diann Thursby (recorder).

1. Welcome/Updates

- Meeting called to order by Robert Levesque at 1:05 p.m.

2. Approval of Minutes - January 23, 2017 Meeting

*Roger Schultz moved to approve the minutes from the January 23, 2017 meeting. The motion was seconded by Gail Zwart. Motion approved with two abstentions (Wagner and Meyer)*

3. Planning (Discussion and Action)

- Discuss timelines and recommend format for Steering Committee
- The plan will come to the council for approval. The goal is to have the regional plan approved by October 1, 2017.
  - Set date for Executive Council ratification of 2017-2018 plan/budget
    - It was agreed that it was premature to develop a budget before the beginning of September.
    - The Steering Committee will do the “leg work” needed to develop the regional plan.
- Review and discuss feedback from constituent groups and Steering Committee survey
  - Michael Goss (Center of Excellence) administered the survey.
  - After reviewing the survey, the consensus of the council was to look at the data and metrics and use that information to help guide development of the next round of proposals for our region.
  - Discussed the following possibilities for the next round of funding:
    - Limit projects by sector so that all proposals have an opportunity to be vetted.
    - Start the process sooner so there is more time to develop projects.
    - Give small work groups the three top needs for the sector and develop the projects around those particular needs.
    - Guiding principles should help in all stages of the planning process (proposal development, vetting, and funding).
    - Hold kick off meeting in April/May (before the semester ends). At the meeting, explain the metrics and process for this round of funding. All of the sectors that were identified would have a table. Attendees could choose what sectors/projects they were interested in participating in and the groups that formed would be the small works groups.
    - Hold a wrap up meeting instead of feedback sessions. Q&A for proposals that rose to the top.

- Three minute pre-recorded videos for projects to be presented/pitched at group meeting instead of having people present in person.
- Proposals due in early September to give time for Steering Committee time to compile/review/rank and Executive Council time to review and approve.
- In order to champion the non-sector specific or emerging sector projects there needs to be a “catch all” group. The catch all group would be open to unique and innovative projects.
- Discussed whether the general population of the region needs to rank and vote on projects. More constructive to have regional input at the small workgroup level.
- Limit number of proposals to the top two or three per sector and that is what the Steering Committee reviews/votes on.
- Decided to host a joint meeting between the Executive Council, Steering Committee, and Key Talent, to review data for the region. Julie will send a doodle poll to find what day in March/April works best with everyone’s schedule. The following are some topics which will be discussed/addressed at the meeting:
  - Gap analysis. What is the data saying we need in our region?
  - Small workgroups format and who is going to lead them.
  - Set number of proposals can be submitted per sector.
  - Developing projects in emerging sectors or non-specific sectors that have no DSN.

#### 4. Guiding Principles (Discussion and Action)

- Adopt 2017/2018 Guiding Principles.
  - The following Guiding Principles were established:
    1. In order to support all sub-regions with the IE/Desert, every college in the region will benefit from at least one regional project.
    2. To support the ideal of regional collaboration, funds will only be allocated to projects that include a minimum of three or more colleges from at least two college districts.
    3. Priority consideration should be given to those projects that attempt to fill the gaps identified by labor market research and data.
    4. Priority consideration should be given to those projects that will have the most immediate or significant impact on Strong Workforce Program metrics, including the required enrollment.
    5. In order to create viable long term pathways, the plan will include projects that can demonstrate the potential for sustainability.
    6. Regional projects proposing to develop non-credit or credit curriculum will identify which colleges will develop and approve the curriculum, and those colleges must indicate both faculty and administrative support of the proposal.
    7. Regional projects that include college credit or non-credit programs should be encouraged to develop and identify high school partnerships that can lead into the program.

*Diane Dieckmeyer moved to adopt the seven guiding principles. The motion was seconded by Joyce Johnson. Motion approved.*

#### 5. Proposal Template

- Reviewed the template that was used this year.

- Proposals need to be based on the labor market data and research.
- The Steering Committee should create a rubric to be used when developing the proposals.
- It was suggested to have a “how do you meet the guiding principles page”. The project lead will have to speak to how their projects meets each of the guiding principles.
- Incomplete proposals will not be accepted.

#### 6. Regional Marketing Update

- MeringCarson and Ogilvy will be running the CTE marketing effort for the Chancellor’s Office. The region can use all of the material developed for Chancellor’s Office.
- Funds have been set aside to expand the efforts into our region (\$1,144,129).
- Chancellor’s Office is assembling a statewide Marketing Committee. The regional chair will sit on the committee and the CCCCCO wants a PIO from each region on the committee as well. Karin Marriott (Mt. San Jacinto College) was recommended.
- Jon Caffery reached out to the region and submitted a roster of interested individuals. Reviewed the tentative roster and the following individuals have been appointed to the regional marketing ad hoc committee:
  1. Jon Caffery (Chair)
  2. James Meier, College of the Desert
  3. Christi Blauwkamp, Copper Mountain College
  4. Jen Krutsch, Norco College
  5. Kristine DiMemmo, Riverside City College
  6. Angel Rodriguez, San Bernardino Community College District
  7. Lisa Kiplinger-Kennedy, DSN Small Business
  8. Karen Marriott, Mt. San Jacinto College
  9. Stacy Meyer, San Bernardino Valley College (Gail Zwart, Norco College will serve as alternate).

Regional Resources: Julie Pehkonen, Michael Goss, and Margo Turner (Consultant)
- The Marketing Committee will be asked to present an action plan/timeline to the Council by the end of April with the goal of having a plan in place by the end of May.
- Joyce Johnson will get a copy of the MeringCarson presentation from CCCAOE and send it out to the Council members.

#### 7. Executive Council Meetings (Discussion and Action)

- Discussion on attendance, meeting format and meeting frequency.
  - The Council is engaged and functioning well together.
  - The meeting format will be flexible and what works best for everyone’s busy schedule.
  - Continue to meet as needed. The true goal is to only meet twice a year.
- Set next meeting date
  - Next meeting will be joint meeting with Steering Committee and DSNs and the next possible meeting is when the Marketing Committee reports out on their outline/action plan.

#### 8. Adjourn 3:57 p.m.

*Joyce Johnson moved to adjourn the meeting. Gail Zwart seconded the motion. Motion approved.*

Next meeting: TBD