



**TRI CITY ADULT EDUCATION REGIONAL CONSORTIUM**

**Minutes**

For

Board Meeting of the Executive Board

November 21, 2024

Lynwood Community Adult School

11277 Atlantic Avenue  
Lynwood, CA 90262

# TRI CITY ADULT EDUCATION REGIONAL CONSORTIUM

## Executive Committee

Doi Johnson, Representative

Yvonne Rodriguez, Ed.D., Representative

Lynell Wiggins, Representative

Shamell Wilson, Representative

*We connect education and workforce training to create family sustaining careers.*

# Tri City Adult Education Regional Consortium



Lynwood Community Adult School  
11277 Atlantic Avenue  
Lynwood, CA 90262  
310-604-3096

<u>EXECUTIVE BOARD</u>
DOI JOHNSON, <i>Representative</i>
YVONNE RODRIGUEZ, Ed.D, <i>Representative</i>
LYNELL WIGGINS, <i>Representative</i>
SHAMELL WILSON, <i>Representative</i>

## REGULAR MEETING OF EXECUTIVE BOARD

### Minutes

**November 21, 2024**

The Executive Board will meet in a virtual Open Session after the Study Session, which starts at 2:00pm via Zoom. Closed Session may be conducted in accordance with applicable sections of California law.

In compliance with the Americans with Disabilities Act, those requiring special assistance to access the meeting room, to access written documents being discussed at the Board meeting, or to otherwise participate at Board meetings, please contact the Tri City AEC Project Manager via email at [tricitythrives@gmail.com](mailto:tricitythrives@gmail.com). Notification of at least 48 hours prior to the meeting will enable the Consortium to make reasonable arrangements.

- I. **Call to Order – 2:04 pm**
- II. **Mission Statement** - *We connect education and workforce training to create family sustaining careers*
- III. **Roll Call**
  - a. Doi Johnson – present
  - b. Dr. Yvonne Rodriguez – present
  - c. Dr. Paul Flor - present
  - d. Shamell Wilson – present
- IV. **Approval of Agenda**
  - a. Motion – Shamell Wilson
  - b. Second – Dr. Yvonne Rodriguez
  - c. Vote – 4:0
- V. **Approval of Minutes**
  - a. October 17, 2024 Board Meeting (pending edits)
    - i. Motion – Doi Johnson
    - ii. Second – Shamell Wilson
    - iii. Vote – 4:0
- VI. **Reports from Representatives, Fiscal Agent and Project Manager**
  - a. Representatives: Reports on conferences attended, scheduled meetings or other training or informational activities related to the Consortium.
    - i. **Compton Adult School – Doi Johnson Campus Events and Milestones:** We had a nice staff luncheon today with great food and music. If there are pictures, we will send them over.  
**Program Updates:** The next CNA cohort will begin on December 2<sup>nd</sup> and we are in the midst of a truck driving cohort that is going well. We cancelled our data chat today so staff could attend the luncheon. The staff and student surveys were sent out.

- ii. **Compton Community College District** – Dr. Paul Flor  
**Conferences and Professional Development:** Our delegation of Compton College staff and faculty went to the California Community College Association of Occupational Education (CCCAOE) on October 23<sup>rd</sup> - 25<sup>th</sup> in Palm Springs. Surprisingly, the focus there was on AI and AI-related career paths. **Program Updates:** We are sending out informational materials out for some CTE classes that we are offering to the high schools. Currently we are working with Vista High School on dual enrollment in machine tool technology and welding courses. Outreach and recruitment will take place during the winter for enrollment in the spring semester. We are organizing the busing of students to our campus to take those CTE courses. **Staff Updates:** Lynell Wiggins, Director of Workforce Development recently left Compton College. We are in the process of finding an interim director which should be finalized by the end of this year. The new person should start in the beginning of January.
  
- iii. **Lynwood Community Adult School** – Shamell Wilson  
**Campus Events and Milestones:** We had our staff luncheon this week on Monday and staff really enjoyed it and the opportunity to get together outside of class and meetings and just enjoy one another. **Program Updates:** Classes look pretty good; our second trimester began last Monday, and we are still enrolling every day. Testing is going on for the new LVN cohort. So far, we have tested about 130 students and over the next two months will narrow that down to a cohort of about 30 students. **Conferences and Professional Development:** We are currently participating in a CTE conference at the Palm Springs Rancho Mirage with a group of district staff. Tomorrow and Saturday, we will attend the CCAE Adult Ed Conference and will share best practices when we return to campus.

iv. **Paramount Adult School** – Dr. Yvonne Rodriguez

**Campus Events and Milestones:** The Department of Mental Health held another workshop for us on anxiety which was well attended. It is good to have support services coming in for our students to access. **Program Updates:** We completed our school-wide CASAS testing and took our last application last Friday for ESL. The classes are full, and we are not taking any more students. We are sending people to both Lynwood and Compton to enroll.

b. **Fiscal Agent:** Paramount Unified School District – Dr. Yvonne Rodriguez

- i. Budget Update – The SMARTE report was previously emailed to all members. We have not paid out much this month; the report shows the checks that have gone to the different school sites to date. The total consortium expenses are what we plan to expend. The allocation balance for discretionary spending of \$200,000 that we have left over and have not planned on spending yet.
- ii. Carryover Compliance Update – The written report was submitted in NOVA on October 13<sup>th</sup>.

c. **Project Manager:** Anderson & Anderson Enterprises

The past two months have been very busy and full of activities.

**Conferences and Professional Development:** Met some resource providers and potential training partners at the CAEP Summit in Oakland and scheduling presentations for future meetings. **ELL**

**Healthcare Pathways Grant:** Following CALRegional’s presentation at the last Study Session, we are setting up individual campus meetings to do deeper dives. Other consortiums have contracted with them on the grant and having success with the bridge programs. The reporting period for July 1, 2024 through December 31, 2024 is due on March 31, 2025. It is time to move forward with piloting cohorts of students and enrolling them into the pathways because the first-round funding is from 2023 to 2025. Although planning is still underway, it is time to begin implementation and report on progress

and outcomes. **NOVA Deliverables:** The carryover compliance written plan was submitted. The continuous improvement plan referenced in the document includes adding space in Board Meetings for members to report out on individual budgets beginning in December. A template will be emailed that outlines the reporting areas, campus priorities listed for the last program year and the results of the staff and student surveys. There may be areas identified that can be used to inform spending down those funds or supports needed. The Program Area Reports are due December 1<sup>st</sup> and are to be certified by December 15<sup>th</sup>. Although we will not need to use it for this report, there is a checkbox for the ELL career pathways that feeds into the required report for the ELL Healthcare Pathways grant. At this time, there is nothing to report because students have yet to be enrolled into pathways. Also brought up in the webinar, workforce prep and the tab that says workforce reentry are the same. There was a request to CAEP to make them consistent. If there are any questions or concerns about the program area report, CAEP has not remediated the webinar video yet, but they did send an unedited version that will be forwarded to all members.

**Data Platforms:** The Adult Ed Launch Board is now called Data Vista. The site is live and data from previous years is being uploaded. The 2.0 version will be visible next month. Historically, the data on the old dashboard was outdated. The goal for Data Vista is to be a platform with more accurate data that is available sooner. The 2023-24 data will be uploaded by spring 2025.

**Contracts and Services Updates:** The Basecamp account is currently suspended, so we will go back to email reminders until we get that payment issue resolved. Carisa Martin with Study.com is contacting each campus to coordinate starting the implementation process.

**Three-Year Plan:** Thank you so much for participating in the campus check-in, sending updates, photos, and videos. For these last few months, we have been focusing on the surveys, data collection, and ensuring that our programs are updated on all platforms. As of today, there are 204 student survey responses: 113 -Spanish, 91 - English, and 27 staff responses. There is room to increase the number of responses and

find out what students need. With that, the surveys will be open until December 30<sup>th</sup> to collect as much data as possible. This data could inform how to move forward with partnerships, allocate resources and so forth. The 2023-24 student survey responses reveal that students had barriers to employment and education, needed access to supportive services, and received program information primarily from friends and family. The students had really great things to say about the campus experience; however, made recommendations of having bilingual staff present at intake. This feedback further justifies the need to increase marketing efforts. Increasing the marketing budget within the contract renewal for Grad Communications will allow for experiencing the level of success from the previous pay-per-click campaign. The new campaigns will connect with myOneFlow and help streamline the intake process as well as regionally meet the outcomes stated in the Three-Year Plan. The proposal for contract renewal is a conference item for today. **Regional Communications:** The first draft of the e-newsletter is ready and will be sent for your review and edits following this meeting. It uses the branded colors from the new logo and the first issue is an introduction to Tri-City AEC. The responses of the staff surveys indicate that the staff were mostly unaware of regional activities and milestone achievements and want to be more involved. Going forward, photos and highlights for staff and students will be amplified in the newsletter, on the website and social media platforms. In addition, an overview of highlights can be compiled to share during campus staff meetings. A regional professional development calendar with events from OTAN, TOPSPro Enterprise, and CalPro was created and forwarded to members to share with staff and increase engagement. The calendar has live registration links and was added to the newsletter. Once Basecamp is reactivated, opportunities for subcommittees on marketing, outreach, etc. will be reestablished. There is also an opportunity for staff to contribute to future issues of the newsletter. **Outreach:** The Tri-City Day at the Compton College Farmers Market was rescheduled from October 16<sup>th</sup> to February 2025. More details to come.



## **VII. Hearing Section: Request to Address the Tri City Executive Board – Agenda/Non-Agenda Items**

Persons wishing to address the Board should sign in on the optional sign in sheet that is located on the table by the door. Speakers will be called in sequence during the Hearing Sections, which is limited to one hour and each speaker to one presentation of three minutes unless the Board wishes to waive the time limit. Those who have a group concern are encouraged to select a spokesperson to address the Board.

Persons wishing to address the Board on a specific agenda item at the time the item is under discussion are limited to three minutes each and will be called to speak following the staff comments and prior to the Board's discussion and taking action.

## **VIII. Information Items**

These items are intended to keep the Board informed on various matters that do not require formal action by the Board.

- a. Upcoming Deadlines, Deliverables, Training and Other Important Dates:
  - i. **November 14, 2024** – Written Expenditure Plan / Excessive Carryover
  - ii. **November 30, 2024** – [Staff Surveys](#) 2024-25 responses due
  - iii. **December 1, 2024** – CAEP Program Area Reports due in NOVA
  - iv. **December 1, 2024** – CAEP Quarter 1 Expense Report due in NOVA
  - v. **December 15, 2024** - CAEP Program Area Report Certified in NOVA
  - vi. **December 31, 2024** – Quarter 1 Expense Reports Certified in NOVA
  - vii. **December 31, 2024** – Last day to spend 2022-23 funds
  - viii. Other

## **IX. Expenditure Items**

These items are intended for the board to review, representing expenses to be made on behalf of the Consortium by the member agencies. The Board may further discuss these expenditure items at a Study Session or submit them as an Action Item for the following Board Meeting.

- a. There are no Expenditure Items for this meeting

## X. Conference Items

These items are presented for advanced planning and to assist the Board in establishing further agenda items. The Board may, however, take action on the following:

- a. Grad Communications contract renewal - [2025](#). Discussion on the updated proposal and deliverables. Grad Communications is a marketing and media firm, and the initial contract was for website maintenance and various updates to add meeting minutes and photos, news, etc. They are transitioning the updating of tasks to the project manager to focus on website maintenance and paid media campaigns. The marketing plan requires a budget increase. The pay-per-click campaign and the Google search ads were successful in the short time it was used earlier this year. The interest was good for CTE programs, ESL, and high school diploma programs. Momentum was lost at the end of the campaign, but to help promote the healthcare pathways and CTE offerings, we are planning to do the pay-per-click and meta campaigns, including Facebook and Instagram for an entire year. We will determine the impact of the campaigns through the analytics reports. The previous contract was for \$10,000, expires in January 2025 and the new proposal has a budget of just under \$30,000 to include website maintenance and campaigns. The increased marketing budget will allow for additional pages on the website to include CAEP initiatives and data, as well as increase overall transparency. When there is an additional need for view books, short videos, postcards, or other collateral, renewing a contract with Five Mile Media is a cost-effective option. Discussion on other adult schools marketing appearing in the Tri City AEC area. We are seeing other schools advertising on transit buses, billboards, videos in our communities where there is a huge technology gap. Many families do not have access to computers. Whereas the pay-per-click campaigns are important, we still need to increase awareness in other ways. The balance of joint funds for this program is approximately \$15,000 and there was no carryover last year. It was recommended that members review the new joint budget for funds that can be used for advertising on kiosks, banners, at local

businesses, etc. Members agreed that a regional push would be the most effective. Each district is putting the same amount into the consortium since the \$200,000 joint fund began. With an increase in costs for products and services, there is a need to start considering the option of contributing more to the consortium budget to cover marketing and outreach. Marketing and outreach funds were allocated in the ELL Healthcare Pathways Grant individual budgets. If there will be a joint effort, it would have to be developed and go through the MOU process. This will be a discussion item at the next meeting as it will require a revision the MOU. The members voted to move the proposal to an action item. Further discussion regarding pulling more than \$200,000 for joint use. Each member agreed that an increase of \$100,000 would be appropriate with each district contributing an additional \$25,000. This item will be added to the next meeting agenda to vote on.

#### **XI. Action Items**

These items are presented for action at this time. Some may have been reviewed by the Board at a previous meeting under the Conference Items section of the agenda.

- a. Approval of Grad Communications contract renewal - for [2025](#)
  - i. Motion – Shamell Wilson
  - ii. Second – Dr. Yvonne Rodriguez
  - iii. Vote – 4:0

#### **XII. Board Meeting Calendar**

Any additions to or changes in the next Regular Meeting and/or special meeting calendar and agenda will be discussed.

- a. Tentative agenda items for next Study Session on December 5, 2024.
- b. Tentative agenda items for next Board Meeting on December 5, 2024.

#### **XIII. Next Meeting**

- a. Thursday, December 5, 2024 at 2:00 pm via Zoom

**XIV. Adjournment at 3:22pm**

- a. Motion – Dr. Yvonne Rodriguez
- b. Second – Doi Johnson
- c. Vote – 4:0