

03/10/16

LAKE TAHOE ADULT EDUCATION CONSORTIUM

10:00am – 12:00pm

LTCC Board Room and Conference Call: 719-785-4469 Passcode: 546858

Facilitator: Michael Ward

AE Director: Frank Gerdeman

Partners: Bob Albrecht, Maxine Alper, Amber Aneloski, Marilyn Ashlin, Don Ashton, Susan Baker, Rich Barna, Tina Barna, Aaron Barnett, Virginia Berry, Rich Bodine, April Boyd, John Brase, Kristin Brinks, Jeremy Brown, Jason Buckingham, Denise Castle, Angelo Clelan, Scott Craig, Christopher Croft, Lt. Eslick, Jane Flavin, Lisa Foley, Laura Fruitman, Frank Gerdeman, Sue Gochis, B Gorman, Bob Grant, Koko Green, Holly Greenough, Pat Harnett, Kathy Haven, Steve Heggen, Heidi Hill Drum, Chad Houck, April Kerwin, Ivone Larson, Maria Luquin, George Marley, Moirahan Martin, Bill Martinez, Cindy Martinez, John Martinez, Wendi McCray, Barbara Mick, Katharine Miller, Sabrina Owen, Jenna Palacio, Randy Peshon, John Pillsbury, Chris Placke, David Publicover, Brandon Reed, Shane Reynolds, Brian Richart, Michelle Risdon, Andrea Salazar, Melinda Stearns, Kim Stephenson, Rebecca Strmiska, Eric Sturgess, Gary Sutherland, Amber Tanaka, Tessa Thomas, Tere Tibbetts, Lauren Tomaselli, Patrick Traynor, Pete Van Arnum, Cheri Warrell, Megan Waskiewicz, Michael Ward, Brian Williams, Jenny Wilson, Jude Wood, James Woods

AGENDA ITEMS

Topic	Timing	Notes
1. Welcome, Introductions	15 min	Michael welcomed the group and introductions were made. He reviewed a change to the agenda. There will be a standing report from the director followed by standing reports with printed notes for the two workgroups that met the week before (Hospitality, Tourism, Recreation & Retail and Assessment & Transition) and notes on the board from the morning meeting (Marketing & Community Outreach). From there, the agenda is open to invite open dialog so that we are not totally scripting the entire process.
2. Business Walk – Final Plan and Logistics	25 min	B Gorman reviewed the plan for the Business Walk that will take place next week. To be effective, we need at least 50 people on each shift and even with that we will not get the depth of information needed. Wednesday morning is extremely short-handed so please spread the word to all, including future business leaders. Registration is very simple (tahoechamber.org). Data will be collected via an app on participant phones. The groups will return to LTCC to debrief and then the data will be analyzed and disbursed to the community. A map of where the groups will go was reviewed including the businesses that will be visited. Questions were also reviewed briefly. Jenna encouraged everyone here to share the Chamber Facebook page event.
3. AE Director’s Report	10 min	Frank reported out that we are working on project specific positions rather than the original plan to share it among existing LTCC positions. We have created two full-time and one part-time position. A Transition Coordinator, HTRR Coordinator, and a part-time program assistant. Preliminary allocations with a funding increase of \$25,000 for a total of

		<p>\$850,000. Michael added that it is subject to the May revise of the State budget.</p> <p>We are about to enter the final quarter. Reporting dates have changed slightly with the first report due on May 2nd (Governance and Administration only). With this report we will have to indicate whether we will continue to have a fiscal agent or a direct fund of the members. This would need to be discussed in this group. Partnership participation is critical to this process (there is very specific language about governance) for large multi-school districts. But we also need an effective, transparent form of governance even though we are small – only two communities with South Lake Tahoe and Alpine county. We try to maintain the semblances without overly focusing which is an advantage for our community.</p> <p>The Annual Plan and Report of Expenditures are due in July; the final allocation schedule should be posted by July 15th (15 days after signing of the state budget); The Demographics and Performance Measures report is due in August.</p>
4. Workgroup Reports	45 min	<p>Hospitality, Tourism, Recreation & Retail (HTRR) – The group had an in-depth debrief on the meeting with the Restaurant Industry Group (RIG). They went through different components of the mind-map; restaurants have been struggling together with no collaboration in the past. Some of the areas they would like help with include understanding of labor laws, workforce training, and talent. There was a lot of discussion about the need for hard-hitting customer service training. They would like to see the Culinary Arts program at LTCC reenergized to better serve the needs of employers. Virginia indicated that some courses could be packaged to help with that. B will bring the information from LTCC back to the RIG for review.</p> <p>Discussion took place regarding the desire to have a RIG designee that could serve on HTRR. There is a need to give a short presentation to the lodging association but it meets at the same time as our consortium so something will need to be worked out for that. Consensus agreement was reached on moving the work of this group forward: review data/needs from various sources, especially surveys from the business walk; select initial courses that could have immediate impact with minimal preparation (i.e., low hanging fruit); recruitment, partnership with local industry for the courses; find opportunities/methods for leveraging various funding streams (WIOA funds, WIOA work experience/funding, financial aid, specifically Pell Grant, and the ability to benefit mechanism, use of noncredit and/or community education approaches); begin construction of</p>

pathways from bottom up, including increase in certificate programs; and continue to research the possibility of a 'Blue Zone' standards and use in local community. The RIG is meeting again in a few weeks – perhaps there is someone that could participate. Jeff Cowen's name was brought up as someone very enthusiastic and could be a good person to include. B and Michael will reach out. Aaron Barnett offered to assist with financial aid information where needed. Denise and Jenny will coordinate WIOA linkages. Jenna asked about using numbers from the business walk in our report of who we service – Michael agreed.

Student Assessment & Transition – Frank reported that most of the meeting focused around the roles of a transition coordinator. What do we envision this position being responsible for? Navigator of existing systems and organizations, building relationships with learners and community partners, look at processes across organizations and how to make it consistent, look at the screening and inventory of student and learner needs and the appropriate place within the community, serve as a touch point for any door entry into the system, requires bi-lingual skills in Spanish to be successful in the community. **Action item** – revamp the job description to incorporate feedback and get it posted as quickly as possible. If everything goes according to plan, we will post both full-time positions on March 23rd based on approval from the Board, with a realistic start date of mid-April. Frank will share information as it comes forward. Frank would like to see consortium partners to participate in the interviews and will reach out when they are scheduled for participation. The part-time position can move more quickly as that position already exists at LTCC. The group discussed integration of Get Focused Stay Focused (GFSF) approach in assessment and transition planning for adult services. There was support to envision steering all learners accessing adult education services to this resource. Virginia pointed out the need to work with the counselors to provide further training on how to use the 10-year plan and the app. The workgroup helped to construct the focus for an actual job description. Discussion took place regarding possible titles. It was noted that the position is a Coordinator rather than a Specialist due to the fairly high level of work, including working with individual learners and the counseling aspect to the work. Virginia pointed out that at LTCC a Coordinator is a higher level than a Specialist. Discussion took place regarding the term 'transition' and whether that was appropriate. Transitions within and beyond for adults transitioning into programming and then transitioning through and out of the program (idea of bridging). Transition is pathways language. Perhaps a 'Pathways' Coordinator makes more sense. It was asked of

Tere Tibbetts what will resonate with the people we are trying to reach. Tere didn't feel that the title will have a impact but what we do would. Another suggestion was 'Advocate' but Tere indicated the translation would be a counselor and we are trying to avoid that since this isn't a counseling position.

Marketing & Community Outreach – Michael showed a few websites from other adult education programs and the group discussed the merits and lack thereof. The Marketing group discussed naming, messaging, etc. Jenna reported that the group talked about 'what is the brand/identity of the adult education we are working on.' Not same old, same old adult education program. Avoid the AEBG/LTAEC acronym as no one outside of the consortium knows what that means. Want a personalized approach - keep it regionally focused with partners. Emphasize strengths, honor where people are or what they have already gone through. Keep messaging simple, motivating for adult learners, businesses, etc. Recognize the stigma that can be associated with adult education, tone not condescending, opportunity for transformation, bilingual connotations, key words: simple, personalized, quality, place for you (the adult learner, employer). Recommendation of three potential brands: ASCEND; ADVANCE, and Step Up or Step Up Tahoe. Image acquisitions – feedback on the different images that are used to communicate online. The workgroup identified a way to generate images to express the brand and create an image campaign using some of our adult learners here and at the high school (people, processes, outcomes). Identify our brand and get moving with image acquisition so we can move forward. Tere noted that ADVANCE translates the best in Spanish and noted that honoring past experiences is crucial. The group was talking about what the acronym would be but Frank noted that we do not need to turn our brand into an acronym but we can define what it means. We need to remember that a goal is to 'support relationships.' How could we visually communicate rather than using a lot of words? Another concept is 'when you are ready...we are here.' The consensus of the group was to move forward with 'ADVANCE' with a short campaign. Make this the workgroup's active charter for the next few months. Michael noted that sometimes we worry about words having unintended consequences. Is there anything about ADVANCE that would do that? There were no comments. Jenna noted that Google doesn't appear to have any other use of ADVANCE so we should be able to 'coin' that. It was also noted that ADVANCE has the ability to be used in other areas (i.e., advance digital certificate, advance life, advance career, etc.). We can say you decide what you want

		<p>ADVANCE to mean. Append the message to the word-what's important to you.</p>
<p>5. Open Agenda</p>	<p>15 min</p>	<p>Are there any areas that we are not talking about or doing a good job talking about? There were no comments. Virginia looked into a Spanish version of GFSF and it is in production and should be available in the fall. Michael asked where we were with WIOA – are we in a fund-ready state? Clearly in transition – some things are not finalized yet. Jenny noted that the county is participating in employment training with Los Rios with a \$5 million grant for the Sacramento region, hopefully they will be successful as it will net positions with a separate funding stream that will result in maybe a case manager with 30-50 positions for the county. From JOIN's end, Denise indicated that the Nevada Governors WIB will probably not catch up until the 2017-18 fiscal year. Expect status quo for another fiscal year – re-funded based on outcomes. They are governed by a state approved provider list Eligible Training Provider List (ETPL) in order to fund students and LTCC is currently not on this list. She indicated that Nevada is revamping their process but Virginia has been hearing that for the last three years so she is a bit leery. Jenny will provide an ETPL update at the next meeting. It was noted that 18-25 year olds are key specifically for Alpine County. Lot of opportunities to leverage the foundations we are building to target specific funds for specific programs. Katharine noted the library has positions open and asked that the group direct young adults who didn't receive their high school diplomas. The program allows them to get a high school diploma (not GED). This program is free to the student – state library pays for two slots and local has to match. About \$1,100 each. They are seeking donations from local organizations and the county. It was noted that we refer this to the Assessment & Transition workgroup.</p> <p>Bob Grant asked Michael if we want to have deliverables for the classes for Curriculum for Parents Supporting Child Academic Outcomes and Michael indicated that we do. Bob has a plan noting that the curriculum isn't the difficult part but would he love help from the Marketing group. He has a concept a series of bootcamps where learners receive a sticker for each individual area completed. He has a multitude of credentialed teachers ready to teach common core to parents as well. Newest program area, important part of the program, and one of three goals for Alpine County. Saw as an enrollment pathway for parents and would then look to their own learning needs in the context of the bootcamp. This item was referred to the Marketing & Community Outreach workgroup.</p>

6. Next Steps –
LTAEC Meetings 2nd
Thurs

10 min

Consider pushing back the April LTAEC meeting to avoid LTUSD Spring Break or Workgroups only

One option is move to the following week and the other option is skipping a month letting the workgroups do the primary work and perhaps move the consortium to every other month. There are a lot of projects moving forward. It was the consensus of the group that we will cancel the April meeting and allow the workgroups to move forward.
