Top 5 Ideas From
Region C – Regional Conversation
February 4, 2015
Held at Modesto Junior College
Central Valley Regional Conversation: February 4, 2015
Expand base funding for CTE

<table>
<thead>
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<th>Describe the idea:</th>
<th>Expand the base funding for CTE to hire and grow CTE full time faculty. Direct the funding to local colleges, who would develop a plan for the use of funds with input from external advisory members and local industry.</th>
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| What is the change being recommended? | 1) Expand the base funding for CTE  
2) Allow for flexibility and local control in how this funding is directed. |
| Why is the change needed? | Current levels of CTE funding do not meet local industry demand. Localizing the funding model would enhance student success, increase completion rates, and prepare students to secure employment. |
| How should the change be implemented? Practice guideline? Regulatory change? Legislation? | Change in legislation to assure that funding is sustainable rather than one time funding. |
Streamline The Curriculum Process
Central Region: February 4, 2015

Describe the idea: 1) Streamline the curriculum adoption process. 2) Promote a cohort approach where small groups of students move through stackable certificates of shorter duration, so that each semester new students can be added into the programs.

What is the change being recommended?
1) Once a course is State approved, publish it in an online catalog so that the course can be taught the next session rather than waiting.
2) Once curriculum is approved by the State for one college, the course can be taught again without each college having to obtain State approval when the same course is subsequently taught.
3) Establish uniform apportionment based upon contact hours rather than how those hours are divided in the class schedule.
4) Eliminate regulatory hurdles such as the limit on how many times a course can be taken or the practice of registration priority.

Why is the change needed? 1) We need to eliminate hurdles and timelines in the amount of time needed before a course can be offered 2) Streamlining the curriculum process should increase the number of students who complete degrees or certificates, thereby obtaining the skills required for employment.

How should the change be implemented? Practice guideline? Regulatory change? Legislation? Adjust regulations to permit these changes. Establish patterns of practice in the adoption of curriculum.
# Develop Targeted Marketing

**Central Valley 2-4-15**

### Describe the idea:
Develop targeted marketing about the value of CTE to reach the wide variety of audiences, including middle schools, high schools, adult schools as well as industry. Also consider marketing that is internal to those working at the college (such as outreach to counselors about the value of CTE).

### What is the change being recommended?
Current marketing is “one size fits all” rather than targeting the message based upon the audience. We need to create marketing that is relevant and focused.

### Why is the change needed?
To increase enrollment into CTE and to reach various audiences with messages that will attract them to CTE programs.

### How should the change be implemented? Practice guideline? Regulatory change? Legislation?
This recommendation would require a change in current marketing practices, such as the use of multilingual materials, additional outlets such as food banks, community-based organizations, social media and other practices consistent with where and how the various audiences obtain information.
Enhance Industry Collaboration
Central Valley 2-4-15

**Describe the idea:** Deeply integrate industry into the education planning process by encouraging active participation and input.

- Build more robust industry advisories
- Develop strong student and faculty internships, job shadowing, and work-based learning experiences.
- Increase such activities as student field trips to industry partners for exposure to jobs and industry expectations.

**What is the change being recommended?**

1) Provide faculty training on how to build strong advisories, how to engage industry, and how to report back and respond to recommendations by industry partners.
2) Provide training to counselors to flex days to learn about industries and job expectations.
3) Use industry speakers to speak to students and instructors
4) Encourage internship opportunities.

**Why is the change needed?**

1) To fill job vacancies with students who are job ready with relevant skills to meet industry needs.
2) To increase opportunities for employment by participating employers.

**How should the change be implemented? Practice guideline? Regulatory change? Legislation?**

This should be implemented locally, using local control on decisions about funding for industry-supported programs.
Reduce Competitive Grants/Redirect to Local Funding
Central Valley: 2-4-15

**Describe the idea:** Offer fewer competitive grants and redirect to CTE base funding. This will maximize the percentage of funding going to a local program. Funding is needed to support and sustain program personnel that can develop new programs that are responsive to industry.

| **What is the change being recommended?** Competitive grants are not good for starting or sustaining a strong program over time. Also, we should consider the total cost of time and effort to secure and report on a grant. This funding should be allocated to local colleges, and allow for local control in the use of funds. |
| **Why is the change needed?** Grants often cause institutions to be reactive, rather than proactive. Colleges want to use resources to build quality instead of quantity. The cost of time and effort on the part of both the Chancellors Office and local colleges could be better used. |
| **How should the change be implemented? Practice guideline? Regulatory change? Legislation?** Changes in building the System budget will be needed, and changes will also be needed to the budget control language. |