

Workforce Solutions Governance Committee Minutes

Date: April 17, 2017

Time: 1pm

Location: Center for Workforce Solutions

Attendance:

In attendance: Dr. Corey McCray (Ex Officio); Lisa Peterson (Ex Officio); Emily Richardson; (Ex Officio); Todd Estes (Ex Officio); Batanya Gipson (CMVE); Christopher Fairbanks (Portsmouth); Sylvia Ross (Norfolk); Richard James (Portsmouth); Matthew Woods (Portsmouth); Laura Burnham (District); Leona Davis-Daniels (WFS)

Absent: Leslie Boughton (Ex Officio); David Steinhauer (Portsmouth); Bonita Volker (Norfolk); Heather Kitsis (Norfolk); Calvin Scheidt (CMVE); Kristina Bezanson (Chesapeake); Barbara Murray (Virginia Beach); Casey Clements (VA Beach); David Lee (VA Beach); William Pearsall (Chesapeake); Chris Blow (CMVE); Michael Lyle (VA Beach); Thomas Stout (Chesapeake);

I. Call to order

The Workforce Solutions Committee meeting was called to order by Batanya Gipson at 1:15pm.

Batanya Gipson announced that both Dr. McCray and Tom Stout were called to other meetings, and the committee would be reviewing the Bylaws in their absence. Both plan to be joining the meeting late.

II. Minutes

Richard James made a motion to accept and approve minutes for 2/20/17 with the correction; Laura Burnham properly second the motion. The minutes were approved by the committee with the correction made.

III. Reports

A. Officer Reports:

Batanya Gipson provided the following PAPC Meeting Review for 4/7/2017:

B. Report from Curt Wynn, TCC Marketing Director

- ✚ Curt Wynn's suggestion for creating a landing page from a marketing perspective, is to narrow down the options to eliminate confusing language so that the page makes it easier for search engine optimization by focusing on regular course offerings.
- ✚ The strategic plan is for target marketing rather than the traditional methods.

- ✚ Matthew Woods suggested getting permission to wrap the Trucking Programs trucks with course programs for free advertisement for Workforce Solutions.
- ✚ Curt Wynn plans to follow Dr. Kolovani's desire to address TCC's key entry points:
 - i. Students
 - ii. Incumbent Workers
 - iii. Career Switchers
- ✚ The Information Center is the more central location to address the concerns of current and potential students

Batanya Gipson reminded the group that a Workforce Solutions' representative was to be assigned to do outreach to the various college committees for presentations and discussions concerning noncredit programs.

Dr. McCray will consider if the position of the Career Coach will absorb the task of reaching out to the committees within the college.

Laura Burnham indicated that the landing page could address the type of learner, what they want to accomplish, and what kind of money they would like to earn.

Dr. McCray suggested that "Big Data" allows for:

- ✚ Pattern development
- ✚ Allows for properly placing students on a starting point
- ✚ Get dates of the different sessions to assign someone to a present session

This could allow for something to be put together in a newsletter with associations; there's a possibility of getting a newsletter vetted in IA before sending anything to the college.

IV. Open business

A. Discussion – Advanced Standing Task Force

Laura Burnham shared the following in regards to the Advanced Standing Policy and incorporating the Task Force in with the WSC: The policy is currently in its first write up. There are some areas that will change, such as noncredit to credit crosswalks and how that process happens. However, there's still work to be done, and the policy is being revised. It does not include certain projects, such as the assess tool, and there are still questions as to how it would be implemented at TCC. There's also still a need to look at who should be included in order to properly revise the policy. The last point to take into consideration, is that there are five ways to determine Advanced Standing:

1. College
2. Portfolio
3. Standardized Exams
4. Local Exams
5. Non-Collegiate Institutions

Each part has a different process and there are gaps that needs to be better clarified

Batanya Gipson suggested that the policy and procedures be separated.

B. Vote Workforce Solutions Governance Committee Bylaws

III. F. It is suggested that the language be changed to look to the Faculty from each Meta-Major to support the Advanced Standing Program with support from the Chief Academic Officer.

V. Election of Officer should be in compliance with the timeline and guidelines of the PAPC Governance; election of officers should be held prior to May 1st. Change the dates that reads "May" to "April."

Suggestion to strike "IX. WSC Committee."

Motion proposed for an electronic vote to accept or decline the changes to the Bylaws by 5/3/17 to be submitted to the PAPC by 5/5/17 by Richard James; properly second by Thomas Stout.

V. New business

A. Workforce Solutions Office Elections for 2017 - 2018.

Nominations and suggestions will need to be made during the next meeting to be presented to the PAPC in the June 2017 meeting.

VI. Other

NA

VII. Next meeting

Monday, May 22, 2017 @ 1pm; Workforce Solutions, Conference Rm #105

VIII. Adjournment

Sylvia Ross motioned to adjourn the meeting @ 3:35pm, and properly second by Richard James

Submitted by

Leona Davis-Daniels, Secretary