Salinas Valley Adult Education Consortium (SVAEC)
Regular Steering Committee Meeting
September 18, 2024 |2:30 – 4:00 p.m.
IN-PERSON AND VIRTUAL MEETING

Zoom Meeting Link & Dial-in Info:
Phone: 669-444-9171, Meeting ID: 834 0034 6198
Meeting materials in public Google Drive folder

Meeting Locations (main location in bold/alternate locations in regular type)

District	Location
Hartnell Community College District (HCCD)	**Hartnell College, Building A, Room A105** **411 Central Ave, Salinas, CA 93901**
South Monterey County Joint Union High School District (SMCJUHSD)	Portola Butler High School, Main Office 760 Broadway, King City, CA 93930
Gonzales Unified School District (GUSD)	650 Elko Street, Room 1 Gonzales, CA 93926
Monterey County Office of Education (MCOE)	2180 Larkspur Lane, Hotel Lobby Area Redding, CA 96002

NOTES:
- Agenda items must be submitted to the Director five (5) days prior to the meeting.
- All Member Districts must provide notification to the Director at least five (5) days prior to the meeting if there will be no designee present at the meeting (in person or virtually).

AGENDA

2:30 – 2:35   **Call to order**
- Roll call/establish quorum
- Guest introductions
- Approve meeting agenda and prior meeting minutes

2:35– 2:40   **Public Comments** (*2 minutes max per person – anyone is welcome to speak and/or type comments in the chat box of the Zoom meeting*)

2:40-2:45   **Program Highlights (***30-second headline for your program, such as an upcoming event, an item of good news, or a student success story*)

2:45 – 3:00   **Action Items**
- Motion to approve splitting Stephanie Borrayo 50/50 with TPP/MAESTROs.
  - This action would save us about $40K.
  - We lost about $50K when Christian took the lateral transfer.
- Motion to approve the final budget for the Shared Fund.
- Motion to hire Rosio Pedroso to do the community assessment survey for our three-year plan. See two plans at end of agenda.
  - Plan A, $40K, 650 surveys
  - Plan B, $25K, 475 surveys
- Motion to hire Digital Nest to migrate & maintain our website. See plan at end of agenda.
  - GoDaddy has not been doing a good job.
  - We think we'll get better service at a lower cost from Digital Nest.
  - Alejandra Carrillo comes to us with strong web skills, so she can also help.

3:00-3:45   **Student Presentations in Honor of National Adult Education & Family Literacy Week**

- Introductions (5 min.)
- Presentations (5 min./student) (Salinas asked in advance to go first.)
    - North Monterey County: Frida Maria Vasquez Garcia
    - Hartnell: Gabriela Zavala-Gaytan
    - Salinas: Elsa Marin Toboado
    - MCOE: William Feliz
    - Gonzales: Elizabeth Castillo
    - Soledad: Angelita Ornelas
    - South Monterey County: Luis Bailon
- Q&A (5 min.)

3:45– 3:55   **Information Items** *(if time allows)*

- PLC Update
- TE Users Update
- Stephanie's workshops: Emergency Planning Workshop & Know Your Rights Workshop
- Alejandra's outreach report

3:55-4:00   **Final questions, comments, and reminders; adjourn**

- TE Users Meeting: TBD
- PLC Meeting: 9/26, 3:30 – 4:45 p.m.
- 9/30: Q4 Expenditure Report Certified by Consortium in NOVA (completed 9/13)
- 9/30: FY 24-25 Member Work Plan and Budget Due in NOVA
- 10/15: Q1 Expenditure Reports Due to Consortium in Smartsheet (optional)
- 10/15: Q1 Invoices Due to Director
- Next Regular Steering Committee Meeting (Soledad): October 16, 2024, at 2:30 p.m.
- Motion to adjourn

4:00 – 5:00   **Professional Development**

- Jeff von Kaenel, President & CEO, News & Review|N&R Publications
- Storyboard Session

Background:

Having worked with numerous adult schools and consortia, we understand that each institution has its unique challenges and opportunities. Therefore, it's essential to develop a customized communication strategy that meets your specific needs while staying within budget.

We offer a complimentary brainstorming/storyboarding session to help develop a proposed plan for your consideration.

During our meeting, we will start with introductions and then discuss your desired outcomes for the communication strategy. Common goals we often encounter include:

1. Increasing awareness among local key stakeholders—such as potential students, employers, and elected officials—about your programs.
2. Highlighting specific programs, such as ESL, High School Equivalency, or CTE programs.
3. Promoting collaborative efforts with local community organizations, such as the Workforce Development Board, nonprofits supporting recent immigrants, or employers.

Once we understand your goals, we will ask a lot of reporter questions to gain further insights into your organization and its challenges. Our clients always give us way more information that we can use - we call this our 96-page problem. But having more information than can be used is what we deal with every day in writing news stories.

Our expertise lies in simplifying complex issues by identifying key points and creating compelling stories to communicate these points effectively. We will outline what we believe are the key points and discuss them with you to ensure they align with your priorities. Based on your feedback, we will refine these points and develop a potential plan.

We believe the storyboard session will be both informative and enjoyable, offering valuable insights and a great learning experience.

Rosio Pedroso Proposal – Community Assessment Survey

Same as last time: $40K

- Surveys (Targets--Enrolled: 300(actual 336) & Non enrolled: 350 (actual 376))
- Distribution for non enrolled survey by city

Salinas	189
Soledad	50
North MontereyCounty	52
Greenfield/King City	61
Gonzales	24

- Focus groups/interviews (max of 15 people)
- Report
- Presentation

Modified $25k

- Surveys (Targets--Enrolled: 250 & Non enrolled: 225)
- Distribution for non enrolled survey by city

Salinas	100 (We can lower this an increase another area you think should have more representation)
Soledad	35
North MontereyCounty	35
Greenfield/King City	35
Gonzales	20

- **Focus groups/interviews-NONE**
- Report
- Presentation

Digital Nest – Website Migration

Tasks:
- Migrate svaec.org website from current platform to new platform.
- Simplify and redesign the website.
- Provide ongoing maintenance and security for website.

Dates: TBD

Hours: TBD

Cost: TBD