



Workforce Solutions Governance Committee Minutes

Date: May 22, 2017

Time: 1pm

Location: Center for Workforce Solutions

Attendance:

In attendance: Corey McCray (Ex Officio), Todd Estes (Ex Officio), Emily Richardson (Ex Officio), Batanya Gipson (Chair), Kristina Bezanson, Barbara Murray, Sylvia Ross, Thomas Stout, Laura Burnham

Absent: Leslie Boughton (Ex Officio), Lisa Peterson (Ex Officio), Leona Davis-Daniels, David Steinhauer, Bonita Volker, Heather Kitsis, Calvin Scheidt, Richard James, Christopher Fairbanks, Casey Clements, David Lee, William Pearsall, Michael Lyle, Matthew Woods, Christopher Blow

I. Call to order

The Workforce Solutions Committee meeting was called to order by Batanya Gipson at 1:12pm.

II. Minutes

Barbara Murray made a motion to accept and approve minutes for the April 17th meeting; Thomas Stout seconded the motion. Minutes of the last meeting were approved by the committee.

III. Reports

1. Officer Reports:

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

2. 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. WGC Annual Report was submitted to the PAPC; 2016-2017 charges have been meet or are in progress.

1. Marketing:

- WGC Chair will prepare an events calendar and include a dates column for potential marketing opportunities for Workforce Solutions.
- Review with Leona and determine appropriate activities and dates to submit to Dr. McCray.

2. Need a video to market Workforce Solutions Department. Enlist Curt Wynn for messaging:

- WFS does not compete with credit programs.
- WFS programs fit with the conversation about Pathways.

3. Advanced Standing Subcommittee:

- Laura Burnham, TCC Registrar, has been working to update the TCC Advanced Standing policy. She anticipates that the policy will change quite a bit.
- Recommendations from the subcommittee were encouraged.

Officer Elections: No quorum was established to elect new officers.

V. New business

A. 2017-2018 WGC Charges

1. Dr. McCray would like input from WGC Team to establish the committee charges for 2017 – 2018. Charges should be aligned with the WFS Strategic Plan.
2. Once finalized, Dr. McCray will forward Strategic Plan to the WSC.
3. It was approved that meetings will be held on the 3rd Monday of each month at 1:00 pm.

VI. Other

NA

VII. Next meeting

Monday, September 18, 2017 @ 1pm; Workforce Solutions, Conference Rm #105

VIII. Adjournment

The meeting was adjourned at 2:25 pm.

Submitted by
Batanya Gipson, Chair