

ADVISORY BOARD MEETING MINUTES
October 20, 2015

Location: Highline College

Present: Rich Axtell, Bryant Harrison, Chris Johnson, Craig Keith, Vickie Leighton, Steve Lettic, Denise Mack, Mindi Mattson, Richard Schroedel, Steve Vincent

Staff/faculty: Jo Ann Baria, Jim Baylor, Linda Crerar, Wendy Freitag, Kellie Hale, Jamie Krause, Robert Lord, Ron May

Welcome, Introductions, Announcements,

Jim Baylor introduced himself to everyone. He works for the Center as an Education and Training Consultant. Jim retired from Highline College as the Director of Campus Safety and Security. Vickie Leighton and Denise Vanderbilt have also joined the Center as Education and Training Consultants. Denise is a former HSEM student.

Motion #1: Approval of January 28, 2015 minutes

Motion #2: Approval of July 23, 2015 minutes

Update on the Center of Excellence

2014-15 Board Strategic Plan and Work Plan Briefing

- Linda discussed the Center’s strategic plan and work plan to the Advisory Board. Last April, the Advisory Board had their strategic planning meeting at Lakewold Gardens. The Board came up with three goals for the Center: 1. Collect data based decision, 2. Improve stakeholder relationships, 3. Improve student and workforce outcomes to increase job placements.
- Tracking employment data has been a challenge. Linda explained that the Center is trying to get a handle on that issue. Steve Vincent shared how he attended a presentation workshop that discussed how to track student data and how to improve data tracking. The workshop also discussed how some colleges are experimenting with the use of surveys, gift cards, and tuition reimbursements as a way to track student data. What turned out to be the most popular with students and adjunct faculty was the startup of a mentorship program. This program helped students with obtaining certifications and receive feedback on the hiring process.

- Linda mentioned that the State Board for Community and Technical College, the Legislative, and the Governor of Washington all want to know: Did the colleges graduate the students? Did the students find a job? Employment of students is not tracked because it takes a lot of follow up that the colleges are not equipped to handle.
- Linda proposed the Center to help start up a student/mentor pilot and will try to find some funds for the project (i.e. grants). Others suggested that mentoring needs to go beyond the AA and BAS degrees.
- Denise Mack asked the question, “From the academic perspective what is the hiring rate success?” Ron May replied that from a degree stand point colleges usually look at three years since a student graduates. Other colleges look for employment of students after 6-12 months after graduating. The process rate differs from college to college and programs. Steve Vincent commented that there needs to be self-imposed standards and measure outcomes that matter. “Identify what time horizon you are going to measureable in and what those criteria’s are and adjust accordingly.” Steve said.
- The Center will be looking at other ways to identify the needs of student employment, what the trends are, and what best practices are out there to provide all of the 34 colleges/technical colleges across the state and within the career cluster areas with that information.

Supply Chain Management Maritime Certificate

- On July 31st the Center hosted a DACUM at the Port of Tacoma for the Maritime, Port, and Transportation Security certificate. Advisory Board members Gerry Fiola, Marvin Ferreira, and Rich Axtell were in attendance to help with the planning and development of curriculum.
- Steve Lettic will offer the Maritime, Port, and Transportation Security certificate at Highline College.
- Last October the Center partnered with Global Trade and Supply Chain Management – Center of Excellence for the Supply Chain: Security & Resilience Forum. There will be a follow-up to that Forum on April 13, 2016 at Highline College.

Women’s Leadership Forum

- On October 8, 2015 the Center hosted the Women in HSEM Leadership Forum at Lakewold Gardens. Bridget Guerrero was the keynote speaker/moderator of the event. There was a panel of speakers that included Wendy Freitag, Currie Mayer (Emergency Management Advisor, CA Dept. of Food & Agriculture), Amelia Phillips (Chair, Pure & Applied Science Division, Highline College), and Ayn Dietrich-Williams (Media Coordinator, FBI Seattle Division). There was an attendance of 35 people from all different sectors ranging from Criminal Justice, TSA, Department of Justice, and a couple of students from the HSEM degree program and Infrastructure Planning Master’s

program at the UW. Vickie Leighton, Sarah Miller, and Jamie Krause were also in attendance as mentors.

- Vickie proposed to establish solid outcomes where mentors and mentees are matched up and will be tracked for 3-6 months to see how it turns out. Steve Vincent suggested associating with the Women’s Veterans Summit for the next Women in HSEM Leadership Forum. Each year Washington State Department of Veterans Affairs holds a Women Veterans Summit bringing women veterans together from across the state to learn about their benefits, share stories, and network with other women veterans. Vickie said she will contact the female leaders committee in ASIS where she is a member.

Employer Engagement Pilot and Work Experience Marketplace

- The original idea for the employer engagement pilot was going to be a sit down with focus groups made up of employers to discuss how well colleges are educating students. The Center’s State Board liaison, Kathy Goebel, felt that one-on-one meetings would be more effective and to talk with hiring managers on what they look for in applicants. Kathy felt that this model would be more productive because people will share more openly in one-on-one rather than in a focus group.
- Wendy will create a two page report on the results and sit down with the HSEM collaborating colleges to provide them feedback about how to tweak the program in order to meet the needs of hiring managers.
- Wendy commented how she would love to interview members of the Advisory Board to “pick their brain” on what their thoughts are and what we could do better. So far Wendy had met with ten hiring managers from a mix of public and private sectors. It was shared that a hiring manager from the private sector said that many students from HSEM are too ICS based and will most likely toss their resume. Wendy said, “We need to make sure that the curriculum is balanced and that organizations may use more of a crisis management model rather than an ICS model.” Students need to be flexible and be able to adapt their knowledge to fit with the organizations they are working for.
- Wendy’s goal is to talk with at least 20 hiring managers. The report will be a two page summary of what she found in the sit down with hiring managers. The first report will be done by January for the HSEM career cluster. The next career cluster will be Criminal Justice and Wendy has talked with Steve Lettic on how to find CJ hiring managers.
- Richard Schroedel mentioned that one of the keys to get people hired are through internships. He also explained that a person with an Associate’s degree won’t get through the door at Pierce County EM because HR specifically looks to see if the person has a Bachelors. HR will not even look at a person’s qualifications unless they have a Bachelors.
- Wendy then showed the Board the Work Experience Marketplace webpage on the Center’s website which can be found here: <http://wp.pierce.ctc.edu/blog/hsemcoe/workmarketplace/>

Bachelors of Applied (BAS) Science HSEM

- Jo Ann Baria went over the role the Advisory Board.
 - Board gave approval for BAS degree. It has just taken a while for everything to get in motion.
 - Next process for the Advisory Board is to approve the curriculum and engage in the development of the curriculum. The Advisory Board gets final overall approval.
- Jo Ann and Jamie Krause discussed the HSEM Bachelors of Applied Science degree. On Wednesday, October 28, 2015 Jo Ann, Ron, Jamie, and Robert will have to present the BAS-HSEM Statement of Need to the State Board of Community and Technical College (SBCTC). The proposal of the BAS-HSEM is due November 20, 2015.
- Jamie went over the application process of the BAS.
 - Statement of Need – approved by the SBCTC staff after many iterations. The Statement of Need was up on the SBCTC website for a 30 day review. After those 30 days there was no feedback or personal feedback (September 21).
 - State Board changed its processing about submitting BAS degrees. It is more rigorous and tightening of the criteria. The data review staff made Jamie and everyone working on the BAS Statement of Need “jump through hoops” to get everything together.
 - A lot was learned about the supply vs demand while researching and writing the Statement of Need. HSEM is an emerging career field with a diverse body of knowledge; however, labor market data for the HSEM industry is not readily available. There are many organizations and agencies (i.e. the SBCTC) that do not understand the HSEM industry.
 - The BAS-HSEM is the first online BAS the SBCTC has dealt with. There are no other BAS-HSEM degree programs in Washington State. The local demand for a BAS-HSEM degree was from 30 jobs Jamie surveyed.
- The last parts of completing the program proposal are the projections of enrollment, calculating the budget, and designing and developing the curriculum. Following the final approval from the SBCTC a marketing plan will need to be developed, process for setting up a schedule, staffing of faculty, and recruitment and enrollment of students.

ATA Degree Homeland Security-Emergency Management

- Robert gave an update on the HSEM degree program. The enrollment for the HSEM ATA degree program fall of 2015 is 95 students total (50% are Pierce College students). The growth rate for enrollment from fall 2014 is up 45%. There is a total of five Fire Command students enrolled in the HSEM program.
- Rich commented that the Curriculum for the degree/certificate program need to get reevaluated and redesigned. He also asked what the ratio of students to instructors and is

there a marketing gap? Robert replied that there is a plan to review the courses starting in winter 2016. Two courses will be reviewed at a time and will like to establish a review sub-committee.

- List of faculty and the courses they are teaching for fall 2015
 - Phillip Clingan – HSEM 210
 - Vivian Eason – HSEM 200
 - Tanya Knight – HSEM 157
 - Robert Lord – HSEM 102 and HSEM 110
 - Paul McNeil – HSEM 160, HSEM 240, and HSEM 250
 - Samantha Powers – HSEM 120
- The cap off of each course is 30 students. If a course exceeds the number of maximum students a second course will open up to accommodate the rest. A full online course is 25 students.
- Effective winter quarter 2016 the HSEM program will go from fee based to state funded (FTE). Offering of courses will need to be revised. FTEs are when colleges get allocated on a certain number of students. If colleges don't meet those allocations funding gets taken back.
- New core requirement has been added to the curriculum for Pierce College students only: College 110 – Student Success (3 credits). This course has helped improve retention rate and student success. There is a goal to provide an online version of College 110 with controlled enrollment.

Action Item:

HSEM 240 – Internship Course (5 credits)

- Robert proposed that the five credit internship course be split into a two credit course and three credit course. Prior to their internship students will be taking HSEM 239 (2 credit). This proposed course will help students with resume and workplace etiquette. HSEM 239 will be a prerequisite for HSEM 240. Robert requested the Advisory Boards approval of the course. Rich interjected that he would like to see the program design. Steve Vincent was all for it and made motion for approval to move forward. Second motion of approval came from Vickie. All were in favor to move forward with Robert setting up a program design for HSEM 239.

Calendar Events:

December

- Dec. 11 – possible holiday gathering with Advisory Board and staff. (Location Pierce College Fort Steilacoom; International Building; IH-103)

- Dec. 15-17 – MGT Managing Critical Incidents for Higher Ed IACLEA Training (Skagit Valley College)

April

- April 13 – Supply Chain Management Forum (Highline College)
- April 19-21 – Partners in Emergency Preparedness Conference

Adjourn at 5:16 p.m.