



# CAREER & TECHNICAL EDUCATION INSTITUTIONAL ADVANCEMENT

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PRESENTATION TO THE DE ANZA ACADEMIC SENATE

OCTOBER 9, 2017

Accounting, Administration of Justice, Automotive Technology, Business Administration and Management, Child Development, Computer Science & Programming, Computer Systems, Security Data Design, Manufacturing Technology, Energy Management/Building Science, Environmental Resource Management/Pollution Prevention, Facility Management, Film/Television Production, Graphic & Interactive Design, Health Technologies, Nursing, Journalism, Marketing Management, Massage Therapy, Medical Lab Technology, Network Design & Administration, Paralegal Studies, Photography (Film & Digital), Real Estate

## 2 RE-ENVISION DOING WHAT MATTERS FOR JOBS AND THE ECONOMY

### **The Strategy**

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A four-pronged framework to respond to the call of our nation, state, and regions to close the skills gap. The four prongs are:

[Give Priority for Jobs and the Economy](#)

[Make Room for Jobs and the Economy](#)

[Promote Student Success](#)

[Innovate for Jobs and the Economy](#)

### **The Opportunity**

Community colleges to become essential catalysts in California's economic recovery and jobs creation at the local, regional and state levels

Elevate and Advance Career and Technical Education at De Anza College

### **Goals**

Supply in-demand skills for employers, create relevant career pathways and stackable credentials, promote student success and help place Californians into high growth, living wage jobs careers

<http://doingwhatmatters.cccco.edu/Overview.aspx>

### 3 OUR FOCUS

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- A Collaborative Vision, Strategy and Approach for Career Education at De Anza
- Student Success & Equity
- Quality
- Expansion where it makes sense
- Providing resources and support that allow programs to grow and thrive



## 4 VISION (DRAFT)

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Leading-edge career education providing all students with skills to excel in the 21<sup>st</sup> century global workforce

## 5 MISSION (DRAFT)

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The De Anza College Career Education program prepares students to succeed in high demand occupations, responding to industry and community demands while advancing our institutional core values.

## 6 2017-2020 GOALS (DRAFT)

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### **Develop a vision and strategy to position De Anza College as a leader in Career and Technical Education**

- Work with programs to identify areas of growth, expansion and resources needed for success.
- Work with the Academic Senate leadership and the President's Office to secure Career & Technical Education representation (1 faculty, 1 manager) as permanent voting members on all shared governance committees
- Expand/increase enrollment in Career & Technical Education programs
- Increase Career and Technical Education retention and “completers”
- Develop and implement a Career & Technical Education marketing strategy in collaboration with the De Anza Office of Communications
- Improve student achievement in Career & Technical Education Programs (closing the achievement gap)
- Create a Career Center

## 7 WORK IN PROGRESS

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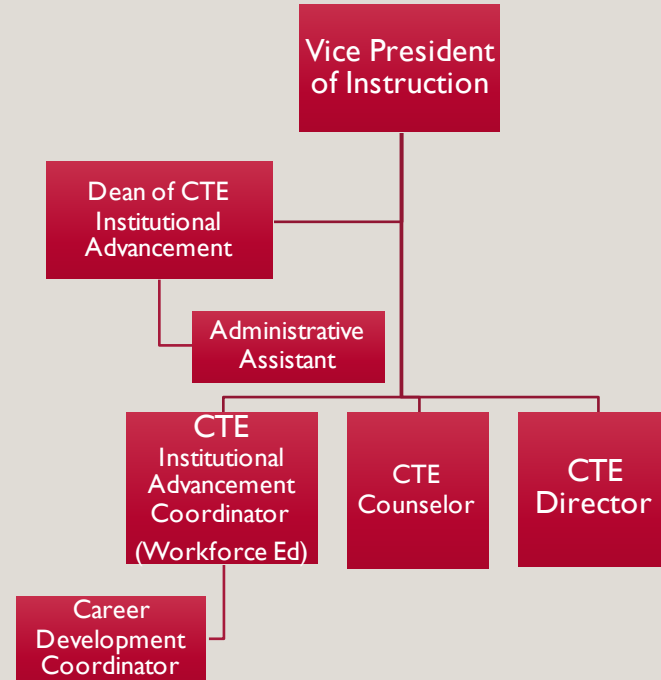
- Department Chairs & Programs Leads review of the proposed plan developed by the CTE Institutional Advancement Committee on September 13<sup>th</sup>
- Request to Department Chairs & Program Leads to conduct a SWOT (**S**trengths, **W**eaknesses, **O**pportunities, **T**hreats) Analysis in preparation for funding requests
- Identify resources needed at a high level to support CTE programs
- Align and integrate CTE initiatives and funding- Perkins, CTE Enhancement, and Strong Workforce Initiative
- Draft Organizational Chart (for review and discussion)
- Conduct meetings with Department Chairs/Leads, industry and community partners
- Propose the renaming of De Anza's Workforce Education to Career & Technical Education Institutional Advancement
- Hire CTE Institutional Advancement Dean

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# PROPOSED ORGANIZATIONAL CHART (DRAFT)

(TO BE DISCUSSED WITH COLLEGE STAKEHOLDERS)

## Career & Technical Education Institutional Advancement Division





## 9 RECOMMENDATION TO THE ACADEMIC SENATE

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Add a permanent CTE faculty position to the Instructional Budget and Planning Team (IPBT)

# 10 CTE INSTITUTIONAL ADVANCEMENT COMMITTEE

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## Tri-Chairs

Mayra Cruz  
Randy Bryant  
William (Bill) Roeder

## Members:

Academic Senate: Karen Chow, James Nguyen,  
Alicia De Toro

Administrators/Supervisors: Christina Espinosa-  
Pieb, Lorrie Ranck, Moaty Fayek, Mallory Newell

Department Chairs/Program Leads/Faculty Mike  
Appio, Aimee Gillette, Cecilia Deck, Dave  
Capitolo

CTE Counselor: Helen Pang

Classified Professional: Margaret Bdzil, Mary Clark  
Tillman, CTE Coordinator