**CTC Outreach Meeting**

07.23.2019

1. Introductions:

Jenna Durney, Erika Miller, Amber Hisatake, Kristan Lortz, Ben Johnson, Marsha Medguard, Olive, Krista Shaw, Jeannette Miller, Hamza (last name?), Donza Benitez, Wanda Waldrop

1. Share- Successes and Challenges

* Successes
  + Increase in vulnerable worker (WRT) students after incorporating feedback from this group, leveraging paid internships (Jenna - Shoreline)
  + “Bring a friend to class day” – students get extra credit, faculty organize a fun activity, potluck
  + “Slider” on a webpage – at certain times of the quarter. Rotating banner on website (images) (required buy in from college marketing department)
  + Enrollment email with “next steps” – help paying from school (leads to survey)
  + Shoreline – marketing made something to mail out to shoreline residents with workforce and career training on it.
  + Campus admin highlighting/giving recognition to faculty who help with outreach
* Challenges
  + Industry specific events are all outside business hours – feels like it would require another part time job just to attend these events and reach folks
  + Communicating with faculty members to educate regarding what workforce is
    - Suggestions: attend (or have director attend) faculty discipline/division meetings at the start of the quarter, communicate with the dean/VP directly, build relationships with faculty by meeting with them to get to know their programs, shadow a class or faculty member, table at staff development days, create a syllabus statement for faculty to add (Jeannette), add message to canvas course
  + Things are so disparate (Bellevue College) – language of ads is inaccessible and disconnected. Departments are housed separately.

1. Outreach Update from Kristan

* Northgate Mall Closing – Kristan passed out flyers to businesses and management. Info in tenant newsletter, and flyer in conference room. Rapid response events are happening at Northgate Mall
  + Might be an opportunity for an “Education fair” at Northgate Mall (TBD)

1. What is the purpose of this group? (*Why are we all here?)*

* Build community with fellow CTC workforce-specialized outreach folks
* Share resources, ideas, and collaborate on create solutions to workforce enrollment needs
* Collaborate on ways in which we can successfully recruit and support students with workforce funding programs
* Advocacy for our departments and for workforce education students on our college campuses
* Create brand for workforce programs, and not rely on CTC
* Sharing best practices in our region
* Become leaders on our college campuses, building relationships with internal stakeholders (campus partners)
* Support each other in our work to grown our outreach services
* Share in professional development
* Break down perceived college “competition” and work to collectively serve our communities with our shared goals
* Community: each other, local, on-campus, students

1. How would we like these meetings to be structured?
   * Who is going to be regularly attending?
   * How do we want this officially structured?
     + How often we want to meet? – quarterly
     + How long are our meetings? – 2 hrs
     + What do we want covered? – challenges and successes (standing) (everyone brings ONE)
     + How do we want to incorporate or take into consideration the new ABAWD navigators??
       - Wait and see how things go once they get started.
2. Leadership Structure
   * Who will be running this meeting?
     + Need for a time keeper, note taker, facilitator
     + Chair/Co-chair model (co-chair takes over as chair for the next year) – nominations and voting will be each fall

**Next Meeting Schedule**

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| --- | --- | --- |
| Summer | Lake Washington Tech |  |
| Fall – **Nov. 7th (1:30-3:30)** | Renton Tech | Topic: Data Collection |
| Winter | North Seattle | Topic: Resource Navigator/send offs |
| Spring | Greenriver |  |

**Future Meeting Topics:**

* Guest speaker? How to work with benefits hubs or other resource navigators to talk about smooth send-offs and referrals
* Fall Meeting: Elect chair and co-chair for the upcoming year
* Fall: re-visit role of ABAWD Navigators as part of outreach (wait to invite until winter meeting)

**Follow-Up Point:**

* Jeannette Miller will send out materials about how to write a mission statement