



**SAN DIEGO
CONTINUING
EDUCATION
FOUNDATION**

— SINCE 2008 —

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Carlos O. Turner Cortez, Ph.D.

***Executive Director/
Chief Executive Officer***

Laurie Coskey, Ed.D.

MINUTES

**Regular Meeting and Board Advance of the
San Diego Continuing Education Foundation
Board of Directors
September 16, 2020, 8:00 A.M.
Online via Zoom**

I. CALL TO ORDER

The Regular Meeting was called to order by SDCEF President Neil Kovrig at 8:00 a.m.

The following board members were in attendance:

- Vinzent Balaoing, Student
- Gretchen Bitterlin, Retiree
- Laurie Coskey Ed. D., Executive Director
- Michelle Fischthal, Vice President, Instructional Services
- Olivia Flores, Counselor
- Bill Grimes, Secretary
- Kelly Henwood, Treasurer
- Neill Kovrig, President
- Mary LeDuc, Retiree
- Star Rivera-Lacey, Vice President, Student Services
- Maureen Rubalcaba, Dean of Student Equity
- Jacqueline Sabanos, Vice President, Administrative Services
- Carlos O. Turner Cortez Ph.D., SDCE President
- Roma Weaver, Vice-President

No board members were absent

The following guests were present:

- Caron Lieber, Manager , ETI
- Steve Rivera, Foundation Support
- John Valencia, Consultant

II. PUBLIC COMMENT

No public comment

III. CREATING A PLAN FOR BUILDING UNMUDDL

Laurie – Unmudl has rolled out its website and is planning a reveal party in November. We have made our commitment and have to put courses onto the platform. John Valencia will work with the Deans regarding content and work on bringing on higher level Administrative Assistants to maintain our courses.
Carlos – We’re hoping to engage the Colleges to provide courses and share in the revenue because more content means more revenue. I have a feeling that if they’re not on board they will be when they see the opportunity this venture provides. I don’t know if we’re going to move on CareerStep and Ed2go yet.

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CareerStep and Ed2go offer a model of fee-based courses that contract with community colleges and take 20% from each enrollment. Entrepreneurial colleges can leverage this: we learned of a Los Angeles college making \$750,000 per year from their fee-based courses. We made about \$75,000 last year. The quality is not in question but we can receive more profit if we design our own courses. Our fee based courses are on the ETPL, which has access to workforce, Veterans Affairs, and housing monies. We are adding more courses to the ETPL and will be adding UNMUDL courses as they become available and should direct our students there. A home run would be having out courses on every ETPL in every state. Fingers crossed, we launch in February and we'll see. Laurie – We learned of a state and local EPL which we can take part in. Steve had been handling fee-based students and both he and Caron have been working with a web developer to make the ETO website as student friendly as possible.

Olivia – I want to ensure there isn't overlap on the fee-based platform with courses currently taught.

Carlos – ECC courses are supposed to be short term enrichment, fun, non-academic courses which are not allowed to generate revenue from the community. Contract and fee-based courses are allowed to generate revenue and UCSD Extension is a leading example. They must be self-sustaining, generate income, and are often used for CPU credit. Contract education is the only way for our partners to provide training and we have offered almost nothing that we've developed. UNMUDL is trying to create a marketplace for our courses and will take basically a finder's fee. National University is an example of where we hope to be. So we plan to populate UNMUDL with our ICOM course except for career education. Michelle is working with the Deans to figure out what to do with the ICOM Academy money. It's costing \$48,000 per course to build ICOM Academy and we cannot continue to grow it without a funding source. So the purpose of this model venture is to continue to invest in our institution with more distance learning, more opportunities for faculty, and new teaching opportunities for our contract faculty. We've also started the process of identifying counselors and UNMUDL will provide supplemental additional pay through their platform. And our courses will only be offered if the program faculty approve. The model is not intended to replace or displace our FTS generating courses. We know there is an international and national audience for our courses. And there are no for profit entities in this model: It's only community colleges and it's only colleges that have a reputable standing with their creditors and have a record of providing non-credit and fee based education. Shoot me an e-mail and we can meet.

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Caron – The Marshall Islands have reached out to us asking us and the ICOM Academy if we can offer courses to help develop their talent pool especially childcare. They have over 50% unemployment and we hope to get a short summer contract that we can develop yearly.

Michelle -We need to be clear when we're talking about UNMUDL and ICOM Academy courses.

Carlos – Their will be some duplication but that's not the approach every college is taking. Some sell the leftover FTS seats as fee-based. This is how Arizona State became a national endeavor. We need to get more students outside of our immediate area. We need to get into this game or be left behind. If you look at the website, there are 7 colleges and we are number 6 in queue. This is creating an exciting entrepreneurial ecosystem of innovation and relationships.

Laurie - And a commitment to address pervasive problems like low wage low wage workers being stuck and how we, through our own model offerings, can address them.

Gretchen – So through UNMUDL you could have students in other states or countries enrolling in our ESL courses or having a TOEFL prep class or teaching something like T cell certificate programs?

Carlos – Exactly. When I was at UCLA extension the international language school was our breadwinner. We offer some TOEFL and GED prep that can generate revenue that should go back to support ESL but we don't have full ESL offerings. We need to have a product that people will pay a premium for and that's why we're identifying the icon courses is because the level of investment and the professional production quality. One of the SUNY community colleges is offering vocational ESL in their portfolio and our model is designed for workforce development. To Michelle's point, ICOM is not our model. Our model is a fee based education platform which we already do and are bringing it new audience and a new population.

Carlos – I'd like to congratulate Laurie and Caron for their work on the Brig Miramar and Brig Pendleton; the Naval Consolidated Brigs. Our programs are in prisons to provide inmates who are going to be released in the next year with career education to find new employment. Our bid is going to be submitted for five-year contracts, the application is hundreds of pages, and is for half a million dollars that will go into our student success initiatives and other bread and butter needs. We have been struggling in our foundation since I've arrived to establish revenue regular revenue streams and these contracts have really become a lifeline. When you couple this with the SB1 grant , the apprenticeship readiness grant at \$1.3 million per contract, and construction trades we are positioned to become a leader in the state and contract education over the next year and those opportunities alone more than double the revenue that we

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generated last year, all together from all of our enterprises grant writing bequests contracts. It's only it's only September. So just imagine where we're going to be at the end of this year. Our foundation is growing exponentially. And these entrepreneurial initiatives are giving us wings and particularly in light of the financial crisis that our district and our state system are facing.

Carlos – And credit to Michelle, Star , and the wonderful work that all the counselors and faculty have done to meet our enrollment targets for the fall or early start courses. We're still enrolling we have lots of classes where there's room. As of yesterday we're 96.5% towards hitting our productivity target. And our goal is to far exceed that because we love to have a cushion. But we are ahead of the game. And this is in large part because of who we are and what we do so I just want to congratulate everyone. In the last three weeks we've received three inquiries from the workforce partnership for a new contract for programs. I think Olivia will appreciate this one, there are health clinics on the border In the US side that have individuals with master's degrees in social work, but don't have their 3000 hours of supervised field work. We submitted a proposal and I'm optimistic we're going to land this contract. There're other bids that I won't mention because of time, but It's starting to rain right now in our foundation and contract education. And this is exactly where we wanted to be five years ago. And this is because of the hard work that this board is done and everyone that works in our foundation has done.

Laurie – Caron and I worked with the Military Staff at Pendleton and Miramar on the courses and hours they want . We have worked with them for six months back and forth, lots of conversations, lots of organizing. So then Pendleton sends a 48-page contract and it is filled with obscure questions about trade agreements. We knew they wanted us to provide the training. But if we hadn't been able to fill it out correctly, they wouldn't have been able to choose us. It was a true challenge.

Carlos - This is important for the faculty that our faculty are offered any positions first. We're not required to do this but we believe it's important. When we then go outside of our institution to find another faculty member and faculty who don't work for us. we're not committed to paying them the same rate. Our community colleges pays a lot of money to faculty. And so we're not committed to paying external faculty at that same rate. But we're still committed to providing these opportunities which is why Karen Lieber is now the manager of our ETI program.

Laurie - It's a lot of fun and Caron, thank you for all of you hard work!

IV. REVIEW OF THE MINUTES

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- a. Minutes from August 19, 2020
Maureen – correct the spelling of my last name
(Turner-Cortez/Rubalcaba) – Adopt the Minutes as amended

V. RECESS TO BOARD ADVANCE

a. BOARD ROUNDTABLE

Board members answered what they don't miss about life before COVID, what they are grateful for, and discussed their lives during COVID

b. DEEP DIVE INTO COMPLETETING THE 5-YEAR DEVELOPMENT STRATEGIC PLAN

John Valencia gave background about the 5-year plan, explained the process for finalizing the objectives of the 5-year plan, and divided the Board into 5 groups to meet in separate Zoom rooms to discuss different parts of the 5-Year plan. Carlos provided clarification of goals. Groups reported what they concluded. John took this information and is going to provide a fleshed-out draft at the October Board meeting.

c. DEEP DIVE INTO THE NEWLY ESTABLISHED COST CENTER BUDGET

Was moved to the October Board Meeting

VI. ADJOURNMENT

Meeting adjourned by N.Kovrig at 11:00 a.m..

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