



Barstow Area Consortium for Adult Education

Board **MINUTES**

Barstow Community College, Administration Conference Room

Tuesday, September 6, 2022 (2:00 p.m. – 4:00 p.m.)

([Ⓜ]Materials in Board Packet)

DUE TO COVID-19, THIS MEETING WILL BE HELD ON ZOOM; THE PUBLIC IS INVITED TO PARTICIPATE

Meeting URL: <https://barstow-edu.zoom.us/j/93406797612> **Meeting ID:** 934 0679 7612

PLEASE NOTE: Agenda related documents distributed to the BACAE Board for the Board Meeting may be viewed in the President’s Office at Barstow Community College, 2700 Barstow Rd, Barstow, CA 92311. Individuals who require special accommodation, including but not limited to an American sign language interpreter, accessible seating, or documentation in accessible formats, should contact the BACAE Coordinator at erivera@barstow.edu at least two days before the meeting date.

Call to Order: 2:04pm

Attending:	Voting Member	Voting Member	Attendee
Baker Valley	<input checked="" type="checkbox"/> Cecil Edwards	<input type="checkbox"/>	<input type="checkbox"/>
Barstow CC	<input checked="" type="checkbox"/> Eva Bagg	<input type="checkbox"/>	<input type="checkbox"/> Terri Walker
Barstow AS	<input checked="" type="checkbox"/> Scott Godfrey	<input type="checkbox"/>	<input checked="" type="checkbox"/> Michelle Colleoc
Silver Valley	<input type="checkbox"/> Jeff Youskievicz	<input checked="" type="checkbox"/> Brice Scott	<input type="checkbox"/>
Consortium Staff	<input checked="" type="checkbox"/> Elena Rivera	<input checked="" type="checkbox"/> Jackie Diaz	<input type="checkbox"/>
Guests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. [Ⓜ]Approval of Minutes – August 2, 2022

Motion to approve by C. Edwards; 2nd by E. Bagg

2. Public Comment – Public comment will be allowed on any topic relevant to the BACAE. Pursuant to BACAE Policy, comments are limited to 3 minutes per person. Please begin your comment by stating your name.

3. Closed Session – None Requested

4. Guest Speaker – None

5. Consortium Director’s Report

5.1 Director’s Update

- Will be working with the BACAE Working Group to discuss how to improve enrollment, brand awareness, and marketing reach. The focus will be strategic Brand & Marketing Planning. Discussion of the need for a video segment of each District Member.

5.2 CAEP Deadlines – Past & Upcoming

- Sept. 1: 20/21 and 21/22 Member Expense Report due in NOVA (Q4) - COMPLETE
- Sept. 1: July 1, 20221 to June 30, 2022 expenses by program area due in NOVA
- Sept. 14: Annual Plan for 2022-23 due in NOVA (Extended for 2022)

- Sept. 30: 20/21 and 21/22 Member Expense Report certified by Consortia in NOVA (Q4)
- Sept. 30: End of Q1
- Oct. 30: 22/23 Member Program Year Budget and Work Plan due in NOVA (Extended for 2022)
- Oct. 31: Student data due in TOPSPRO (Q1)
- Oct. 31: Employment and earnings Follow-up Survey
- Nov. 30: 22/23 Member Program Year Budget and Work Plan certified by Consortia in NOVA (Extended for 2022)

5.2 TTA Update:

- *E. Rivera will be meeting with Ryan De La Vega this coming month.*

5.6 Member Program Update: BAS

- *181 registered students*
- *81 students have not yet tested*
- *16 students enrolled in HSD*
- *GED testing dates have been posted*

5.7 Member Program Update: BCC

- *BCC Adult Ed. now has a bilingual Student Worker at 36 hours a month.*
- *All Probation students have met or are scheduled to meet with the Adult Ed. transition counselors. Students will be provided with assistance with career guidance and employment. 7 Probation students do not have their HSD or GED and will be signing up for the AE programs. Probation 2nd cohort will be completing in a week.*
- *College Programs & Resource Fair in Spanish to be held on Tuesday, September 13 at BCC PAC at 12 noon*
- *Ft. Irwin Basic Skills – BSEP Class are up and going. CASAS exam will now be available for military dependents and to civil servants & contracts at Fort Irwin*
- *Workforce Workshops – will begin in October via Zoom. The classes are 2 hours long and participants will receive a certificate of attendance. They will also be offered in Spanish. 24 Topics will be covered this academic year.*
- *Continuously CASAS testing and now testing returning students*
- *Currently there are 45 GED prep students; 18 in Spanish GED, 27 in English GED*
- *Outreach at several Back-to-School events in BUSD – BJHS, Crestline, Lenwood*
- *Job Counselor, Luis Urgilés continues to meet with students on a weekly basis. This is open to all Adult Ed. students in the consortium*

5.8 Member Program Update: BVUSD

- *New ESL teacher*
- *New Adult Ed. classroom fully equipped with new technology.*
- *Upon student requests, ESL classes will now be held in the mornings.*
- *2 High school diploma students have enrolled this month*

5.9 Member Program Update: SVUSD

- *Hybrid classes on Zoom*
- *New ESL students*
- *60 in High school diploma*

- 1 new GED graduate
- Test center is open on Saturdays and Sundays

5.10 BCC Fiscal Agent Report

- July and August payment will be sent out this week. All checks have been cleared.

5.11 Marketing & Social Media Update: August 2022 by Phoenix Design

- Sander Phoenix and Elena met and discuss the need to bring more content to be uploaded on the BACAE website. Content is also needed to upload to social media platforms.

6. Discussion Items

- 6.1 2022-2023 Annual Plan due in NOVA on Sept. 14 2022
- 6.2 Marketing & Social Media Update: August 2022 by Phoenix Design
- 6.3 2022 Inland Empire/Desert Regional Workforce Demand Assessment
- 6.5 CAEP Integrated Education and Training in CA Research Brief
- 6.4 Lead Your Story – Strategic Planning to Increase Enrollment & Student Retention

7. Action Items

- 7.1 None

8. Announcements

8.1 Conferences

- CCCAOE Fall 2022 Conference – Rancho Mirage – Oct. 5-7
- CAEP Summit 2022 – Oct. 25-28 – Virtual

8.2 2022-2023 Working Group Meeting Dates (4:00 pm to 6:00 pm via Zoom)

2022-2023
Thursday, September 8, 2022
Thursday, December 8, 2022
Thursday, March 9, 2023
Thursday, May 4, 2023

8.3 2022-2023 Board Meeting Dates (2:00 pm – 4:00 pm via Zoom / 1st Tuesday of the Month)

2022-2023	February 7, 2023
October 4, 2022	March 7, 2023
November 1, 2022	April 4, 2023
December 6, 2022	May 2, 2023
January 3, 2023	June 6, 2023

9. Adjournment: 2:46pm

Motion to approve by S. Godfrey; 2nd E. Bagg




BARSTOW
AREA
CONSORTIUM
FOR **A**DULT **E**DUICATION

SOCIAL MEDIA REPORT

SEP 2022

FACEBOOK PAGE SUMMARY

Post Impressions 

6,551



Post engagement 

350

[View details](#)



Reach 

3,650

[View details](#)



Link clicks 

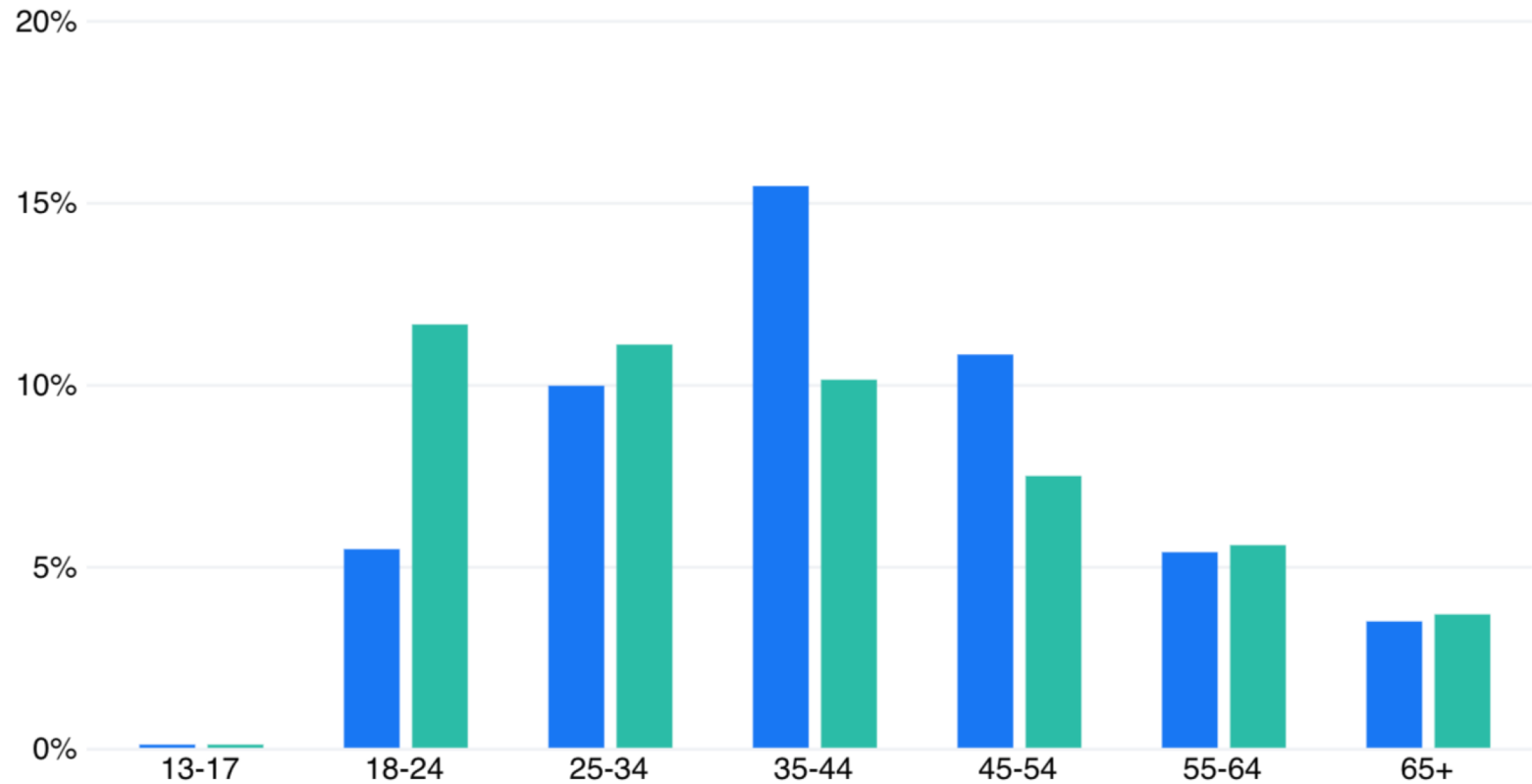
38

[View details](#)

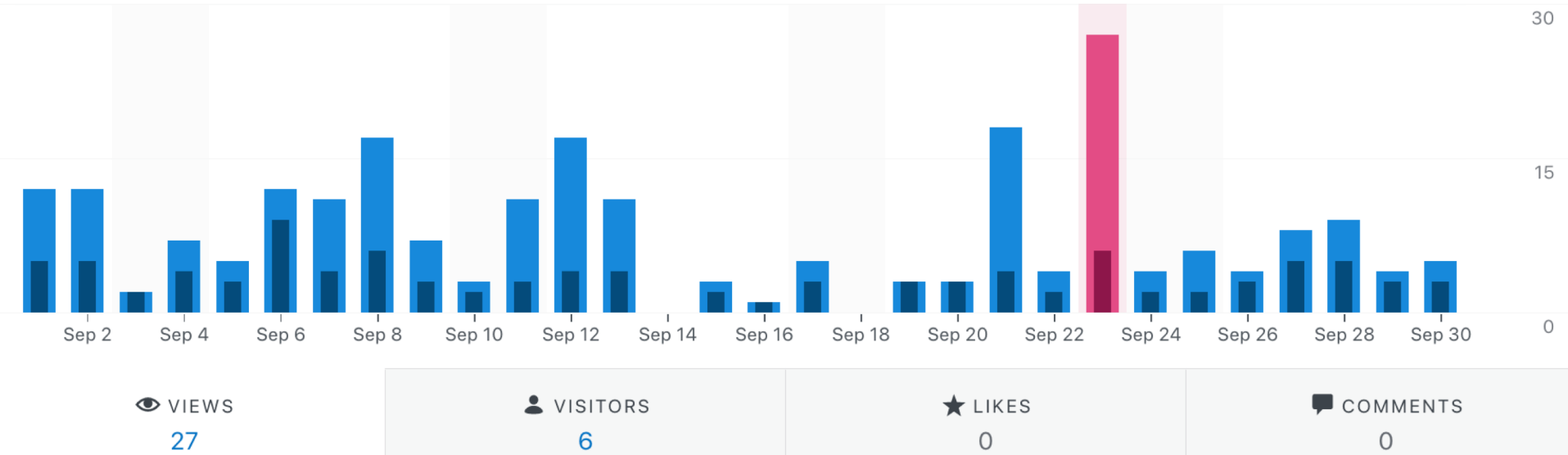
Social Media Audience

– Gender and Age –

50.5% Women 49.5% Men



BARSTOW WEBSITE TRAFFIC



SEPTEMBER 23, 2022

- Views: 27
- Visitors: 6
- Views Per Visitor: 4.50


















BARSTOW WEBSITE TRAFFIC AND PAGE PER VIEW

Stats for 30 days ending September 30, 2022 (Summarized)

Title	Views		
Home	84		
Programs & Classes	38		
High School Equivalency – GED	32		
English as a Second Language	17		
Consortium Meetings	15		
Career Technical Education (CTE)	11		
Technology Courses	11		
High School Diploma	6	Citizenship Preparation	1
Consortium Documents	4	Contact Us	1
Escuelas miembros	4	In the News	1
Member Schools	4	Home page / Archives	1
		Diploma de secundaria	1

BARSTOW WEBSITE LINKS CLICKS

Stats for 30 days ending September 30, 2022 (Summarized)

Referrer	Views
  Facebook	50
  Search Engines	38
 WordPress Android App	6
 barstowaebg-org.cdn.ampproject.org 	5
  Instagram	1
 caladulted.org 	1
  Twitter	1
 mail.google.com 	1
 jimstarhome.xyz 	1