



Barstow Area Consortium for Adult Education

Board **MINUTES**

Barstow Community College, Administration Conference Room

Tuesday, October 4, 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/91275920180> Meeting ID: 912 7592 0180

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: 2:01 pm

Attending:	Voting Member	Voting Member	Attendee
Baker Valley	<input checked="" type="checkbox"/> Cecil Edwards	<input type="checkbox"/>	<input type="checkbox"/>
Barstow CC	<input 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 type="checkbox"/> Jackie Diaz	<input type="checkbox"/>
Guests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. [Ⓜ]Approval of Minutes – September 6, 2022

Motion to approve by S. Godfrey; 2nd by B. Scott

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

5.2 CAEP Deadlines – Past & Upcoming

- Sept. 14: Annual Plan for 2022-23 due in NOVA (Extended for 2022) - COMPLETED
- Sept. 30: 20/21 and 21/22 Member Expense Report certified by Consortia in NOVA (Q4) – COMPLETED
- 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)

- 5.3 TTA Update: *E. Rivera will be meeting with Ryan de la Vega the week of 10/10/22*
- 5.4 Member Program Update: BAS – *M. Colleoc shared AE student applicants are facing a challenge requesting HS transcripts because of the \$5-\$10 fees that are required and must use a credit card to pay. Students do not have the money or access to a credit card so they are not completing their enrollment.*
- 5.5 Member Program Update: BCC – *E. Rivera reported Workforce Workshops will be offered via Zoom to all Adult Ed. students consortium-wide. They will be held every twice a week in English & Spanish starting the week of 10/10/22. Currently planning 3-hour US Citizenship test preparation workshops to be offered via Zoom.*
- 5.6 Member Program Update: BVUSD – *C. Edwards shared they now have 4 ESL student and more are in the process of enrolling. 1 student has completed HSD and enrolling 1 new student into the program. New teacher is being trained on CASAS and Burlington English.*
- 5.7 Member Program Update: SVUSD – *B. Scott shared they continue to struggle to get all AE students to do CASA testing in-person or remotely. The students have multiple barriers, however, there is progress being made towards their HSD and/or short-term CTE courses. The staff continues call students to encourage and support students and provide additional tutoring.*
- 5.9 BCC Fiscal Agent Report: Invoices have processed through October. There are no outstanding warrants from the district members.
- 5.10 Marketing & Social Media Update: September 2022 by Phoenix Design

6. Discussion Items

- 6.1 Lead Your Story – Strategic Planning to Increase Enrollment & Student Retention - Consultant Hasani X will be assisting the consortium and BCC in develop marketing strategies to increase student enrollment and improve community communication to heighten awareness of AE programs.

7. Action Items

- 7.1 None

8. Announcements

- 8.1 Conferences
 - 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, 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	March 7, 2023
November 1, 2022	April 4, 2023
December 6, 2022	May2, 2023
January 3, 2023	June 6, 2023
February 7, 2023	

9. Adjournment: 2:43pm - Motion to approve by S. Godfrey; 2nd B. Scott



BARSTOW
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SOCIAL MEDIA REPORT

Nov 2022

FACEBOOK PAGE SUMMARY

Post Impressions 

2640



Post engagement 

209

[View details](#)



Reach 

2,402

[View details](#)



Link clicks 

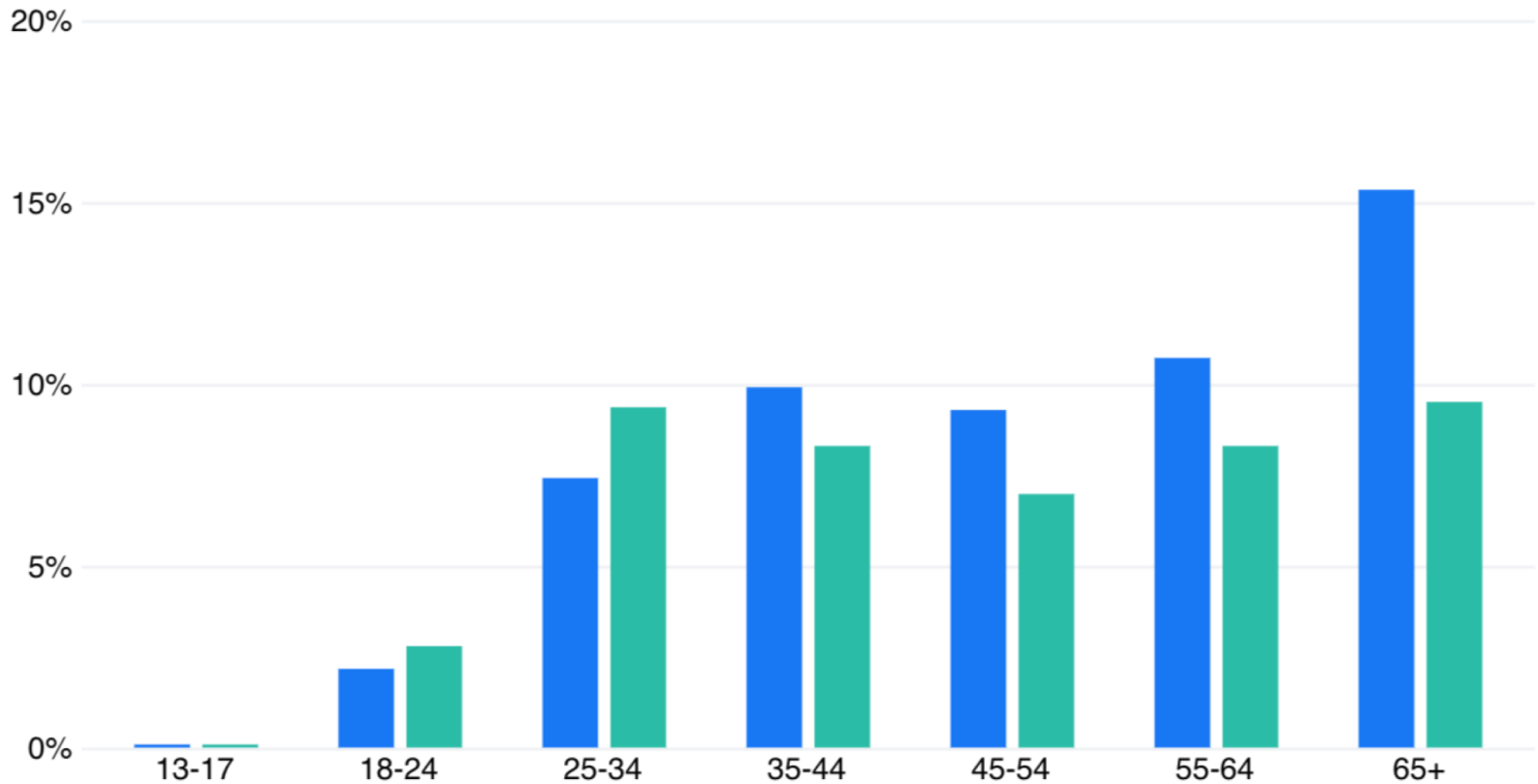
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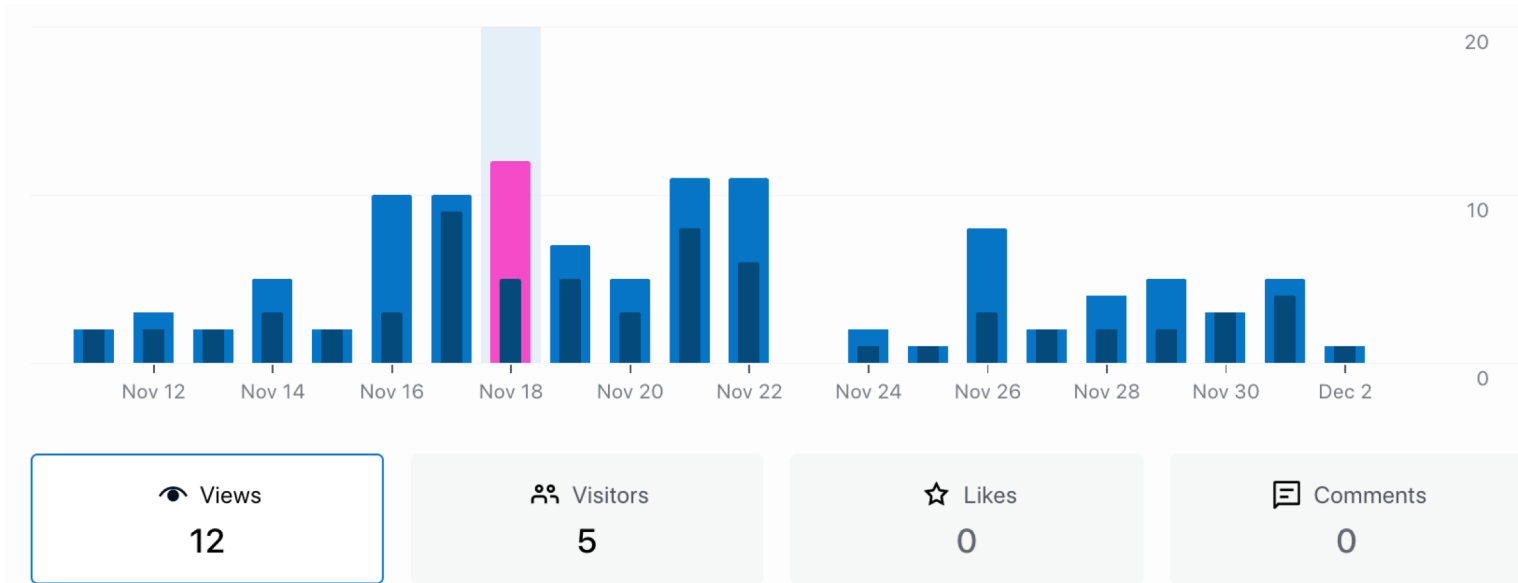
Social Media Audience

– Gender and Age –

54.8% Women 45.2% Men



BARSTOW WEBSITE TRAFFIC















November 18, 2022	
Views	12
Visitors	5
Views Per Visitor	2.40

BARSTOW WEBSITE TRAFFIC AND PAGE PER VIEW

Title	Views
Home	49
English as a Second Language	11
Programs & Classes	11
Consortium Meetings	10
High School Equivalency – GED	9
Career Technical Education (CTE)	5
High School Diploma	4
Consortium Documents	3
Inglés como segundo idioma	2
Contact Us	2
Technology Courses	2
Casa	2
Educación en carreras técnicas (CTE)	2
Escuelas miembros	1
Member Schools	1

BARSTOW WEBSITE LINKS CLICKS

Referrer	Views
  Search Engines	18
  Facebook	7
 WordPress Android App	4
 barstow.edu	... 2
 barstowaebg-org.cdn.ampproject.org	... 2
 trade365.org	... 1
 url-opener.com	... 1
  Instagram	1
 shoppinglocation.com	... 1



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SOCIAL MEDIA REPORT

Oct 2022

FACEBOOK PAGE SUMMARY

Post Impressions 

3,586



Post engagement 

286

[View details](#)



Reach 

2,123

[View details](#)



Link clicks 

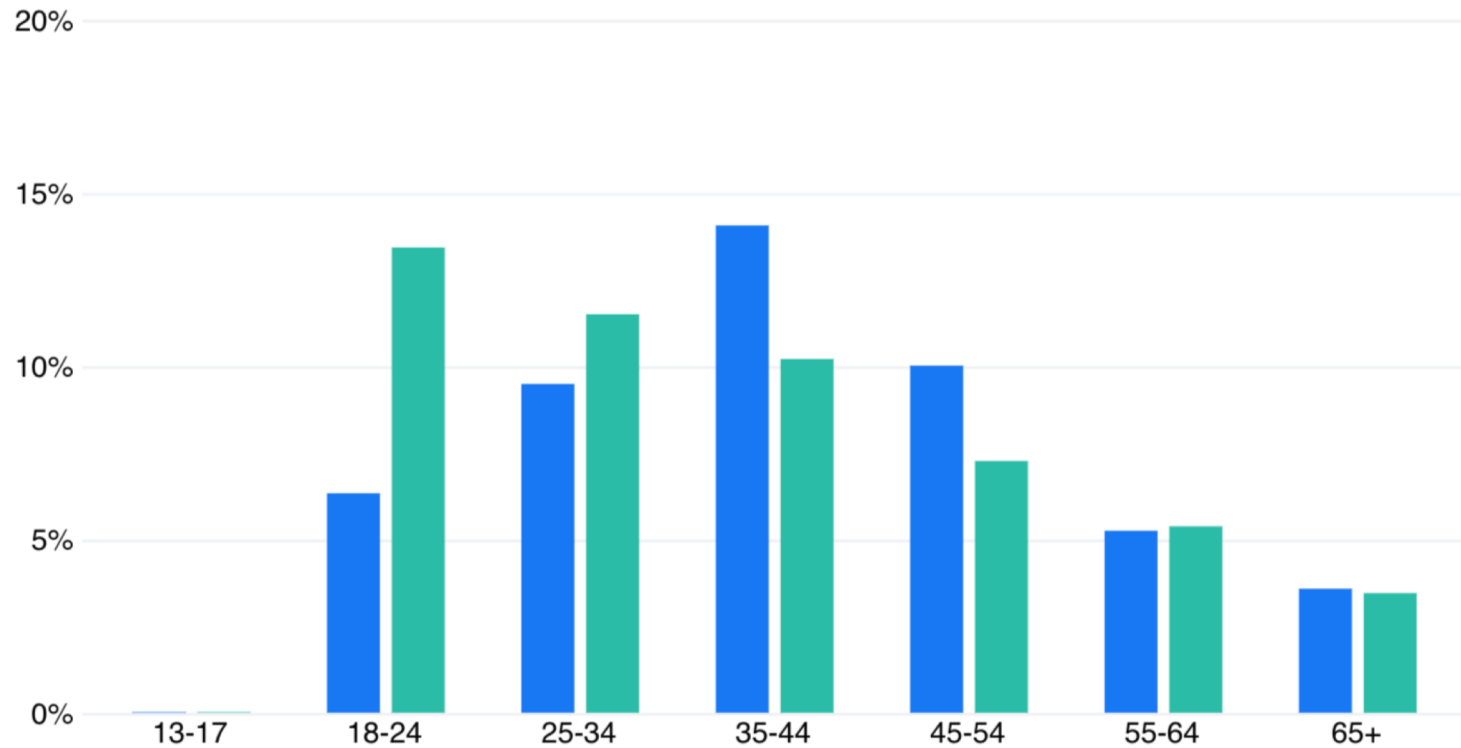
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[View details](#)

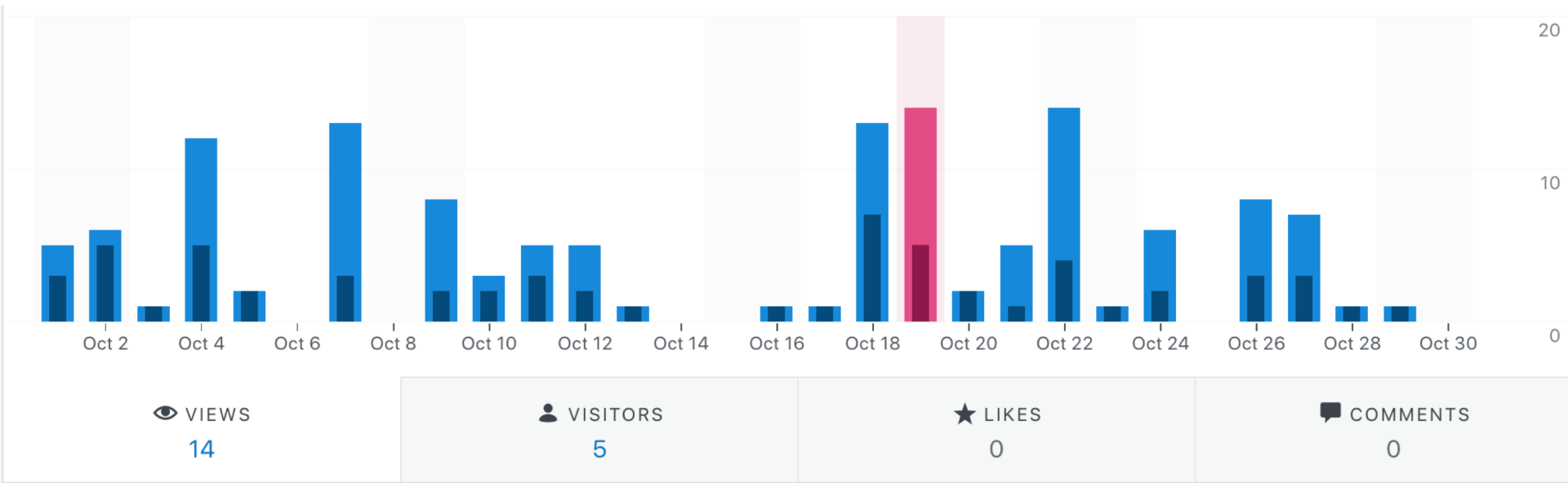
Social Media Audience

– Gender and Age –

48.8% Women 51.2% Men



BARSTOW WEBSITE TRAFFIC



October 19, 2022

- Views: 14
- Visitors: 5
- Views Per Visitor: 2.80










BARSTOW WEBSITE TRAFFIC AND PAGE PER VIEW

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

Title	Views		
Home	58		
Programs & Classes	25		
Career Technical Education (CTE)	12		
Technology Courses	7		
High School Equivalency – GED	6		
Consortium Meetings	3		
Consortium Documents	3	Member Schools	2
In the News	3	English as a Second Language	2
Preparación para la ciudadanía	3	Contact Us	2
		PROGRAMAS Y CLASES	2
		Inglés como segundo idioma	2
		Consortium Newsletters	2
		Escuelas miembros	2
		Casa	1

BARSTOW WEBSITE LINKS CLICKS

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

Referrer	Views
  Facebook	21
  Search Engines	14
 barstow.edu	... 6
  Instagram	2
 barstowaebg-org.cdn.ampproject.org	... 1
 rafael.hugblog.xyz	... 1