



Combined Strategy Workgroup – California Adult Education Program (CAEP)

December 10, 2019 9:00am – 11:00am

**Location: College and Workforce Preparation Center
1572 N. Main Street, Orange, CA 92867**

AGENDA

Item	Discussion	Action
Introductions:		
<ul style="list-style-type: none"> • New members/guests 		
Approval of Minutes		
<ul style="list-style-type: none"> • November 12, 2019 		
Marketing Plan Update:		
<ul style="list-style-type: none"> • Lead: Chrissy • Launching In November December! <ul style="list-style-type: none"> • Radio ads are running on K-BUENA 105.5/94.3 and K-ALI 106.3 • Bus ads for ESL and AWD – running • Pay per Click – running • Geofencing - running • FB, Instagram & YouTube starting 12/9 		
Split into WorkGroups:		
<ul style="list-style-type: none"> • Integrated Education Lead: Sue Garnett • Online Education Lead: Donna Khalid • GGAE/CTE Pathways Lead: Osiel Madrigal • Healthcare Pathways Lead: Rita Van Dyke-Kao • Marketing 		
Upcoming RSAEC Executive Meetings:		
<ul style="list-style-type: none"> • New voting members • Next meeting: Tuesday, December 17 		

<ul style="list-style-type: none"> • Meeting Location: CWPC • Please submit agenda or proposal items by Friday, December 13 		
Other:		
<p>Future Meetings: All meetings will be held at CWPC from 9:00am – 11:00am, unless otherwise noted. 2020: Tuesday, January 14; Tuesday, February 11; Tuesday, March 10; Tuesday, April 14; Tuesday, May 12 SUMMER: No meetings in June, July or August due to faculty being off-contract.</p>		