



RSAEC Executive Board Meeting – California Adult Education Program (CAEP)

September 24, 2019 9:00am – 11:00am

College and Workforce Preparation Center

1572 N. Main Street, Orange, CA 92867

(714) 628-5999

Members Present: Joanne Armstrong, Chrissy Gascon (Executive Director), Lisa Green, Ryan Murray, and Robin Patterson

Members Absent: Geoff Henderson and Fatinah Judeh

Guests: Alicia Ayers and Cristina Gheorghe

MINUTES

Item	Discussion	Action
Introductions	<ul style="list-style-type: none"> • The RSAEC Executive Board meeting started at 9:05AM • Introduction of Ryan Murray has returned to represent SAUSD 	
Approval of agenda	<ul style="list-style-type: none"> • A motion to approve the agenda was made by Lisa Green and seconded by Joanne Armstrong • Passed by a unanimous vote 	
Approval of consent agenda <ul style="list-style-type: none"> • Minutes: August 27, 2019 	<ul style="list-style-type: none"> • A motion to approve the August 27, 2019 minutes was made by Robin Patterson and seconded by Joanne Armstrong • Passed by a unanimous vote 	

Interact Marketing Update

- Creative Briefs
- Geofencing locations for ESL, CTE, and AWD

- Marketing contract is extended to Spring 2020
- Creative Briefs / Ad Campaigns
 - Ads moved to target Spring 2020
 - Facebook and Instagram (mid-October)
 - Bus Ads for ESL and AWD's in December 2019
 - Posters on the outside of busses and access busses
 - Radio ads for ESL Vietnamese and Spanish stations in December 2019
- Geofencing locations for ESL, CTE and AWD will be captured on cell phones and can target areas (i.e., Regional Center, Special Olympics, stores, etc.)
 - There will be 20-25 locations for geofencing
 - Joanne Armstrong asked, "How big is the geofencing area?" Is it a store, mall, or block?
 - Advertising for geofencing will be in English for ESL, except for the tagline which will be in Spanish or Vietnamese
 - Members to submit ideas on the best locations (i.e., supermarkets, cultural center, store, etc.) to have the geofencing for ESL, CTE, and AWD
- Marketing for online courses has been moved to another grant

- **Chrissy Gascon** to find out how big the geofencing area/boundary will be (i.e., store, mall, block)
- **Members** to email Chrissy Gascon a list of the best geofencing locations to target prospective students

<p>Upcoming Deliverables:</p> <ul style="list-style-type: none"> • September 30: End of (Q1) • September 30: 17/18 and 18/19 Member Expense Report certified by consortia in NOVA (Q4) • September 30: Member Program Year Budget and Work Plan due in NOVA 	<ul style="list-style-type: none"> • End of Q1 was received and completed • 2017/2018 and 2018/2019 Member Expense Report for Q4 were certified • Each member to complete and submit the Program Year Budget and Work Plan, which are due in NOVA on Monday, September 30, 2019 <ul style="list-style-type: none"> ○ Chrissy Gascon will certify once all members have submitted 	
<p>Discussion Items:</p> <ul style="list-style-type: none"> • Voting Members: Must be board approved for the new fiscal year starting July 1, 2019 <ul style="list-style-type: none"> • Please forward board approvals via email 	<p>Copy of Board approvals needed for 2019:</p> <ul style="list-style-type: none"> • OUSD • RSCCD – received • GGUSD – received • SAUSD – submitted to SAUSD Board • OCDE 	<ul style="list-style-type: none"> • Voting Members for OUSD, SAUSD, and OCDE to forward board approvals by email to Chrissy Gascon for new fiscal year starting July 1, 2019
<p>Combined Strategy Workgroup (CSW)</p> <ul style="list-style-type: none"> • Next meeting is October 8th • Meetings will be 2nd Tuesday of the month unless there is a holiday conflict 	<ul style="list-style-type: none"> • The next Combined Strategy Workgroup meeting will be held on Tuesday, October 8, 2019 	
<p>Upcoming Events:</p> <p>CAEP Director's Meeting in Sacramento</p> <ul style="list-style-type: none"> • Chrissy will attend (mandatory) • Friday, September 27, 2019 <p>CAEP Summit at the Hyatt Regency Orange County</p> <ul style="list-style-type: none"> • New fee: \$295 per person • Must have pin to register: RSAEC was given 10 pins • Date: October 29-30, 2019 <p>AEBGTAP Webinars – please check the website for more details</p>	<ul style="list-style-type: none"> • Chrissy Gascon will be attending the CAEP Director's Meeting in Sacramento on Friday, September 27, 2019 • Members attending the CAEP Summit at the Hyatt Regency in Orange County: <ul style="list-style-type: none"> ○ Chrissy Gascon ○ Joanne Armstrong ○ Robin Patterson ○ Ray Hernandez ○ Merari Weber ○ Rita Van Dyke-Kao ○ 3 open spots – no one else requested ○ Ryan Murray to ask if he can attend in Marci's place 	<ul style="list-style-type: none"> • Ryan Murray to ask Marci if he should attend the CAEP Summit at the Hyatt Regency in Orange County in her place.

	<ul style="list-style-type: none"> • Please check the website for AEBGTAP Webinars 	
Other:	<ul style="list-style-type: none"> • OUSD Continuation HS and adult classes will be called Richland • The RSAEC Executive Board meeting was adjourned at 9:50AM 	<ul style="list-style-type: none"> • Chrissy Gascon to email step by step video to all members to assist with upcoming deliverables. • Lisa Green to send the address and phone number to Chrissy Gascon for Richland
Future Meetings: 4th Tuesday of the month, unless otherwise noted Location: CWPC Conference Room Time: 9:00am – 11:00am		
<ul style="list-style-type: none"> • 2019: Tuesday, October 22; Tuesday, November 19*; Tuesday, December 17* (*3rd Tuesday due to holiday schedule) • 2020: Tuesday, January 28; Tuesday, February 25; Tuesday, March 24; Tuesday, April 28; Tuesday, May 26; Tuesday, June 23 		