

# CCL Advisory Board Meeting

October 22, 2019

SCC-LC134 12p-1:30p

**Attending advisory board members:** Susie Underwood, Ann Schmidt, Susan Rodriguez, Lorena Marchant, Pam Dominguez, Jeanette Hancock, Wes Wright, Kaelee Gardner

**Meeting Began:** 12:10pm

Introductions were made by attendees - information on the sign in sheet was verified by all attendees and introductions were given by all.

## Updates on Community and Corporate Learning Programs

### 2019 Excursion Recap

- 6 of 9 excursion trips made with 52 total registrations (11 repeat students and 15 new students)
- More advertising will be done in the future
- Same core group of people attending
- Proposal for overnight excursion trip was discussed
- Proposal for a new waiver that would encompass the excursion program as a whole was discussed
- Discussed possibility of "Summer Camp for Seniors"
- Discussed having a bring your grandchild day for excursion(s)
- Possible discount for enrolling for all excursions proposed
- Discussed rotating excursion locations every few years to give people a chance to see new things.
- Other activities discussed to possibly be part of the excursion program; such as archery, kite flying, glass blowing, astronomy, etc.
- Planning out more excursions for 2020 to try and bring up enrollment counts
- Proposed excursion recruitment with previous attendees

### 2019 Kid's College Recap

- Enrollment and class completion numbers increased in 2019
- More classes were completed than cancelled, as opposed to 2018
- Other STEM classes have suffered due to slime class
- Conflicting class schedules could be to blame for low enrollment in other STEM related classes
- Average price willing to be paid for a class is around \$35

- Discussed the possibility of having multiple theater classes as it is the most popular class and can be difficult to register for because of said popularity
- Discussed classes for teens i.e. Yoga, Life Skills
- Discussed the possibility of having more “camp style” classes, for children whose parents work and are unable to drop them off and pick them up in shorter time frames
- Marketing strategies were discussed
- Kid’s college giveaways were discussed as a possible way to boost enrollment

### **Lifelong Learning**

- Discussed possible ways to poll communities to gauge class interests
- Discussed marketing strategies to reach new students
- Discussed ways to better involve teens

### **Community/Industry**

- Advertisement locations were discussed
- Discussed storage of past class equipment

### **Open Discussion & Questions**

- Discussed possible issues with marketing and registration
- Discussed making a video tutorial of how to register for noncredit classes

**Meeting adjourned: 1:30pm**