

**HiTECC ADVISORY COMMITTEE -MINUTES**

**Friday, February 9, 2018 ● 8:00am-9:30am**

**Automotive Classroom, Joan Stout Hall, room 112**

**Members Present:** Abby Bacon, Dick Hannah VW (Committee Chair); Gary Schuler, Dick Hannah Dealerships; Derek Carroll, Dick Hannah Toyota; Cory Pierce, Dick Hannah VW; Brandon O’Lear, Dick Hannah Subaru

**Members Absent:** Sean Fitzgerald, Dick Hannah Chrysler (Committee Vice Chair); Jim Hicks, Dick Hannah Honda; Alex Bassett, Dick Hannah Honda; Ken Dent, Dick Hannah Chrysler Jeep Dodge Ram

**Guests:** Bob Knight, President of Clark College

**Clark College:** Tonia Haney, Department Head; Mike Godson, HiTECC Coordinator & Instructor, Drew Marques, Brian Tracy & Dannie Nordsiden, Automotive Instructors; Michaela Loveridge, Student Recruitment & Retention Specialist; Cathy Sherick, Assoc. Dir. Of Instructional Planning & Innovation; SueAnn McWatters, Program Specialist-Advisory Committees

Committee Chair Abby called the meeting to order at 8:07am and introductions were made.

**Minutes of the Previous Meeting**

*The minutes of October 20 2017 were presented: a motion to approve as written, this was seconded and approved unanimously.*

**Next Meeting Date**

The committee will meet next on Friday, April 27th, 2018 at 8:00am.

**Office of Instruction Announcements**

Cathy Sherick made the following announcements:

**Introducing SueAnn McWatters**, the new Advisory Coordinator – the position formerly held by Nichola Farron. She will be providing meeting coordination and support to the twenty-seven Career and Technical Education Advisory Committees in addition to administrative support in the Office of Instruction. SueAnn comes to us most recently from WSU Vancouver where she worked in the College of Business, Finance and Operations, and Development and Alumni. She is a former Clark student and graduate of WSUV, attaining a Bachelor’s in Business Administration. A resident of Ridgefield she enjoys coaching and playing Volleyball in her off time and confesses to a mild obsession with the Summer Olympics. SueAnn is a people person, who likes getting to know new people and socializing, traits that will come in handy in meeting our many faculty, staff and volunteers. The coaching experience may prove just as valuable as she works to keep our advisory meetings on time, on track and engaging!

**Pathways work continues:** mentioned at prior meetings the college is working on development of program pathways for students. The areas of study have been determined and faculty are now working on program maps and the course and schedule alignments that are needed for students.

**Partnerships are a key component** of this work. There are discussions happening around campus with regard to high school partnerships (College in the high school, running start, CTE articulations). To that end, Sue Ann will be working to inventory the ‘partnerships’ with colleges around the region. Formal partnerships with ‘direct transfer’ or other types of informal partnerships. If there is a partnership, we have that she needs to know about, or one that we should have, please contact SueAnn.

The college is excited that the legislature has successfully passed a **capital budget** and included in that is the funding for the first building that will be built on the north county Boschma farms property. At this time, the building is slated to be an advanced manufacturing facility and the building would have students in residence by in 2023.

Fall enrollment is down 1% from last year at this time (according to the **State 2017 Fall Enrollment Summary**), we continue to see increases in Running Start, our BAS (four year programs), and on-line learning. Apprenticeships and transitional studies programs are also seeing gains.

A couple of reminders for **Upcoming Events**:

June 2nd – Healthy Penguin Walkabout. People can come to campus and walk around to promote a healthy and active exercise.

February 22nd – Professional Technical Day

* Students touring and learning about the campus
* HiTECC representation – Michaela explained that students would be coming in and instructors/members can do a shop demo or explanation of the program
* Will send out a flyer (presentations from 10:00am-11:00am and 11:00am-12:00pm)

**Department Report**

Michaela talked about the current enrollment in programs. The 2018 graduating class has 11 students, 6 of which are at Dick Hannah stores. The 2019 graduating class has 13 students, 8 of which are at Dick Hannah Stores. There are 13 in the pipeline for HiTECC and 11 of them are at Hannah stores. Of those 11, only 1 of them is working. She explained that various situations make it difficult to get them committed: late birthdays, in limbo with getting their application or doing their shadow, or just a hard time connecting. When we interview these students, we need to make sure they stay engaged and keep them involved. She has also recruited 3 other students for TTEN at Dick Hannah Toyota for next year.

Tonia briefly updated on a couple of the programs. Honda PACT has officially been certified. The next to be certified and to start working on proposals are for HiTECC and Dick Hannah to become a general automotive program.

**Recruitment**

Michaela and Gary discussed recruitment. We need to get students in to a job shadow within 2 days to a week. We must return phone calls and make it a priority. Finding new technicians wanting to work the night shifts is hard, but the new generation is okay with it. The program is feeling some pressure to reach that 20 student limit. In order to appeal to students, there needs to be someone at every school with Michaela or doing a demonstration in the shop. Michaela enforced that the advertisement from the actual managers is much more impactful than word of mouth. Derek mentioned that he has already had lots of interest in job shadows just from going to the high schools. The biggest issue on keeping or retaining them has been that they do not have a license and are under the age of 18. He inquired how we keep the balance until they can get hired. Gary agreed that this is definitely an issue of importance and needed to be looked at internally. Mike also agreed that if we can keep recruitment high, there’s a possibility of moving into more space. Drew brought up a suggestion of offering comprehensive job shadows covering all functions of a dealership, not just the service department. Students would be able to tour the department and receive a summary of the tasks they would perform to see if there would be interest. Cathy suggested advertising the program to past/current clients and customers. There is a point on quality of life and a job that makes a difference – i.e. the automotive industry is keeping people safe and creating a social impact. There is a designed program here that supports students at the campus and provides a leg up when they enter the industry. Some ideas to think about:

* How are you preparing these students for careers?
  + Potential trailer video?
  + Possibly mass email to customers to let them know they are a part of their success
  + Target the loyal families

Gary agreed that this would be a great idea and would be a high level of importance for their company.

**Equipment Planning**

Tonia explained the new equipment budget sheet and the priorities of each machine. They have been approved to order a tire machine and an A/C machine. They have also ordered and received miscellaneous transmission tools and a strut machine. She asked for some input on the order of priorities listed. She requested that the priorities be changed as there is a need for a new alignment machine.

Gary Schular motioned that the priorities change with #1 alignment machine, #2 tire balances, #3 techstream II, and #4 4-channel PICO. Derek seconded and was approved.

**Graduate Discussion and Recognition**

Mike explained that the first graduating class of 6 students is a major milestone for the HiTECC program. As there hasn’t been anything specifically done for these students before, it would be neat to have a student testimonial at the Board of Trustees meeting. We need to do something special, however it’s difficult as many of them are interning at stores and are not available on campus. A potential possibility would be to have a fun BBQ feed on their Clean-Up Day. Dannie informed everyone that he and Mike were working on plaques to give to the graduates. Gary asked if it was a possibility to post pictures and advertise on social media. They could even show up to their class and congratulate them or take them to lunch. If they did the lunch, an invitation could be sent to the mentors, directors, and managers to take part. Even more so, is that he hasn’t heard one bad thing about any student. Michaela inquired about showing or communicating about the students at company meetings. They could rotate meetings to make sure everyone is involved. It would be a great motivator to show a video of the luncheon and the students walking across the stage at graduation.

Drew mentioned that keeping track of these students in the next 4 years would be very beneficial for the program to see how they’ve progressed or where they ended up at. Hearing the student’s reflections/experiences is very powerful and important. Gary agreed, however how do you determine the best story?

ACTION ITEMS:

* + Faculty to look at student stories and see who would give the most profound testimonial
  + Mike will talk to Genevieve about the Board of Trustees Meeting and having a student present (Michaela also mentioned this could be pitched as a guided pathway)

All in all, students have done great work. They’re in jobs and doing well.

**Training Fleet Report**

Mike indicated that they are cycling through cars very quickly, especially since they are limited: can’t use Toyota and Honda isn’t well represented. Drew explained that they can just scrap out a transfer case. They aren’t in need of a whole vehicle, just the parts.

ACTION ITEM:

* + - * Abby/Cory will dig through their scrap and send to the shop or Mike/Drew can pick it up

**Open House Recap**

Michaela talked about the Open Hose recap with over 100 people in attendance. There were a lot of phone calls about when the next one was going to be held. Many of those interested were very focused on the stipend. This was a great way to get students on campus, but it was also important that families and friends were invited. It will be very interesting to see who shows up next fall from the open house. There is discussion about putting on another Open House, however there is a need for more dealership participation. This is a great opportunity for the industry members to shine and speak to the support they offer. The potential students can kind of shop around and decide on who they would want to work for. Instead of one large event, it might be easier to do information sessions. If we did one in spring, the stragglers might come in; could potentially close on those students.

Cathy mentioned Professional Technical Day for high school students. If outreach happens in the fall, then we could hit those students who are not yet sure what they’re doing after graduation. This would be helpful in that:

* + There is a variety of input
  + Opportunity to talk to the parents
  + Starts the discussion of talking about the “next step”
  + Students would specifically be coming into the automotive side and having that one on one interaction
  + They would be able to see all sides of ProTech – could target those that weren’t even looking in the first place

Gary questioned how this would be promoted. We could advertise on social media, create an insert in The Columbian, and continue to promote at the high schools.

Drew spoke about having community involvement. Keeping the program involved has a positive social impact on these students. There’s a different type of motivational factor where the goal is “bigger than me.” They want that pat on the back and the solid “good job.”

**Bob Knight**

Bob discussed the need to fill these classes and getting these students to understand that these are good, well-paying jobs.

There was some discussion about how the electric cars are slowly becoming the popular industry, however Gary countered by saying that parts for these electric cars are very expensive and the customer has the responsibility of getting rid of the battery. He agreed that the technology is there, but that the oil industry is still very much valid.

Gary repeated Cathy’s suggestion of sending out a promotion to their client/customer base just to sell the career. Michaela hoped that at least 23-24 students will enroll, but will most likely lose 2-3 during the year. Mike indicated that he can take up to 20 students, but the bigger issue is getting equipment and space to accommodate that number. As of now 15 started in August, but 2 two already dropped. Bob will continue to be supportive of this program and hopes to see it grow. Cathy asked if this is something that Bob can work with the local principals and superintendents on. Everyone can get together to give a tour and bring in Gary to talk about the program and what we offer; like a mini open house. If this is a possibility, we need to set something up in the next few months, and see if there is a certification process.

**Scholarships**

Michaela announced that applications the Clark College Foundation Scholarship Application is open. The application closes in April to first year students and those starting in August. She reported that in the past two years, every student that completed the application process received scholarship money. There are smaller stipends, but there are large scholarships being offered through the college. Last year, about $29,000 was awarded to automotive students. Bob informed the group that Dick Hannah can hire 60 people right now if qualified so it’s our job to help get them to that point. There was some discussion about what the initial graduate can make coming out of the program and how quickly they can move up with a degree.

Michaela also sent out an email to veterans to see if they might be interested in the program. She potentially might invite Kelly Jones to a meeting to talk about how that process might work. Veterans are a unique group where they want to know what they are getting out of it…what is the career path?

ACTION ITEM:

* + - * Michaela to give Kelly Jones Gary’s information to connect.

Drew asked Bob about the VA bill and how that would work for the program. Bob will try to find out more information.

Abby requested to table the rest of agenda to April 27th meeting.

Meeting adjourned at 9:43am

Prepared by SueAnn McWatters