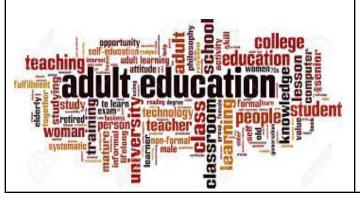




Steering Committee



MEETING MINUTES

Thursday, September 19, 2024

12:30 p.m. to 1:00 p.m. Lunch 1:00 p.m. to 2:00 p.m. Meeting

Location: San Mateo Adult & Career

Education

789 E. Poplar Avenue

San Mateo, CA

AGENDA TOPIC:

OUTCOMES:

Welcome & Introductions

ACCEL Marketing - Proposed Name Change

- Round 2 Updates
- Tagline:
 - New Future: Dream, Believe, Succeed
- Akkedis Digital Marketing
 - Reviewed round 2 brand names
- Management Team Proposals
 - San Mateo County
 Consortium for Adult
 Education
 - San Mateo County
 Consortium for Adult Career
 & Education

ACCEL Marketing Project

- Marketing Company
 - Global Cloudr, Inc.
- Project Scope
 - Refresh brand
 - New logo
 - Tag Line
 - Website refresh
 - Name change
- Round 2 Name Change Proposals
 - Members were provided with drafts of round 1 and 2 of proposed names and taglines, as well as those of ACCEL's management team
 - Members stated new proposed names did not resonate with them
 - Member comments include:
 - Adult school student population does not understand the word "consortium"
 - Replace the word "consortium" with "alliance, coalition or collaboration"

	 Their reasoning: when students conduct a google search looking for adult education they will not be using "consortium" as a keyword "Alliance" has a more positive connotation and creates a better picture of working together The consortium's new name should be shorter than the one it current has (Adult Education College Career and Educational Leadership) Consider using words that are more easily understood by adult education students such as: Partnership Network Coalition Collaboration Cooperative Alliance The members then proposed the following names for consideration: San Mateo County Partnership
	Adult Career & Education San Mateo County Adult Education Alliance San Mateo County Adult Education Partnership (preferable to put Alliance or Partnership at the end)
3 Year Strategic Plan ■ What's Next	3 Year Strategic Plan • Due September 15, 2025 • Assessment and Evaluation • Assessment of regional impact • Impact of the services ACCEL collectively provided over the past 2 years • CTE impact/outcomes • Community connections

	Needs Analysis
	Education & workforce
	Strategies
	 Goals, benchmarks, and metrics
	 Marketing
	Brand identity
	Website refresh
	 Research
	■ Educational needs
	Workforce needs
	■ Education providers
	■ Gaps in services
	■ Conduct surveys
	 Community Asset Mapping
	 Collaborations and leveraging of
	resources
Public Comments and Announcements	San Mateo Adult & Career Education and Cañada
	College have partnered to offer the Intro to AI
	Certificate Program
	 Program dates: September 30, 2024 to
	November 6, 2024
	 Mondays and Wednesdays, 6:00 p.m. to 8:00
	p.m.
	Hybrid program
	 Mondays in person at San Mateo
	Adult & Career Education
	 Wednesdays via Zoom
	San Mateo Adult & Career Education hosting a
	Career Fair
	 Friday, September 27, 2024
	• 1:00 p.m. to 3:00 p.m.
	 Location: 789 E. Poplar Avenue, San Mateo
	 Learn about jobs, internships,
	apprenticeships, volunteer opportunities,
	community resources and more
	NovaWorks has a career advisor on the campus of
	San Mateo Adult & Career Education
	Next office hours
	 Thursday, September 26, 2024

- o 10:00 a.m. to 12:00 p.m.
- Room 29

Skyline College and Jefferson Adult School have partnered to offer the NETX Training Program

- The NETX Training Program will prepare you for a career as an Information Technology (IT) Support Analyst
- Introduction to LAN
- NETX 400 (3 units)
- October 15, 2024 to December 13, 2024
- 7:00 p.m. to 8:40 p.m. (T/W/TH)
- Online (Friday)
- Contacts:
 - Nereida Angulo, Skyline College angulon@smccd.edu
 - Twyla Eva, Jefferson Adult School teva@jeffersonunion.net

County of San Mateo has partnered with Jefferson Union High School District to offer an Immigrant Resource Night 2024

- Thursday, September 26, 2024
- 5:00 p.m. to 7:00 p.m.
- Location: Jefferson Union High School District Office, 123 Edgemont Dr., Building A, Daly City

Project Read, North San Mateo County is having a Trivia Challenge - Save the Date

- Friday, November 14, 2024
- South San Francisco Conference Center, 255
 South Airport Blvd., South San Francisco
- www.ssf.net/trivia

South San Francisco is hiring for two open positions in their Literacy Services program

- Literacy Services Coordinator for Family Literacy and Early Literacy Outreach Van programs and Services
- Literacy Services Community for collaborative projects with community

	partners, as well as ESL, Computer, Citizenship, etc. classes (Spanish language fluency is required) Applications must be submitted by 5:00 p.m. on Monday, October 7, 2024 Please apply via CalOpps: https://www.calopps.org/south-san-francisc o/job-20543691
Adjourn	

Attendees:

Angulo, Nereida, Skyline College
Bowers, Kalani, College of San Mateo
Cervantes, Xochitl, South San Francisco Public Library
Ford, Lauren, Skyline College
Garcia, Alexis, Sequoia Adult School
Garcia, Lynette, San Mateo Adult & Career Education
Kravtsova, Marina, San Mateo Adult & Career Education
Livingstone, Todd, Sequoia Adult School
Salinas, Carolina, County of San Mateo, Immigrant Services
Sparks, Lisa, San Mateo Adult & Career Education
Villar, Patty, San Mateo Adult & Career Education