ABOUT STUDENTS Regional
Consortium Meeting Minutes

Date: April 13, 2020
Time: 2:00-4:00 Location: Zoom Meeting
Facilitator: JoDee Slyter

In Attendance: Omar Andrade, Dr. Patricia Bazanos, Blair Bradley, Rachel Bramlett, Jim Dawson, Naomi Garcia, Trisha Jenkins, Kari Kuiken, Annamarie Montanez, John Parker, Thea Quigley, Thoibi Rublaitus, Craig Shiflett, JoDee Slyter, Autumn Valencia, Julissa Valencia.

CAEP Updates:

- Newsletter:
  (Email link) http:// caladulted.org/Newsletters
- COVID-19 Resource
- Office Hours
  Every Friday via Zoom, 1:00-2:00
- Census 2020
- Governor’s May Revise

There’s been a lot of speculation as to what might happen since the May revise will be out May 15. JoDee told members that the CAEP office’s guidance has been to continue with the CFAD and to continue to project your allocations with the COAL. If it does change then we will deal with that when the time comes.

- Due Dates
  1. Student Data Due in TOPS: April 30, 2020
  Also due is WIOA data. JoDee told all the members that everyone will input their data and that it will not be perfect because of pre/post testing; of course it will be incomplete too but submit as you normally would. JoDee said that she is hearing to not worry about it. Carolyn Zachery has sent out to emails to WIOA agencies letting them know that they are working on this, they do not want this to impact funding in the future.
  2. CFAD due May 2
  3.18/19 and 19/20 Member Expense Report due in NOVA (Q3) Due June 1
Consortium Updates

- CFAD
  - Due May 2
    - Funding Distribution
    - Narratives
    - Official Representatives, Contacts
    - Allocation

CFAD: 46 Riverside ABOUT STUDENTS

- Funding Channel 2019-20: Direct Funding
- CAEP Funds 2019-20: $8,457,219
- CAEP Funds 2018-19: $8,190,217
- CAEP Funds 2017-18: $7,851,639

Member Agencies

- Alvord USD Craig Shiflett
- Corona-Norco USD Thoibi Rublaitus
- Jurupa USD Annamarie Montanez
- Moreno Valley USD Dr. Patricia Bazanos Ed.D. Pat will go into NOVA and make a change. She said that there should only Dr. or Ed.D., and she prefers Ed.D. so she will be making that change.
- Riverside CCD Thea Quigley Thea will go into NOVA and add a phone number
- Riverside COE Ms. Lucie Gonzalez
- Riverside USD Rachel Bramlett
- Val Verde USD John Parker

2020/21 Allocation

CFAD Allocations for NOVA

- Alvord USD $416,621
- Corona-Norco USD $1,869,793
- Jurupa USD $1,110,143
- Moreno Valley USD $1,218,323
- Riverside CCD $552,902
- Riverside COE $342,234
- Riverside USD $2,910,717
- Val Verde USD $230,155
- Leadership Included in CNUSD
CFAD Narratives/Changes

- Justify Allocations – must be consistent with annual plan.
- Describe allocation changes and why.

JoDee asked members to forward any changes by Wednesday 4/15/20.

**Tentative approval with pending changes to the narrative. Pat Bazanos, second Thoibi Rublaitus all voting members gave thumbs up.**

**Distance Learning**

JoDee asked members what issues have they come across in distance learning?

Omar Andrade asked how other members are enrolling new students.

At this time no other member are registering new students.

**Resources-Curriculum and instruction**

**Time Accounting:**

50% rule

3 Models:

Clock Time

- Zoom Meetings
- Burlington English
- Online system that gathers students participation time, you can than enter those hours into TOPSPro

**Teacher Verification**

- Teachers can assign packets or work and determine how long those assignments took to complete and give them those hours.

**Learner Mastery**

- This is where the teacher wait until the student has completed all work then retro actively give those hours. For example HSD.

**Remote Proctoring**

CASAS-not allowable but hopefully more to come on this challenge

CASAS is looking into having a remote citizenship test since it is an oral test.
Professional Development/Training
OTAN/CASAS/CALPRO

Devices
Lending opportunities
K12 is providing students with devices, for adult learners who do not have a child in the district they are not proving them with devices.

Another challenge is wifi or internet many students do not have access to the internet. There were providers like spectrum who are providing free service for a number of days to people.

JoDee asked members if they had any other questions regarding Distance Learning.

Rachel Bramlett asked what other members thought about summer school. She said the RAS was planning on having summer school. She went to Colby and asked him if because this is a supplement to their traditional year if they could use WIOA funds for summer school. He said yes. This was before COVID-19. She says that she understands that this will not bring any outcomes but is doing this as a community service. She said students are going to be home they have the time and many students travel has changed. Rachel also mentioned that if things change and they are able to post test before the clock runs out that she will ask students to test. Rachel said that she is going to continue with summer school.

Rachel asked members on their thoughts and if they were in her position if they would continue on with summer school?

Moreno Valley is going to continue on with summer school. Middle of June through middle of July.

WIOA Update

- RFA Results to be announced
  Will be coming out in the next 2 weeks

- Deliverables remain due on schedule
  But expenses have been extended

- Expenses extended until September 30, 2020
  Some members did not receive the email notice from Carolyn Zackery in which she states that the expenses have been extended. JoDee is going to send that email out to the members.
WIOA Deliverables Due April 30

ECR
  • Expenditure claim Report
Survey
  • Implementation
  • Employment and Earnings Survey
EL Civics
  • Due date for COAAP selection
  • Citizenship Recertification
IELCE
  • Plan Due
Data
  • TOPS data and DIR

Focus Forward Update

Campaign Status
Ad campaign launched February 28
Ads ran on Facebook, Instagram, Google and Snapchat
More than 1,000 visits to campaign website in the last month
Visitors spent over 2 ½ minutes on the site which is 11% higher than a typical Higher Education website average
300 leads currently in the B2BEngage system in 10 days=30 leads/day – this rate is 40% higher than the average for college advertising campaigns.

Ad campaign paused on March 10.

Metrics
Click - was 1.5% double the rate of a typical college ad campaign.
Price-per-lead rate was 40% less expensive than the average for similar college advertising campaigns.
Ads - had a 1.8% engagement rate- 600% higher than the industry average for video ad.

Next Steps
Each lead has received a follow up email
Counselors have received automatic notification when leads were entered in the system
Leads have continued to come in through this past week from remarketing ads that were set prior to March 10th.
Considerations

• Target: 500 leads
• Ads are ready, but not deployed
• 5 follow up emails scheduled to be deployed over the next six weeks
• Unclear when stay-at-home orders will be lifted
• Timing on return to on-campus classes unclear
• Unemployment spikes stress both current & potential students
• How are consortium schools handling learning?

Time to PIVOT

Options

1. Continue pause of ad campaign and pivot to focus on rewriting the email campaign and adding more emails to go out over the next several months.
2. Continue pause of as campaign, rewrite email campaign, but add a new series of emails to support retention of vulnerable students over the next several months.
3. Create a new ad campaign that focuses on awareness that can run through May/June and resume current ad campaign in the fall.

Members agreed we should go with option 2 and the person who is the contact can respond to those leads with any information.

Upcoming Consortium Meeting (Zoom)

Monday May 11 2:00-4:00

Meeting Adjourned