

**Family and Consumer Science Statewide Advisory Committee  
May 1, 2009  
Minutes**

<b>Agenda</b>	<b>Discussion</b>	<b>Action</b>
<b>I. Welcome and Introductions</b>		
<b>II. Review Agenda</b>		Add: Non Traditional programs report
<b>III. Approval of Minutes 2.20.09</b>		Approved
<b>IV. Update Membership Roster</b>		Consumer Studies rather than Life Management for Lisa Ledeboer
<b>V. Update on Budget</b>		
<b>VI. Special Populations Report</b>	<ul style="list-style-type: none"> <li>• Be sure to be involved in the Perkins Plan on your campus</li> <li>• Almost all colleges are below the negotiated level in the non-traditional core indicators</li> <li>• Academic Senate Voc Ed Leadership is a good staff development activity</li> <li>• JSPAC Conference is December 2 &amp; 3, 2009 in Sacramento coordinated by Mimi Lufkin</li> <li>• Workshop on nontraditional core indicators is available on the local level</li> </ul>	<ul style="list-style-type: none"> <li>• Patti to send Academic Senate Vocational Leadership information to committee</li> </ul>

<p><b>VII. Industry Partner Report</b></p>	<p><b>Fashion-Barbara Mickelson</b></p> <ul style="list-style-type: none"> <li>• Costing a garment or product is important in response to financial crisis</li> <li>• Retailers want value products</li> <li>• Challenging environment; global recession; manufactures are going out of business;</li> <li>• T-shirts are increasing because they are inexpensive; premium denim is out; people are looking for lower priced products;</li> <li>• Aspirational market is not buying the high end of the market; people are shifting their spending habits; higher end merchandise will go to TJ MAX or Marshalls; some companies are designing recession lines;</li> <li>• Nordstrom is buying on a weekly basis; retailers are going to consignment or fast calendar;</li> <li>• Value pricing is confusing consumers;</li> </ul> <p><b>Shirley Brown-Food and Nutrition</b> (See attached report)</p> <ul style="list-style-type: none"> <li>• Shortage of food scientists in the next 10 years; Fresno is actively recruiting in high school and community college students;</li> </ul>	
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	<ul style="list-style-type: none"><li>• Consumers want healthy and lifestyle foods;</li><li>• AA degree has good entry level jobs;</li><li>• 53% of people are cooking; 35 year high; more convenient from scratch foods;</li><li>• Chef's kits are appearing;</li><li>• 59% want packaged meal with more flavor;</li><li>• Home entertaining up 27%;</li><li>• Consumers want interactive;</li><li>• Brown bagging is up 75%</li><li>• People over age 50 will drive the food business; they want healthy foods;</li><li>• Comfort and economical foods are back;</li><li>• Natural food and natural medicine; people are looking for comfort and security;</li><li>• "Soup of the Moment of food of the moment"</li><li>• Steve has developed a mini certificate for Food Science;</li><li>• Labeling for nutrition and food allergy is growing in importance;</li><li>• Culinologist is the blend of science and culinary;</li><li>• Food Science starts at \$45-48,000</li></ul>	<p><a href="http://www.sloantrend.com">www.sloantrend.com</a></p>
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	<ul style="list-style-type: none"> <li>with a BA degree;</li> <li>• Food business hires AA degree graduates for entry level position with opportunity to advance;</li> <li>• Food manufactures in LA are manufacturing ethnic food which is unique;</li> <li>• College could develop food incubators with business and industry partners</li> <li>• TWITTER is being used to follow food vendors in LA and other places</li> </ul>	<p>Carol expressed how important the information from this committee is to all parts of the discipline</p> <p>IDRC money is available for economic development;  <a href="http://www.cccco.edu/divisions/econdev/">www.cccco.edu/divisions/econdev/</a></p>
<p><b>VIII. Academic Senate Report</b></p>	<ul style="list-style-type: none"> <li>• “Standards for Practice for Community College Counseling”</li> <li>• “Transition of High School Students to College”</li> <li>• Accreditation process is time intensive with integrating planning process; Senate is getting more involved in accreditation advocacy; process of accreditation is broken;</li> <li>• Discussion on standardization of AP classes accepted;</li> <li>• Pilot approved to look at Basic Skills prerequisites courses that could be accepted at all colleges;</li> <li>• Proposal to change the process for validating prerequisites for courses;</li> </ul>	<p>Resolutions are on Academic Senate website:  <a href="http://www.asccc.org">www.asccc.org</a></p>

	<p>Change Title V language to allow local faculty to use content review;</p> <ul style="list-style-type: none"> <li>• Jan discussed the residency requirement for credit by exam</li> </ul>	
<p><b>IX. Collaborative Grant Project</b></p>	<p><b>Non Traditional FCS TOP codes:</b></p> <ul style="list-style-type: none"> <li>• Some TOP are gender balanced and not on the list</li> <li>• Areas to be target: men in 1305; women in Culinary; men in Dietetics;</li> </ul> <p><b>Best Practices Participation</b></p> <ul style="list-style-type: none"> <li>• Video and PowerPoint about program or discipline;</li> <li>• YouTube video</li> <li>• Use the term Program Showcase rather than Best Practices</li> </ul> <p><b>Student Leadership</b></p> <ul style="list-style-type: none"> <li>• Culinary highly successful; tablescaping brought more people; 11 schools competed; 7 competed in “tablescaping”; Speakers from industry were very successful; Schools are commended for sending teams to complete</li> <li>• Fashion and ID event; 97 students attended; students were engaged;</li> <li>• Students miss the Fashion Symposium and the competition; possible to come back in next year</li> </ul>	

	<p>if faculty are willing to take the lead for planning;</p> <p><b>Professional Development Events</b></p> <ul style="list-style-type: none"> <li>• Sign up with ideas for events.</li> <li>• Statewide model</li> </ul>	
	<p><b>FLASH Topics:</b></p> <ul style="list-style-type: none"> <li>• SLO's</li> <li>• Sustainability</li> <li>• Distance Learning</li> </ul> <p><b>Writers for Website</b></p> <ul style="list-style-type: none"> <li>• Send articles to Joann or Sheila if you find interesting articles;</li> <li>• Looking for more writers; Gerontology and Child Development need writers;</li> </ul>	<p>Delores Robles will take over for Consumer Studies</p>
	<p><b>Website</b></p> <ul style="list-style-type: none"> <li>• Will be highlighted in FLASH when the website is ready to go;</li> <li>• Continue to input data</li> <li>• Ask committee to update information on website</li> <li>• Working on archive section of website</li> </ul>	
<p><b>X. Partner Agency Reports</b></p>	<p><b>Chancellor's Office</b> <b>Donna Stearns-CTE</b></p> <ul style="list-style-type: none"> <li>• Margaret Cantor, former president from DeAnza has been nominated for Undersecretary of Education;</li> </ul>	

	<ul style="list-style-type: none"> <li>• Budget continues to be a problem</li> <li>• Patricia circulated article on child care licensing</li> </ul> <p><b>CDE</b> – No report</p> <p><b>CSU</b> – Allen Martin</p> <ul style="list-style-type: none"> <li>• Must balance FTE by 26% reduction;</li> <li>• ID diminishing in enrollment</li> <li>• Summer school is 10% of previous years;</li> <li>• Students will have problems getting general education courses and they are sending the students to community colleges; required to teach every class every other years;</li> </ul> <p><b>Carol Lee - Articulation/Transfer</b></p> <ul style="list-style-type: none"> <li>• First come, first serve for colleges;</li> <li>• Out of state and online colleges are coming to the state; this is frightening for the quality of education and financial aid;</li> </ul>	
<b>Discipline/Faculty Reports</b>	<p><b>Kathi Cliff-Child Development</b></p> <ul style="list-style-type: none"> <li>• Less oversight on child care centers; state centers has more oversight and compliance; child care quality improvement grants have been hit by funding cuts;</li> <li>• Field does not have input into prioritizing budget and funding cuts; Underrepresented students</li> </ul>	

	<p>are the ones that suffer the most;</p> <ul style="list-style-type: none"><li>• There will be targeted money for child care</li><li>• Child care is one the most over-regulated program; burden lies with the teachers in the classroom; need support to train faculty/students for compliance of regulations; there are many unfunded mandates;</li></ul> <p><b>Roger Gerard-Hospitality</b></p> <ul style="list-style-type: none"><li>• 508 compliance for accessibility of distance education classes; attrition rate has improved but still higher than the traditional classroom;</li></ul> <p><b>Carol Rupe – Family Studies</b></p> <ul style="list-style-type: none"><li>• CTE in Human Services and Drug and Alcohol; California Social Education Program that has partnership money; a career ladder for social work;</li><li>• Mental Health Services Act</li></ul> <p><b>Pamela Knights-Fashion</b></p> <ul style="list-style-type: none"><li>• Need to help students to find jobs; Adam Reiter talks to students about getting a job;</li><li>• Fashion Group International of Los Angeles has a scholarship competition; LBCC submitted 40</li></ul>	
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	<p>for competition but box was lost;</p> <ul style="list-style-type: none"><li>• Faculty development workshops could include: Professional Portfolios from industry and private schools; design a line for a company; tech packages; How Illustrator is used in the industry; shoe design; import and export for textiles and fashion clothing; funding for fashion factor;</li><li>• Cal Apparel News---employment fell 5.2% in California;</li></ul> <p><b>Michelle Beitel-Career Pathways</b></p> <ul style="list-style-type: none"><li>• Private school enrollment is up 40% and they are developing new ideas: networking and business development and sustainability; internships are increasing; “Creativity Get’s Down to Business” ; ideas for luxury brands using celebrities; Networking, internships and say thank you.</li><li>• To get a job in action sport: become involved in sport, understand brands; get hands dirty; internship; come with creativity;</li><li>• Professional Development could be bring one business and industry partner for a panel;</li></ul>	
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	<p><b>Lisa Ledeboar –Consumer</b></p> <ul style="list-style-type: none"> <li>• Credit Card debt is going up</li> </ul> <p>Online resources</p> <ul style="list-style-type: none"> <li>• FTC has a new website at FTC.gov/moneymatters</li> <li>• FTC.gov/freereports</li> <li>• Jumpstart.org</li> <li>• Mt. SAC is revising their Consumer Certificate Professional Development</li> <li>• Money Management/Consumer Workshop “Surviving in Difficult Times”</li> </ul>	
<b>XII. Basic Skill and CTE</b>	<p><b>Lisa Ledeboer</b></p> <ul style="list-style-type: none"> <li>• See FLASH for basic skills initiative linking with CTE; contextualized learning needs to be revised, there was a lot of training on this in the early 90’s but it needs to be reinstated;</li> </ul>	
<b>XIII. Future Meeting Dates</b>	<p><b>September 18, 2009</b> <b>February 5, 2010</b> <b>April 30, 2010</b></p>	
<b>XIV. Other</b>	<ul style="list-style-type: none"> <li>• Contract for the FCS Advisory Committee will move to Shasta College under the coordination of Roger Gerard;</li> </ul>	

**Submitted: May 1, 2009**  
**Susan Coleman**