

**Palm Beach Community College
Career Cluster Minutes
October 22, 2008**

CA 109-Boca Raton Location, 1:45 p.m.- 3:00 p.m.

ITEM 1: **Brief review of purpose of Cluster:** communication across campuses, consensus seeking for policy and procedure changes, college wide training and pursuit of new initiatives in cluster area of expertise. Clusters to support QEPs and strategic planning action, as well as participate in enrollment management planning.

Discussion: Cluster members are comfortable with and committed to the Vice President's expectations for us. There was unanimous agreement that we strive for consistency in our policies and procedures college-wide and have an open, positive communication pattern in place. Two suggestions were made:

1. Cluster meeting minutes need more consistent distribution and accessibility; and,
2. Improve communication with the Advising Cluster perhaps by having joint meetings occasionally or have a designated person from each cluster attend the other cluster's meetings.

Data Source: Purpose of cluster statement above abstracted from VP's meeting minutes with Cluster Chairs on 10/02/08.

Action: J. Patton to:

1. Send minutes to all Career Center staff and to VP's office for launching on web page.
2. Contact Chair of Advising Cluster, Ron Long, to discuss item #2 above.

ITEM 2: **MySpace page for the Career Centers:** Ludas Lamothe to coordinate

Discussion: Ludas Lamothe, Student Assistant in Boca Raton Career Center, is in the early stages of creating a MySpace page for the Career Centers in order to reach students on their "turf." He is currently reviewing pages set up by other career centers/organizations. He will make recommendations to Tracy Joinson who will in turn bring these ideas to an upcoming Cluster meeting. Alyssa Wallen, student worker in Lake Worth Career Center, has significant experience with MySpace pages. She may team with Ludas when we are ready to build the page.

Data Source: None

Action: Ludas Lamothe to research existing MySpace pages and bring recommendations to Tracy Joinson. Alyssa Wallen to help Ludas build the page.

ITEM 3: **Customer Service Standards:** best practice ideas, (brainstorm session).

Discussion: The Customer Services Committee requested input/best practices from all clusters. The following comments were shared by members of the Career Cluster:

1. “Service” versus Student Development: all of our customer service activities should have an underlying goal of student development.
2. Each Cluster should conduct a yearly audit of its systems to determine how “user friendly” they are for students. Some in need right now are:
 - a. **PBCC online application form** still needs revision. In Boca, for example, nearly 50% of students attending Educational Planning Seminars are erroneously coded as “out of state residents.”
 - b. **People first, Phone second.** In most situations, the person in front of you gets your attention...even if the phone is ringing.
 - c. **Phone messages** of staff especially during peak periods should provide alternative ways to get information- i.e. live chat; or, if student is placed on “call waiting”, have a voice system telling the person expected length of the wait.
 - d. **Recruitment of staff** who truly want to work with people (students, facilitating the growth and development) is a fundamental, first step.
 - e. **Before sending a student** to a department manager, dean etc. for a signature (the well known student “run around”), telephone that person to see if they are in their office perhaps leaving a brief message that the student (name) was referred to them and why. Ensure student really needs to be referred by checking to see if they can be helped on-the-spot with what information is available through the College website.
 - f. **Phone reception** should be consistent across departments. Should include “PBCC”, name of department, name of person, and “How may I help you?”

Data Source: Student Matters Initiative document

Action: Above suggestions listed in these minutes and sent to Customer Services Standards Committee.

ITEM 4: **Strategic Plan:** status of current QEP’s and ideas for new strategic plan.

Discussion: The College is embarking on a new strategic planning process. The QEP’s submitted by the Cluster in the most recent plan were discussed and certain outstanding issues identified.

1. QEP -Application revisions to identify undecided students at the early stage of admission as well as intended AA degree university majors: **status not known- a College-wide committee was working on this matter but no closure has been communicated. A restricted number of university majors was suggested, and this recommendation is not endorsed by Career Cluster.**
2. QEP- Workshops for Undecided Students and Prospective Students have been implemented at three of the four locations. The Cluster is committed to offering these programs and expanding them pending changes to the application form. New changes to Pantherweb provide some new help identifying currently enrolled undecided students.
3. QEP- Internship Program for AA Degree Seeking Students was rescinded as a result of changes made outside to the Cluster that significantly altered its intention.
4. QEP- Develop Strong Partnerships with Vocational Program Faculty and Staff. Doreen Jadwick reported good progress strengthening these relationships to include: more affiliation with Business Partnership Boards; a faculty needs survey and special outreach programs at the Lake Worth location where a majority of these programs reside.

Data Source: Career Cluster Student Success Goals and Engagements: Preadmission to Graduation

Action: J. Patton to follow up on QEP's # 1 and 3
Career Center staff to share ideas for future strategic plan with their Center Coordinators, who will bring these ideas to next Cluster meeting.

ITEM 6: **Campus Updates:**

Discussion: Careers in Politics on October 27 in Lake Worth
Job Fair at Gardens on October 30
Careers in Science and Health on November 5 in Boca
Careers in Biology in Lake Worth on November 6

Attendance: L. Grant; D. Jadwick; T. Joinson; G. Karl; Tom Moran; A. Palomares; J. Patton; Ruth Rufino; G. Tomei; A. Wallen; J. Wallen;