



**Butte-Glenn Adult Education Consortium
Minutes of Regular Meeting
September 23, 2019**

The Voting Members of Butte-Glenn Adult Ed Consortium met in regular session on Monday, September 23, 2019, at 2:00pm, at the BCOE CTEC Conference Room – 2491 Carmichael Dr, Ste. 500, Chico.

Voting Members Present Linda Riggle, Glenn County Office of Education
Jeff Ochs, Oroville Union High School District
Jennifer Foglesong, Butte County Office of Education
Teresa Ward, Butte-Glenn Community College District
Jeremy Powell, Hamilton Union School District

Voting Members Absent Lisa Morgan, Glenn County Office of Education (Proxy Present)

Guests Present Jennifer Macarthy, Butte College, Consortium Fiscal Agent
Mandy Leahy, Butte County Office of Education
David Vicker, Action News Now
Chelsea Hendershot, Shasta College
Rachelle Modena, Shasta College

1. Agenda Approval

Jennifer Macarthy suggested that the item related to Action News be moved to the top of the agenda. Linda Riggle made a motion to amend the agenda as recommended, seconded by Teresa Ward. Motion carried unanimously.

2. Communications from the Public – Consent Agenda

Rachelle Modena and Chelsea Hendershot introduced themselves. Rachelle noted that as the consortium lead for the Shasta, Tehama, Trinity Adult Education Consortium, she was interested in sitting in on one of the Butte-Glenn Adult Education Consortium meetings to gain a better understanding of how other consortiums operated in the north state.

3. Action Items

a. Additional Regional Marketing Efforts – Discussion and Recommendation

David Vickers of Action News Now provided the consortium with a presentation on potential marketing services available through Action News Now including broadcast TV commercials (English and Spanish), social media marketing, and North State Moms. The plan as presented was \$3,666 per month with a 3-month commitment. Jeff Ochs felt the cost was too high. Mike Lerch noted that he felt more efforts should go into social media as opposed to broadcast commercials. Jennifer Foglesong stated that in order to know if a difference was made as a result of any campaign, a commitment of at least 2 months should be made. Mike Lerch suggested that the consortium consider a larger application through the North Valley Community Foundation to cover a broad-based campaign. Jennifer Macarthy agreed to look into the possibility. She noted that we

have funds allocated to a website update as well, and perhaps we could link the efforts. The group agreed to revisit this item during their December quarterly meeting.

4. **Information and Reports**

a. **Regional Marketing Efforts**

Jennifer Macarthy reminded the group that they previously approved up to \$30,000 for marketing. The News & Review publication will cost approximately \$19,000 for 40,000 insert copies, and an additional 5,000 copies for distribution between the members. The remaining \$11,000 will be available for the website improvements.

b. **NOVA Reporting and Upcoming Deadlines**

Jennifer Macarthy thanked the group for completing the submittal of their updated 2018-19 Workplans and Budgets. She reminded them that Q4 reports are due on September 27th. Once all Q4 reports have been submitted and certified, then she will notify the consortium to begin work on the 2019-20 Workplan and Budget.

c. **Consortium Member Contracts**

Jennifer Macarthy stated that all contracts would be provided to members for their signature before the end of the month.

d. **Consortium Member New or Noteworthy Programs – Informational Report & Discussion**

Jennifer Foglesong noted that the BCOE construction facility is complete, and they are considering some program collaboration options with Oroville Adult School as well as other short-term programs. She also provide the group information on the new Culinary Program. Mike Lerch noted that he has one of his teachers moving up the hill – his goal is to be 100% on the Ridge by October 1st.

e. **Benchmarking**

The members discussed what level of information they each collect/report in order to determine opportunities for benchmarking progress at the consortium level. Jennifer Macarthy will take the information provided, and draft some benchmarking suggestions.

5. **Next Meeting Date**

December 6, 2019, 9:00am-11:00am – Glenn County Adult School

6. **Adjournment**

The meeting adjourned at 4:15pm

For Information concerning the Meeting Minutes, please contact:
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