

Adult and Community Education Advisory Committee February 15, 2023

	Committee Members				Staff and Guests
A	Abulohom, Rasha (At-Large, Omeish)	P	Hwang, Jesse (Providence, Frisch)	P	Steiner, Paul
P	Adeli, Jennifer (Dransville, Tholen)	P	Mimaroglu, Selim (Sully, Pekarsky)	<u>P</u>	Iskander, Monica
P	Caballero Cantatero, Javier (Mason, Anderson)	P	Passman, Lois (Mount Vernon, Corbett-Sanders)	P	Morgan, Michelle
P	Arthurs, Sean (Franconia, Derenak Kaufax)	P	Sweet, Johnelle (Springfield, Cohen)	<u>P</u>	Williams, Karin
<u>P</u>	Balbuena, Ken (Braddock, McLaughlin)	P	Thiam, Amy (Student Representative)	P	Kenny, Jim (RMR & Associates) (ACE Marketing Vendor)
P	Beeman, Susan (At-Large, Sizemore Heizer)	P	Brown, William (At-Large, Keys-Gamarra)	P	Dr. Ricardy Anderson
A	Cole, Helen (Hunter Mill, Meren)				

P: Present (in-Person)
P: Present (virtually)
A: Absent

The regular meeting of the Fairfax County School Board's Adult and Community Education Advisory Committee (ACEAC) was called to order on February 15, 2023, at 7:00 pm by Ken Balbuena, ACEAC Chair. The meeting was held in room 5039 of 8270 Willow Oaks Administrative Center, Falls Church, VA 22042 with an option to attend virtually via Zoom.

1. Review and Approval of the Agenda

- a. The agenda was approved.

2. Chair Remarks

- a. Ken Balbuena drew attention to two sister bills that have been introduced into the Virginia General Assembly, HB 2195, and SB 1470. The original version of these two bills included a proposal to move adult education out of local school jurisdictions and into a new office within the Department of Labor. Changes from various House and Senate subcommittees removed this proposed change but kept the larger workforce development framework of the original bills. The revised House bill passed by 54 votes yes, and 45 votes no. The revised Senate bill passed with 40 votes yes, and zero votes no.

[HB 2195](#) Workforce development; consolidation of policies and programs, etc.

[SB 1470](#) Workforce development; consolidation of policies and programs, etc.

3. Review and Approval of January Minutes

- a. Ken updated the format we indicate attendance on our Minutes to show who attends in person. NOTE that the "P" for "present" is underlined to indicate "in person" attendance.
- b. When reviewing the minutes, Dr. Selim Mimaroglu asked if Paul could share more details about the cost savings for the new catalog. Paul will share more details during a future meeting.
- c. Selim also asked for a copy of the organization charts from the FY22 Annual Report. Ken shared the link in the chat. [Organization Chart](#)
- d. The minutes were discussed and approved.

4. School Board Updates

- a. Dr. Ricardy Anderson shared how excited she is to be back since ACEAC is one of her favorite committees.
 - b. Dr. Anderson shared the School Board has been working on the proposed budget, Capital Improvement Plan (CIP), and the calendar.
 - c. The Superintendent may need to revise the proposed budget because of an overpayment calculation error made at the state level. There is hope the state will not hold the school division accountable for this error. If not, the school system will have to reduce next year's budget as well as the past year's budget. If the state does require districts to pay back funds, FCPS would have to reduce last year's budget (FY2022) by 58.1 million, and 143.1 million from this year's. (FY2023) budget.
 - i. Selim asked if the state error will affect ACE directly? Dr. Anderson shared the impact will affect the operational budget. We do not know how that will trickle down to various departments and programs. That has yet to be determined.
 - ii. Javier Caballero Cantatero asked if the new approved calendar will affect ACE. Dr. Anderson shared that the calendar impacts the days buildings are open and available for use by ACE.
- 5. Student Rep Updates**
- a. Amy Thiam shared that she was unable to attend the last two meetings but is happy to be back. She had no comments to share.
- 6. Adult and Community Education (ACE) Administrator Updates**
- a. Paul Steiner, ACE administrator, shared updates. Staff is working on the next catalog. The next catalog will be distributed in mid-March. This catalog will publicize Spring and Summer course offerings. The ACE Fall catalog will be released mid-July.
 - b. ACE staff are continuing to add online anytime courses. We will be adding all possible online anytime courses and creating a marketing campaign to highlight the new offerings and the convenience of online anytime courses.
 - i. Selim asked for clarification on the "online, anytime" format? Paul shared they are self-paced, online courses. Paul has been receiving positive feedback on these courses.
 - ii. Ken asked which platform we are using for online anytime classes? Paul shared the vendor is Ed2Go. Ed2Go provides educational courses to universities and other school districts. The goal is to utilize every class available to maximize profit. There is a good return on investment. The marketing for these programs is being done by RMR, our marketing vendor.
 - iii. Susan asked if Northern Virginia Community College is ACE's biggest competition for Health and Medical classes. Paul shared that NOVA is a competitor, but there are many other companies providing these courses. A lot of this depends on location and accessibility.
 - iv. William Brown asked if students have access to course materials once the course is over? Paul shared that students have access to online material, but it times out after some time. If the student needs the material for additional time, accommodations can be made.
 - c. Work on Accelerated Workforce Education (AWE) is progressing. This program is focused on providing credential training opportunities to youth, ages 16-24. ACE Staff is working with FCPS and Fairfax County Government partners to provide wrap-around support to students who enter the AWE program. ACE Staff are looking at scheduling courses focused on Accelerated Workforce Education.
 - d. Driver Education classes are continuing to see strong enrollments. ACE, however, has received word about more delays in the acquisition of new Driver Education vehicles.
 - e. Spring Apprenticeship courses started last week with about 120 enrollments over level 1 and level 2 plumbing, electrical and HVAC courses.
 - f. Adult ESOL continues to see strong enrollment. Finding teachers continues to be a struggle.
 - g. Paul and Bob Sargent, the ACE Career and Outreach Specialist, are conducting site visits at every high school in the county to speak directly with students about ACE opportunities.
- 7. Adult High School Administrator Updates**
- a. Dr. Michelle Morgan shared enrollment updates. As of January 31, the Diploma Program has 282 students enrolled; the High School Equivalency (HSE) Program has 163 students enrolled.

- b. The Adult High School (AHS) team was able to hire an office assistant for the Herndon office. AHS also submitted a request to hire a new teacher for the Detention Center. Hopefully, this position will be staffed by the end of February.
- 8. Director of OSPC updates**
 - a. Karin Williams, Director of Operations, Strategic Planning and Communications, did not have any updates to report.
- 9. Subcommittee Reports**
 - a. Subcommittees will continue to meet and will prepare to share at the next meeting.
- 10. RMR & Associates (ACE Marketing Vendor) Presentation**
 - a. Jim Kenny of RMR & Associates shared an overview of marketing and consulting work with ACE and Adult ESOL programs.
 - b. Jim shared this PowerPoint. [RMR Marketing Presentation](#).
 - i. William asked if there are any sales incentives for staff. Karin explained that RMR is not receiving any bonuses for increased enrollment.
 - ii. William also asked how they are measuring satisfaction. Jim explained they will measure clicks and total registrations.
 - iii. Lois Passman asked if items presented have already been executed. Jim explained that nothing has been launched that could be measured yet. Lois was wondering if RMR would do community outreach. It was explained that RMR focuses on strategic marketing: email, print marketing, and social media outreach. Jim also explained they could target specific media for nonprofits, so they hear about ACE and follow up with Paul and Bob.
 - iv. Javier shared he is currently enrolled in ACE classes to enhance his skills. He also asked how they will measure the success of each campaign, and will they pivot depending on the outcomes. Jim explained they can measure if they are hitting the targets and will pivot products if they are not successful.
 - v. Ken asked what the social media strategy is to increase enrollment. Jim shared they would focus on relevant content to increase followers. Secondly, they will focus on relevant content to drive courses. Ken encouraged Jim to look at Mr. Frisch's comments from the FY22 Annual Report presentation to the School Board since his feedback focused on strategic marketing.
 - vi. For any additional questions, please email Karin who will pass them along to Jim.
- 11. Closing Remarks**
 - a. Ken Balbuena adjourned the meeting at 8:58 pm following a motion of unanimous consent.