

AGENDA
GENDER EQUITY SUBCOMMITTEE
Vernon College Century City Room 100
March 10, 2011 at 9:30 am

Welcome and Opening Remarks

Purpose of Subcommittee

Review Gender Equity Plan 2010-2011

- Objective

- Outcome Measures

- Programs selected as focus for this plan

 - ADN, LVN, HIT, SRT

- Root causes for gender inequity

 - What does research say

 - What is in our control and what is not

 - Select best solutions

 - Improve completion rate of underrepresented gender in nontraditional programs

- Pilot test and evaluate solutions

- Implement solutions, timeline

Committee feedback concerning the plan including additions and revisions to solutions

Solutions to be implemented by the end of the current school year

- Committee members assignments to implement the solutions

Timeline for the remainder of this school year

Gender equity plan for 2011-2012

- Members will develop plan for developing the plan

Other issues pertaining to the committee

Adjourn

Vernon College Gender Equity Subcommittee Meeting
Century City Room 100
9:30 a.m., March 10, 2011
Minutes

The Vernon College Gender Equity Subcommittee at 9:30 a.m. on March 10, 2011, in the Century City Conference Room. The meeting was called to order by Sharon Winn, Chair.

Members present were Sharon Winn, Dr. Gary Don Harkey, Betsy Harkey, Lynn Kalski, Deana Lehman, Jessica Sutherland, Ruth Rascon, Beth Arnold for Andy Todd, and Zela Haney. Members not present were Romona Vaughan, Mark Holcomb, Leann Jordan, and Samantha Hoelscher.

Sharon Winn reviewed the purpose of the subcommittee which is to ensure emphasis for gender equity enrollment and success in technical programs. The committee agreed that gender equity implies that occupations/professions/technical programs are equally accessible for anyone interested regardless of gender and that strategies that promote gender equity are inclusive rather than exclusive in removing barriers to participation and completion for all regardless of gender.

The committee reviewed the gender equity plan for 2010-2011. Sharon explained the process used for developing the plan and that the reasoning for selecting the healthcare programs for emphasis was based on the employment opportunities available in the college's service area; at this time, healthcare is a major employer and offers good wages and career advancement and is increasing whereas manufacturing and industrial employment decreased significantly in the past several years.

The committee reviewed the State Standards for participation and completion in nontraditional programs and compared the College's performance to the State Standards and other community colleges. Vernon College rates are generally below the State Standards but are similar to other colleges' performance. The college must show progress of 2 percent a year until the standard is reached.

Sharon reported that the College is a member of the National Alliance for Partnerships in Equity (NAPE), and the website is www.napequity.org. Members can contact Sharon for the username and password.

The committee then discussed the solutions that could be implemented for the remainder of the current budget year and that could be the basis for next year's plan. The following ideas were suggested for the development and implementation:

- Focus on career ladders in the various occupations; opportunities for advancement
- Utilize social media such as Facebook and Twitter as an effective way to reach young people
- Produce student profiles and video clips to be ready when the College's new webpage is launched and to use in media advertising; voice-over may be preferable to having students speak on camera
- Portray individuals as "real, everyday" people having choices in occupations; no stereotype images
- Showcase our graduates, what are they doing now, what do they have to say about Vernon College and the value of their education
- Develop and print program brochures and posters, build around the ideas discussed in the meeting

- Build fact sheets comparing costs of education to potential earnings and the ability to pay back financial aid loans; emphasize the low costs and advantages community colleges offer
- Prepare presentations for CTE programs based on these ideas to use in recruitment, presentations for high school student tours, career fairs, etc.
- Convert program brochures and posters to PDF files that can be posted on the website and Facebook
- Review the Annual Plan and link to gender equity plan

The committee decided to proceed immediately on the following solutions:

- Develop and print program brochures and posters using current Perkins funds and utilize printed materials Ruth Rascon received for her program; Sharon will coordinate this with the committee members, CTE programs, and Christie Lehman during April and May.
- Develop student profiles with videos and other video footage for the new website and media advertising. Dr. Harkey will head this effort and coordinate with Criquett Lehman, Roxie Hill and Christie Lehman. Some of the material should be ready for media advertising starting in June. Perkins fund will be utilized.
- Review the Annual Plan and tie objectives to gender equity; Betsy will work on this.

The Gender Equity Plan for 2011-2012 will incorporate the solutions included in the current plan; documentation of the activities will be emphasized.

The committee members will communicate via email in order for all members to participate in these projects.

Respectfully submitted
Sharon Winn, Chair