

College Curriculum Committee Meeting Agenda

Tuesday, October 8, 2024

2:00 p.m. to 4:00 p.m.

				Gilstrap & Kaupp
2. Minutes: June 11, 2024	2:25	Action	#10/8/24-1	Kaupp
3. Introductions & Report Out from CCC Members	2:27	Discussion		All

6. New Certificate Application: Business and Marketing	2:52	1st Read	#10/8/24-3	Kaupp
7. CCC Priorities for 2024-25	2:57	Discussion		Kaupp
8. Updating Foothill GE	3:07	Discussion	#10/8/24-4	Kaupp
9. Good of the Order	3:27			Kaupp
10. Adjournment	3:30			Kaupp

- TBD Deadline to submit course updates and local GE applications for 2026-27 catalog (Faculty/Divisions).
- Ongoing Submission of courses for C-ID approval and course-to-course articulation with individual colleges and universities (Articulation Office).

Distribution:



Micaela Agyare (LRC), Chris Allen (Dean, APPR), Jeff Bissell (KA), Sam Bliss (De Anza AVP Instruction), Cynthia Brannvall (FAC), Rachelle Campbell (HSH), Zach Cembellin (Dean, STEM), Anthony Cervantes (Dean, Enrollment Services), Sam Connell (BSS), Stephanie Crosby (Dean, SRC), Cathy Draper (HSH), Angie

COLLEGE CURRICULUM COMMITTEE

Committee Members – 2024-25

Meeting Date: 10/8/24

Co-Chairs (2)

 *	Ben Kaupp	408-874-6380	Vice President, Academic Senate (tiebreaker vote only) kauppben@fhda.edu
 *	Kurt Hweg	7179	Associate Vice President of Instr

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May

Today 11, 2024

2:00 pm - 3:30 pm

Abie Cree

1901; 11/11/24

Item	Discussion
<p>1. Minutes: May 28, 2024 2. Report Out and Check-in</p>	<p>Approved by consensus. Speaker: All Vanatta asked reps to share who next year's reps are expected to be, during today's report out.</p> <p>Apprenticeship: Working on Title 5 updates. Myres expressed thanks on behalf of division faculty to CCC members for working w/ the division on GE mapping project; noted working w/ college to offer ENGL 1A to Apprenticeship students. Myres plans to continue as rep.</p> <p>BSS: Working on Title 5 updates and new honors courses. Connell and Dupree both plan to continue as reps.</p> <p>Counseling: Jackson Sandoval and Lee both plan to continue as reps.</p> <p>HSB: Wrapped up Title 5 updates. Drape (32 min) as rep, -0.0 (along with Rachelle Campbell and Shae St. Onge-Cole.</p> <p>Language Arts: Sarver shared division CC recently held retreat, which included deep dive into SLOs (analysis, revisions, types of assessments in classroom good for capturing SLOs). Mentioned question re: how to update SLOs, since TracDat no longer being used—brief discussion occurred about college's need to identify replacement software/system for SLOs, which Vanatta hopes will be resolved next year, in time for 2025-26 catalog. Sarver plans to continue as rep, and looking for second.</p> <p>LRC: Agyare shared Library offering extended hours for finals, starting next week (closed Juneteenth holiday). Noted Artstor database retiring soon and transferring to JSTOR. Agyare plans to continue as rep for Library side, unsure who rep will be for tutoring side.</p> <p>STEM: Working on Title 5 updates. Taylor plans to continue as rep</p>

Hueg mentioned Noncredit/Credit for Prior Learning Workgroup holding first meeting tomorrow; shared that Gilstrap, Hueg, Kaupp,

DRAFT

9. GE Application: Area VI: Air
Conditioning and Refrigeration
Technology Apprenticeship
Program (Pathway #1)

See item 7 for motion/approval details.
Speaker: Ben Kaupp
Second

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Course Change Request

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Labor Market Information Report

Marketing Analytics Occupations

Foothill College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research

March 2024

Recommendation

Based on all available data, there appears to be an undersupply of Marketing Analytics workers compared to the demand for this cluster of occupations in the Bay region and in the Silicon Valley region (Santa Clara county). There is a projected annual gap of about 6,832 students in the Bay region and 2,365 students in the Silicon Valley SubRegion.

Introduction

This report provides student outcomes data on employment and earnings for TOP 50100s and Commerce, General programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Foothill College and in the region.

This report profiles Marketing Analytics Occupations in the 12 county Bay region and in the Silicon Valley sub region for exploratory purposes at Foothill College. Labor market information (LMI) is not available at the eight SOC Code level for Search Marketing Strategies (43-1161.01), therefore the data shown in Tables 1 and 2 is Market Research Analysts and Marketing Specialists (43-1161.00 at the six digit SOC level)

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Occupational Demand

Table 1. Employment Outlook for Marketing Analytics Occupations in Bay Region

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings
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Certification	Posting	Certification	Posting
Enterprise Desktop Administrator (Microsoft Certified IT Professional)	91	GIAC Certifications	25

Area	Subject	Courses
1	English Communication, Oral Communication & Critical Thinking English Composition Oral Communication & Critical Thinking	1 course 1 course
		1 course
	1 course	

