C2C Governing Board Meeting Minutes
February 8, 2023 at 9:30 AM PDT

Members Present:
Lande Ajose, Sylvia Alva, Marisol Aviña, Catalina Cifuentes, Deborah Cochrane, David DeGuire, Sean Elo-Rivera, Amy Fong, Chris Furgiuele, John Hetts, Jacqui Irwin, Su Jin Jez, Meredith Lee, Jessica Moldoff, Gavin Payne, Javier Romero, Robert Tagorda, Jerry Winkler

Alternates Present:
Pamela Ong (for Thomas Vu), Michelle Reyes (for John Laird)

Members Absent:
John Ohanian

Guests:
Patrick Perry

Staff Present:
Mary Ann Bates, Ryan Estrellado, Shannon Serrato

1. Welcome and Agenda Review (Presenter: Amy Fong)

2. Swearing-In of New Members (Presenter: Amy Fong)
   - Swearing-in of new member: Jessica Moldoff
   - Swearing in of Pamela Ong as the alternate for Thomas Vu and Cassandra Mar as the alternate for Jacqui Irwin

3. Recognition for Service (Presenter: Amy Fong)
   - Recognition of Patrick Perry for his service on the Board

4. C2C Office Update (Presenter: Mary Ann Bates)

5. Board Workshop and Discussion (Presenter: Eric Douglas, LRI)
   - Board discussed the 5 Habits of High-Performing Public Agency Boards
   - Board discussed forming a strategic planning ad hoc committee
   - Board reviewed and refined a draft charter for the ad hoc committee
   - Invitation for public comment (no public comment)

Motion: To create a Strategic Planning ad hoc committee to refine this charter and conduct strategic planning activities.

- Motion moved by Sean Elo-Rivera and seconded by David DeGuire.

- Vote results: 20 Agree; 1 absent.

6. Governance Manual Ad Hoc Committee Updates (Presenter: Gavin Payne)

- John Hetts asked whether the manual covers a scenario in which an organization represented on an Advisory Board has an appointee named to the Governing Board.

- Gavin Payne recommended that the scenario be addressed by the next governance manual ad hoc committee.

- Su Jin Jez suggested that the Board incorporate feedback on the current ED performance review into the manual.

- Invitation for public comment (no public comment)

Motion: To adopt the proposed edits to the Governance Manual presented by the ad hoc committee.

- Motion moved by David DeGuire and seconded by John Hetts.

- Vote results: 18 Agree, 1 Agree with Reservations; 2 absent.
    - Agree with Reservations comment: Su Jin Jez commented "as noted about performance review process". Earlier in the discussion, Su Jin Jez suggested that the Board incorporate feedback on the current ED performance review into the manual.

7. Break for lunch

8. Community Advisory Board Reports (Presenter: Patty Chavez)

- Community Engagement Advisory Board discussed:
    - C2C branding, logo
    - Community input including a user-centered design that is currently being implemented for the Teacher Training & Retention Dashboard
    - Early findings from the student experience audit
    - Communication plans for CaliforniaColleges.edu, as more districts and students have access to free college-and-career planning tools

- Data and Tools Advisory Board discussed:
    - Community Agreement and Guidelines check
    - Documenting data definitions overall, and specifically aligning calculations for measures that will appear in the teacher training and retention dashboard, such as credentialing status and earnings

- Board discussion
    - Sean Elo Rivera asked if the advisory board needs any support from the governing board.
    - Patty Chavez responded that they have not identified any needs but will circle back if needs arise.

- Invitation for public comment (no public comment)

Motion: To adopt the charter for the 2023 Advisory Board Selection Ad Hoc Committee and establish its membership.

- Motion moved by Marisol Avina and seconded by Sean Elo-Rivera
- Vote results: 18 Agree; 3 absent.

9. Student Experience Audit (Presenters: Mary Ann Bates, Ryan Estrallado)
    - Mary Ann Bates provided context for the study:
        o The Cradle-to-Career Act requires that the Office conduct an annual student experience audit once every twelve months.
        o During September and October of 2022, the Office collaborated with WestEd to conduct its initial student experience audit.
        o This was a process done on a shorter timeline. This student experience audit represents an early effort to surface the barriers that students face when transitioning from high school to life after high school. It is meant to pick up on themes that to pursue in the upcoming and more expansive student experience audits.
    - Ryan Estrallado highlighted the key findings in the [Student Experience Audit](#).
    - Board discussion:
        - Marisol Avina asked if there will be a student survey component in future audits. Ryan responded that the 2023 iteration will include student surveys.
        - Javier Romero highlighted connecting and establishing navigators as a trusted source.
        - Sean Elo-Rivera expressed appreciation for how the report was presented.
        - Amy Fong suggested that the report provides an opportunity to look at pain points more broadly.
        - John Hetts suggested that there are opportunities for student focus groups to look at the user experience and lift up the services that they are entitled to.
        - Chris Furgiuele suggested that there is an opportunity for future reports to include early youth and adult learners.
        - Mary Ann Bates suggested that the strategic plan and work plan can outline what the student audit looks like year over year.
        - Gavin Payne highlighted the difference between systemic problems versus known problems. Bringing transparency to the problem could be a role the C2C Board can provide.

10. Coordinated messaging on student-facing tools (Presenters: Sylvia Alva and Catalina Cifuentes)
    - Sylvia Alva highlighted how CSU works with CaliforniaColleges.edu and the opportunities to highlight how practical tools for students are being scaled with C2C.
    - What can the board do to increase awareness of e-transcript and CCGI?
    - Catalina Cifuentes shared how Riverside county has all its schools integrated with californiacolleges.edu. This allows school administrators to better identify students with need for additional, proactive communication around connection to student resources and support.

Catalina highlighted that without this integration, this proactive communication would not be possible due to the data gap between high school graduation and college enrollment.

- Board discussion:
  - Jacqui Irwin suggested using existing forums to promote the tools (e.g. college financial aid night).
  - Chris Furgiuele suggested that there is a need for market research with students, counselors, etc.
  - Jerry Winkler shared that CDE is committed to promoting CCGI and including adoption in its communications.
  - Mary Ann Bates said that she will share information about which school districts are currently partnering with CCGI with board members post meeting.
  - Robert Tagorda said that the tools offer a unique value proposition.
  - Su Jin Jez suggested that the C2C student audit report could focus on CCGI.
  - John Hetts suggested that marketing is a treatment, not a solution.
  - Sean Elo-Rivera asked whether the goal is awareness or impact.
  - Amy Fong remarked that prior to C2C there were many silos, and that the C2C creates connections.

- Invitation for public comment (no public comment)

11. Closed Session: Executive Director Performance Review

- No action taken

12. Adjournment