



Business, Consumer Services and Housing Agency– Governor Edmund G. Brown Jr.

Bureau for Private Postsecondary Education
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**Task Force Meeting Minutes
Monday, May 11, 2015**

**Bureau for Private Postsecondary Education
3rd Floor Conference Room
2535 Capitol Oaks Dr.
Sacramento, California 95833**

Task Force Members in Attendance:

Sean Crawford, Chair
Kim Thompson-Rust
Liz Simon
Marie Roberts De La Parra
John Carreon

Committee Members Absent:

None

Bureau for Private Postsecondary Education (Bureau) and DCA Staff in Attendance:

Joanne Wenzel, Bureau Chief
Alyson Cooney, Deputy Bureau Chief
Norine Marks, Legal Counsel, Department of Consumer Affairs
Mina Hamilton, Legal Counsel, Department of Consumer Affairs
Rebecca May, Department of Consumer Affairs
Michelle Stout, Department of Consumer Affairs
Benjamin Triffo, Associate Governmental Program Analyst

Call to Order

The meeting was called to order by Mr. Crawford at 1:04 p.m. on May 11, 2015, at the Bureau for Private Postsecondary Education 3rd Floor Conference Room, 2535 Capitol Oaks Dr., Sacramento, CA 95833.

Agenda Item # 1 - Welcome and Introductions

Mr. Crawford welcomed the Task Force, and the public to the meeting. All Task Force members are present. Staff counsel is also noted as present.

Agenda Item #2 – Approval of Minutes-April 16, 2015.

Mr. Crawford motioned to approve minutes as presented, Ms. De La Parra seconded. All approved. (Crawford: Aye, Thompson-Rust: Aye, Simon: Aye, De La Parra: Aye, Carreon: Aye).

Agenda Item #3 – Discuss Task Force Report Mandated by California Education Code (CEC) section 94880.1

(a). Contents of Report

Mr. Carreon recommended that the Task Force start by looking at the School Performance Fact Sheets to see what information is included, and what can be improved upon for students at High Technology Institutions. He also emphasized that High Tech Institutions needs to be defined, so it doesn't focus on just one type of school, aka just coding. It was noted that the best way to define these institutions would be by characteristics, and not necessarily the programs they offer.

The Task Force had a lengthy discussion about the various characteristics, and Ms. Wenzel summarized by saying that these programs seem to offer employer driven curriculum, are short term, do not receive Title IV funds, are competency based, and are project driven. She also mentioned that these programs seem to have strict admissions, attendance, and refund requirements. Ms. Wenzel also recommended looking at the previous Bureau's policy on refunds for shorter term programs, and see if they would make sense with High Technology Institutions.

While looking at the term "High Quality Training Programs" it was asked what high quality entailed. Ms. Simon says that industry experts would say job placement rate. Mr. Carreon stated that this shouldn't be the only metric to measure quality. Ms. Simon recommended that instead of using the term "High Quality" when defining a school, the Task Force should use the term "High Outcomes". This will allow the Task Force to view the outcomes not just as job placements, but as demonstrated success, due to the fact that some come to these institutions because they want to open a business, seeking a promotion, etc.

Ms. Wenzel recommended that "innovative subject matter", and "high demand technology field for which there is a demonstrated shortage" be defined as well. The Task Force discussed that while this report will be focused on technology as a broad term, it should be noted that it can also be applied to any field (broadband, green technology). Ms. De La Parra recommends that the Task Force looks at what the BRIC is doing (Brazil, Russia, India, and China).

Ms. Simon stated that there needs to be a quicker turnaround process when institutions apply for licensure, change programs, open a new branch, change faculty, etc. with BPPE. By doing this, students will be kept on the cutting edge of innovation, as programs will be consistently up to date.

Ms. Thompson-Rust said that this relates to CEC Section 94880.1(a)(3)(C), and that something the state can do is increase staffing at the BPPE. It was also noted by Ms. Thompson-Rust that the workshops that the BPPE has put on have been extremely helpful, and also recommended potentially doing peer review workshops for

institutions applying to be approved by the Bureau. Ms. De La Parra agreed. Ms. Wenzel recommended having a Licensing Unit expert come in and speak about turnaround times, and where areas of opportunity lie.

Mr. Crawford circled back to CEC Section 94880.1(a)(3)(A) asking for any input from the Task Force, if there needs to be a different set of disclosures prior to enrolling. Ms. Simon recommends taking out language from the School Performance Fact Sheet (SPFS) that does not apply to these programs. Mr. Carreon said that the SPFS should state that there are no credits given for courses, and no credits can be transferred. Mr. Crawford asked about the marketing, and how leads are identified. Ms. Simon and Mr. Carreon stated that all recruitment is digital, and most students initiate contact, not many students are contacted via leads. Ms. Wenzel wants to know why students enroll (promotion, open a business, to be freelance), and if the schools are tracking the reasons. Mr. Carreon said that most students are high performing, and often already have degrees, and that it tends to be because they want to be self-employed. Ms. Simon noted that about 25% of the time, companies are paying for their employees to attend.

It was brought up that there is a maximum program length to be considered High Technology Institution (roughly at most six months); it was asked if there is a minimum program length, what outcomes are tracked from these programs, and if a minimum program length needed to be defined. Mr. Carreon and Ms. Simon stated that outcomes are not tracked in these shorter term programs. Ms. Wenzel stated a change that could be made to the disclosures is the stated student reason for attending, and program completion rate.

Mr. Crawford recommends having experts speak about the type of data that they gather and maintain regarding the above items.

Ms. Simon recommends having the set disclosures, but allowing schools to go above and beyond in their online information.

Mr. Crawford stated that some relevant information for a standardized SPFS for High Technology Institutions would include placement rates, salary and wage. Mr. Crawford also recommended having student volume as a metric.

Ms. Wenzel stated that there should be a standard catalog, and standard enrollment agreement, with certain modifications, though they must be explicitly defined, and anything not stated will be left up to interpretation.

The Task Force also mentioned institutions that would take portions of a recent graduate's salary after securing them a job, but it was also noted that this is present in other fields as well.

Mr. Carreon brought up the topic of GI funding, and if there needs to be additional disclosures for students who are potentially using GI funds.

(b). Preliminary and Follow-Up Research for Report

Mr. Crawford recommends sub-working groups to address the three components of the report. Mr. Carreon and Ms. Simon volunteered to draft definitions of key vocabulary, based off the discussions from this meeting.

The Task Force reached consensus on having various speakers come to a future meeting to share their expertise, such that the Task Force does not operate in a vacuum. Some ideas shared were to have employers discuss what high quality training programs look like to them, a former student who has demonstrated an entrepreneurial acumen, and potentially a student who did not experience success while in a High Technology program. Specific potential speakers that were mentioned were Kish Rajan (Director of The Governor's Office of Business and Economic Development), Mark Quinn (SBA District Director), and Patrick Mitchell (Program Manager Tech SF).

(c). Process for Determination of Collective Recommendations and Findings by the Task Force.

A consensus was reached that the Task Force will begin formulating a formal recommendation after hearing from various industry professionals, government officials, and former students.

(d). Format and Template for Report

Ms. Wenzel asked Benjamin Triffo to provide an outline that has been created to help guide the direction of the report. Mr. Crawford noted the outline, and added additional items he would like to see in the formatting of the report. He would like to see clear definitions for key vocabulary such as High Technology Institutions. It was noted that there should be some background info on SB 1247, and the Bureau. There was also a recommendation to have a layout for implementation.

(e). Drafting of Report or Sections of Report

The Task Force will use Benjamin Triffo from the BPPE to help compile the report, once all essential details have been compiled.

Agenda Item #4 – Report Timeline/Milestones

The report is due to the Advisory Committee by January 1, 2016.

Agenda Item #5 – Public Comment on Items not on the Agenda

There were no public comments at this time.

Agenda Item #6 – Agenda Items for Future Meetings

Future meetings should include finalized definitions of key terms, as well as potentially a Licensing representative for information on processing times of applications, the Governor's Office of Economic Development, previous students, SBA, Tech SF, information on Employers of students from these institutions (provided by Ms. Simon, and Mr. Carreon).

Agenda Item #7- Adjournment

Mr. Crawford adjourned the meeting at 5:03pm
