

Minutes of the PC4A Biweekly Meeting

Held virtually on May 15, 2023 at 3:30pm

Members Present: Kami Abdala, Farah Bennani, Rory Butler, James Bretz, Michael Caglia, Maureen Farley, Ute Lowery, Sherri Mack, Greg Paonessa, Erica Reighard, Christie Sever, Patricia Smallacombe, Lydia Taylor, Courtney Tilton, Barb Zaborowski, Leisa Zuccolotto

Meeting Information

1. Motion to approve the minutes from the May 1, 2023 meeting was made by Barb Zaborowski and seconded by Erica Reighard. The motion was approved unanimously.
2. The PI and PM met with representatives from the funding agency on May 11, 2023. Dr. Farag gave a presentation on project progress, previous activities, and challenges/concerns.
 - a. The funding agency was pleased with progress and provided feedback on areas of concern. They requested that all marketing includes the DoDSTEM logo, and expressed interest in attending the upcoming PC4A Annual Conference on August 8, 2023.
3. PC4A has been chosen to be a part of the case study by Stevens Institute of Technology and Kisker Consulting. The first two quarterly reports and the baseline data presentation have been sent, and an initial meeting is scheduled for July 2023. Personnel from Kisker Consulting will be attending our Annual Conference, and more details about the study will be shared with partners as soon as they are available.
4. Based on feedback from Penn Highlands, the Certification and Employment Survey was updated to better encompass partners chosen incentives. The survey no longer says that exam vouchers will be awarded, it now says “prize” to avoid confusion.
5. Partners were asked to report on the progress of distributing the Certification and Employment Survey, and to encourage completion of open-ended questions on the survey as already collected feedback has been informative.
 - a. PHCC: Survey was distributed on May 11, 2023. 17 responses collected as of May 11, 2023.
 - b. WCCC: A meeting with the Marketing Department is scheduled for May 16, 2023.
 - c. NCC: NCCC does not keep records on alumni so distributing the survey is difficult.
 - i. NCC was encouraged to reach out to their alumni association or possibly consider social media to collect the data.
 - d. BC3: The survey will be distributed on May 16, 2023.
 - i. Three current responses already received were tests from BC3 administration and will be deleted.
 - e. MCCC: The survey has been sent for approval, but no updates on when the survey will be sent to students.
6. Two Faculty Development workshops were held for BC3 and Bucks faculty on May 10 and 11, 2023 respectively. NCC and MCCC will be contacted about possible events in summer 2023.
7. Partners were provided with reminders on budget modifications and invoices, and procedures for Y2:
 - a. Y2 budgets, justifications, updated scopes of work, and a list of Y1 accomplishments should be sent to the PM by Friday, June 2, 2023.
 - b. The RI has a target of June 30, 2023 for issuing sub-awards to partners. Funds will not be available until September 1, 2023, however the early issuance will allow more time for partners to plan and prepare for Y2.

- c. Partners can't spend Y1 funds that are outside of their current budget. Partners must use the budget modification form that was distributed on April 6, and include detailed explanations for all budget changes.
 - d. Partners are asked to submit invoices by the 10th of every month and include a report from accounting system or cost center, and invoices or receipts for purchases. If multiple vendors are used for a line item, a spreadsheet of the vendors and associated payments is acceptable.
8. Based on comments from partners at the recent faculty development workshops, the PI and PM have discussed the possibility of a PC4A Computer Science/Cybersecurity student club. Partners were asked to share their thoughts on the idea:
- a. Leisa Z. thought this was an excellent idea as finding enough students to form a club is difficult.
 - b. Farah B. agreed that this was a good idea as it would allow for competitions, hackathons, etc.
 - c. Sherri M. asked that we investigate potential issues with cross-collegiate activities.
 - d. Ute L. recommended that if we were to move forward with this, a contact person at each school would need to be identified.
 - e. Mike C. said that they currently have a computer science club but still agrees that some type of collaboration would be beneficial.
 - f. Christie S. agreed that a collaboration would be great as they have a few students who would be interested in competitions.
 - g. Jamie B. mentioned their current Women In Science and Technology club, and the newer computer club which has a focus on competitions. He agreed that a consortium wide club or collaboration would be a great idea.
 - h. Rory B. is interested in some best practices for their current computer club.
 - i. Based on the feedback from partners, the PI and PM will continue discussions and research to move forward with some type of consortium club or collaboration of partner clubs.
9. Dr. Bennani provided an overview of her experience with using the Tallo platform for marketing NCC's programs:
- a. Basically, Tallo is LinkedIn for MS and HS students.
 - b. A live event can launch the start of the campaign.
 - c. Tallo can partner with the admissions office for a specific URL for tracking purposes.
 - d. Highly recommended for programs that have low enrollment.
 - e. The cost is about \$20,000.
 - f. Videos and photos can be uploaded to the landing page.
 - g. The platform is national, however NCC has a dorm that allows them a larger market.
 - h. Any program can be included in the campaign.
 - i. Tallo has excellent customer service.
 - j. The platform allows for more specific marketing of specific programs that isn't usually available.
10. Partners were asked to provide an update on activities:
- a. WCCC: Mike C. will be attending Security+ training next week. The hired intern has chosen another position and staff have begun the process of looking for a replacement. A new course has been developed in Cloud Computing which will hopefully be piloted in the fall.
 - b. NCC: A meeting with HS teachers was held last week to help create the bridge between HS and college math skills. HS teachers have been provided with course outlines and final exams. A shared drive will be shared with teachers to ensure they have access to all course materials.
 - c. MCCC: CCNA review workshop began with 20 participants, including a few alumni. Another workshop is expected in June or July. Dates are being finalized for CTE students to come to

MCCC to take the third Cisco course. A position is posted for the Grant Manager position, and partners were asked to share the information.

- d. BC3: The Security+ bootcamp is launching soon. Two interns will be hired for summer 2023 to help assist with IT and cybersecurity tasks. A new landing page for the cybersecurity programs has been launched, and a new marketing campaign was launched at the end of April.
 - e. PHCC: The Certification and Employment survey has been deployed, and the summer intern has begun work. Currently focused on student event for grades 9-12 that will be held in late June and preparing CAE recertification and Y2 updates. Co-PI's will also be attending the Showcase for Commerce. A high school visit is also planned.
 - f. Bucks: Faculty have obtained re-certification and a meeting with their workforce advisory board is planned for May 16, 2023.
11. The next meeting will be held on **Tuesday, May 30, 2023, at 3:30 pm EST due to the Memorial Day holiday.**
12. With no further business, the meeting concluded at 4:32 p.m.

| Item | Person Responsible |
|---|---------------------------|
| Send PHCC a waiver of liability form | Lydia Taylor |
| Send all partner Marketing Departments the DoDSTEM logo | Lydia Taylor |
| Send NCC their targeted programs. | Lydia Taylor |
| Send partners information on Tallo. | Lydia Taylor |
| Create and distribute a blanket photo release for partners. | Lydia Taylor |

Respectfully submitted by Lydia Taylor and Dr. Waleed Farag