

Digital Marketing Advisory Committee Meeting

Cañada College Apprenticeship Program

10/4/2024, 3:30-4:30pm by Zoom

Committee Membership (in attendance):

David Gainey, Project Director of Apprenticeships, Cañada College

Jasmine Jaciw, Director of Workforce Development, Cañada College

Candice Nance, Professor, Cañada College

Deborah Henken, Consultant, Highland Team, Advisor to the program

Beatrice Chan, Owner, Mathnasium Redwood City, Advisor to the program

Meeting Minutes (transcribed from Zoom recording, use of otter.ai for transcription):

The meeting began with introductions and background sharing from Deborah, Beatrice, and Candace, highlighting their diverse experiences in marketing, nonprofits, and STEM education.

Here is a summary of the key points from the meeting:

Overview of Apprenticeship Program:

- The discussion focused on building out the digital marketing apprenticeship program, including curriculum and competencies.
- The goal is to create a 12-unit certificate of specialization, modeled after existing programs in the Bay Area.

Course Pathway and Competencies:

- The proposed course pathway includes Business 180 (marketing) as a pre-apprenticeship, followed by digital marketing, human relations, and social media marketing.
- There was discussion around the appropriate level of technical digital marketing content, the importance of soft skills, and the need to connect digital marketing initiatives to strategic business goals.

Finalizing the Course Structure:

- The group agreed on the importance of hands-on learning and the potential for workshops to supplement the course content.

- There was emphasis on ensuring apprentices have a basic understanding of relevant digital tools and platforms.

CRM and Learning Curve:

- Importance of using Salesforce or a similar CRM system that aligns with the employer's existing tools, to reduce the learning curve.
- Discussion on whether the Business 180 pre-apprenticeship course can provide the necessary fundamentals, and how to effectively supplement it with soft skills and technical skills training.

Workshop Models and Specialist Involvement:

- Suggestion to incorporate workshops to cover soft skills and technical skills, potentially outsourcing the technical training to subject matter experts.
- Exploration of a study abroad consortium model, where the faculty member facilitates the course but brings in local guest speakers to provide specialized content.

Curriculum Structure and Course Preferences:

- Preference for a high-level overview course (e.g., Digital Marketing Business 193) followed by more specific topics like social media marketing and content strategy.
- Emphasis on setting realistic expectations for apprentices, as they will be learning while working, and the need for hands-on involvement from employers.

Competencies and Small Business Focus:

- Discussion on the 15 broad competencies proposed, with feedback to ensure they are more aligned with the needs of small businesses.
- Suggestion to make the competencies flexible, allowing employers to translate them to their specific business context.

Excel and Google Sheets Preference:

- Acknowledgment of the importance of familiarity with spreadsheet software, with a preference for cloud-based solutions like Google Sheets due to their collaborative features.

The meeting concluded with the group planning to refine the curriculum, competencies, and course structure based on the feedback provided. A larger meeting with other employer partners will be held to gather more input and support.

Summary of Recommendations:

1. Incorporate more soft skills training, such as writing, interviewing, etc., potentially within the pre-apprenticeship course (Business 180).

2. Determine the appropriate level of technical digital marketing content to include, focusing more on strategy and less on specific platform skills.
3. Consider adding a content strategy and branding course as part of the curriculum.
4. Explore the possibility of offering technical workshops or short courses to supplement the core curriculum.
5. Refine the competencies list to ensure it aligns with the needs of small businesses and the apprentices' roles.
6. Ensure apprentices have a basic understanding of digital tools like Google Sheets that are relevant for small business operations.
7. Utilize a workshop model to supplement the pre-apprenticeship curriculum, allowing for hands-on, practical training on specific topics and tools.
8. Consider hiring subject matter experts to lead these workshops, rather than having the faculty member cover all the technical content.
9. Explore a study abroad consortium model, where the faculty member facilitates the course but brings in local guest speakers to provide specialized content.
10. Emphasize the need for continuous support and learning throughout the apprenticeship program, including counseling and access to professional experts.