



***Criminal Justice Program Shoreline Community College***

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**CRIMINAL JUSTICE ADVISORY COMMITTEE MEETING MINUTES**

**October 24, 2013 – 2:30 pm**

**1. Sign-in and Introductions:**

Present: Chief Rex Caldwell, Mukilteo PD; Chief Al Compaan, Edmonds PD; Chief Carol Cummings, Bothell PD; Captain Scott Strathy, Shoreline PD; Lt. Louis Montgomery, Monroe Correctional Complex; Dr. Linda Forst, Shoreline Community College; Ann Garnsey-Harter, Shoreline Community College; Lt. Douglas Jeske, Snohomish County Sheriff's Office; Kimberly Cambern, Shoreline Community College; Tony Costa, Shoreline Community College.

Guests: Jim Hills, Special Assistant to the President and McKinzie M. Strait, Shoreline Community College

Dean Robert Francis attended briefly to check in and communicate to the audience the updates about the presidential search.

Presentation by McKinzie Strait; Foundation for Scholarships, regarding financial aid for veterans and others with financial challenges due to high tuition rates. This campaign is targeting the workforce and employers to raise money. Ms. Strait will provide the committee with updated information as the campaign progresses.

**2. Approval of minutes of May 2013 meeting**

Tabled until the May 2014 meeting.

**3. Presentation by Jim Hills, Special Assistant to the President; Communication and Marketing, regarding the marketing efforts of SCC concerning the expansion of the On-line Criminal Justice offerings and the targeting of nationwide students.**

Advertisement and Communication has been changed to address the marketing of the on line program and includes online exposure such as ads, search engine marketing and social media advertising. While exposure was increased the return was not great. There was discussion about where exactly the online presence was as it wasn't obvious to some committee members and Mr. Hills indicated the ads have been designed to reach specific targets. The PIO office will reexamine what those targets are and if they should be changed.

Mr. Hills stated they are advertising coast to coast and looking for new creative ways to approach the students. There was discussion about what level of education police departments are requiring and the level of education among in-service officers. The committee suggested strongly targeting the military – those who have just left the military as well as those contemplating leaving and interested in starting online while still serving. Mr. Hills indicated they are planning a campaign for the veterans as well as their spouses, and the CJ program is one of the programs being marketed. The committee also suggested targeting in-service officers who lack their 2 year degree and have access to tuition reimbursement as well as incentive pay dependent on level of education. The suggestion included sending mailers or brochures to the departments that meet the criteria utilizing the major testing organizations as a way of determining that information. They also mentioned highlighting the ability to get some credit for their academy experience. Mr. Hills suggested faculty and / or advisory committee members to participate in blogs which would get the program out there.

Ms. Cambern provided information relevant to Unemployment workforce and DSHS policies that state that in order to approve training for students in the program the jobs related to the program should be classified as “in demand”. Recently, the criteria has changed and CJ has been reclassified as not being in demand and consequently students wanting to pursue CJ would not be able to get financial assistance through Workfirst. The Advisory Committee strongly disagreed with this assessment and feels they are working off of old numbers. They see significant job opportunities in the next few years which has also been borne out by the increased demand for Basic Law Enforcement Academy sessions. The statewide budget has improved and they also anticipate the retirement of large numbers of baby boomers now that the economic outlook has improved. Ms. Cambern suggested the Advisory Committee present this information to the King County and Snohomish County board to have input regarding the classification.

Mr. Hills also suggested putting together a video production about criminal justice professions and the employment demand, the video could be used and could also be placed on the website. Mr. Hills states they have new equipment available to facilitate this. There was discussion on following up with SCC graduates and potentially interviewing them as to how SCC influenced their careers and lives.

Chief Caldwell mentioned some of the news articles that have been posted to the Shoreline CC Criminal Justice face book page that originated with local, small town newspapers and also suggested this as a source of information and talking points for the SCC Public Information office. These articles highlighted SCC CJ faculty, students and events including the Special Olympics. Dr. Forst mentioned that she will step up her efforts to find articles about former students now doing well and pointing it out in the post on FB that they started at Shoreline.

- **Criminal Justice On-line expansion status; classes and instructors**

Dr. Forst mentioned that enrollment in the additional online classes is decent given the late advertising. The Intro classes had waiting lists which indicates more students coming in.

Unfortunately, with the numbers of online students failing to be as high as hoped the students enrolled in CJ are spread thin through the many class offerings.

**4. Transition from Black Board to Canvas**

Dr. Forst reported that the transition to Canvas has been smoother than expected with no major problems.

**5. Need for new instructors and current status of faculty pool: Need for Defensive Tactics Instructor in winter and Criminal Law Instructor in spring and fall.**

Dr. Forst mentioned the need for instructors for Defensive Tactics in the winter and Criminal Law online starting in the spring. The committee indicated they would share that information.

**6. Status of Child Advocacy Studies (CAST) Concentration**

Dr. Forst reported the program is going well and the numbers are good despite not receiving any advertising before the start in September. Staff is in the process of getting the MCOs approved so that the classes can be listed as CAST classes (currently they are special topics in other disciplines). There are 3 classes and instructors have been obtained for all 3 classes which are currently being offered in the online format. The brochure was produced by a former CJ student currently in the process of getting her 4 year degree who worked with Dr. Forst on implementing the CAST program and assisting in getting it up and running in time for fall quarter.

**7. Shoreline Community College organization / leadership status.**

Dean Francis updated the audience on the status of the college and the presidential search at the beginning of the meeting.

**8. Other business (conversation with Shoreline PD / KCSO ref Capt. Strathy's program)**

Capt. Strathy mentioned an upcoming conference in the fall of 2014 for a pilot project on Law Enforcement interactions with the mentally ill component of the community. The innovative Shoreline PD program will be presented to other law enforcement agencies at this conference. The RADAR program (which was expedited with the assistance of a Shoreline CC intern a year ago) is suggested as a model in addressing the national and pressing problem. Capt. Strathy thought SCC would like to be involved especially considering Troy Wolfe's untimely death. It would be a tribute to Mr. Wolfe if there could be some positive advancements in this societal problem and SCC was involved. Mr. Hills indicated the PIO office would be happy to assist in any possible way.

The fact that our current chair of the committee is now teaching as an adjunct opens up the need for a new chair, the issue was addresses and Chief Al Compaan graciously agreed to be the new chair for the Criminal Justice Advisory Committee. .

**9. Set date for Spring 2014 meeting:**

The committee decided on Thursday May 29<sup>th</sup> at 2:30 for the next advisory committee meeting.