



Commission Strategic Planning Meeting
February 13, 2019; 4:00pm
Nashville Community Education
Cohn School Building Room 111

In attendance:

Commissioners:

Commission Chair: Karla Coleman Garcia
Commissioner Co Chair: Bernard Pickney
Commissioner Secretary: Vanessa Lazon
Commissioner: Ed Hantel
Commissioner: Maritza Gonzalez

Staff:

Mary Beth Harding, Executive Director
Imelda Alamilla, Program Coordinator
LaKeitha Anderson, Community Engagement Coordinator
Joshua Hill, Administrative Services Officer

Call to order:

4:00pm by Karla Coleman Garcia.

Public Comments:

N/A

Year in Review:

1. Mary Beth presented a review of the 2018/19 year which included a list of all current class locations, current staff members, and enrollment/revenue totals.
 - a. We are doing extremely well with the highest enrollment and revenue we've ever had
 - b. Important to note that we have almost 170 classes this spring and literally cannot fit any more on the schedule and Imelda is beyond her capacity in terms of time and ability to organize this many classes and locations.

Goals FY20-FY22:

1. Increase Key Demographics
 - 2% increase in students without college experience, students identifying as Latinx/Hispanic, and students identifying as Black/AA
 - Increase instructors identifying as people of color by 5%

- 1% more instructors without bachelor's or higher
2. Expand Locations to help increase these demographics
 - Mary Beth talked about some possible new locations to offer classes around Nashville. Specifically NCE is looking to offer classes in the Antioch area, closer to I24 and Bell Road (accessible and centrally located). Commissioners provided several suggestions including:
 - Southeast Community Center (Thomas Floyd Facilities Manager)
 - Apollo Middle and Antioch Middle
 - Allison McArthur is in charge of Community Achieves and may know which schools would be most interested
 - Global Mall
 - Aaron McGee has been trying to coordinate a meeting with Knowledge Academies
 3. Expand Partnerships to help grow specific demographics
 - Finding more teachers and students by working with current programs across the city
 - Advertising with specific outlets and cleaning up our advertising
 - Childcare for FY21 Mary Beth talked about being able to hopefully locate a program that would be interested in forming a partnership with NCE. Ideally, they would be able to provide childcare externally.
 - Karla mentioned that Peabody College (Vanderbilt University) may have graduate students who have passed background checks and need practicum hours may be interested. MB will reach out by spring break
 - Ameerah Palacios already works with MNPS to provide childcare at events as well. MB will also reach out to her.
 4. Action Plans
 1. Reach out to 5 possible Antioch locations by Spring Break
 - Begin meeting in person
 - Goal is to have a location and 5-10 classes on the schedule by Fall
 2. Contact Peabody Graduate Program by Spring Break
 - Goal is to have childcare in place by FY2021
 - May have to develop curriculum so it can count for practicum hours, there will be many details to consider and may take a while to get in place

3. Contact churches and community groups to discuss ways to distribute program information. Begin reaching out this spring and setting up meetings for summer and fall.
 - Specifically looking at getting to more events. If you know anyone that LaKeitha should reach out for events, please let her know!
 - Contacts include:
 - Plaza Mariachi and Hispanic Family Foundation
 - Mt. Zion Church - for help distributing information, Darryl M. Taliaferro
 - Lakeshore Church - for help distributing information
 - Metro Police Department internal groups - Hispanic and Black officers groups
 - Our Lady of Guadalupe - for distributing information
 - Stan Weber - United4Hope
4. Diversify advertising. New advertising budget starts July 1:
 - Take away some advertising that is not working and replace it with very niche groups including Hispanic radio and print, Plaza Mariachi digital banners, targeted social media.
 - i. Other advertising suggestions?
5. Communicating more with Council members
 - First, contact them and see if they can help set up meetings with community members
 - Second, send them templated information. We already send them newsletters, but specifically for those in our targeted areas distribute things that they can directly post to social media, in letters, etc.
 - Asking about ways and places to directly market to community members (events, groups, etc)

Budget FY20:

1. We have requested budget modifications in the following:
 6. Part-time Program Coordinator: \$22,000
 7. Instructor Pay: \$15,000
 8. Educational Supplies: \$5,000
 9. Increasing Revenue Budget to \$120,000 (+\$20,000)
- We need to make it clear that if we do not receive these increases, we cannot add more classes or locations. We are currently at capacity and need more staff and more budget to pay instructors in order to grow. So if we do not get these improvements we will likely stay at status quo next year in terms of enrollments and class numbers.

- We may be able to receive enough funding to promote our current Administrative Services Officer to help with some workload, but will still not be able to increase programming or locations without a 5th person. This would be a temporary fix.

Vacation and Sick Accrual Update:

No announcements.

Motion to adjourn: Commissioner Karla Coleman Garcia motion to adjourn. Seconded by Ed Hantel. The meeting was adjourned at 6:05pm.

**Next meeting - April 17, 2018
Cohn School; 4:00pm**