

MINUTES

**Residential Heating, Air Conditioning and Refrigeration (HVACR)
Industry Advisory Committee Meeting**

Monday, May 2, 10:30 AM – 12:00 PM
SRJC Petaluma Campus
680 Sonoma Mtn. Parkway
Construction Training Center Carpentry Lab, Building 1400

- Members in attendance: Kimberly Beltran, John Sutter, Joe Henry, John Petro, Frank Reardon
- Members attending as proxy: None
- Members absent: None
- Faculty, staff, and administrators in attendance: Benjamin Goldstein, Melia Pavloff
- Invited guests in attendance: Michael Smith

Was there a quorum ___X___ Yes ___ No (if no quorum, no official business shall be performed)

Call to Order: Kimberly Beltran called the meeting to order at 10:34 AM.

Welcome/Introductions: Each advisory committee member, SRJC faculty & staff member, and invited guest briefly introduced themselves.

Approval of Minutes of Last Meeting: Motion by Larry Richmond, Jr.; Second by Dan McColloch; MSA (unanimous)

Public Comments: None

Status of HVACR Program and Construction Training Center (CTC) Status Update:

1. Benjamin Goldstein shared that acoustical panels will be installed in the near future, since the echo effect of the tall walls in this lab space can make clear communication challenging
2. Benjamin Goldstein toured the group through the framing lab (which contains two different, full-sized houses built by program students, where they will eventually install ceilings, roofs, and stairs). Kimberly Beltran asked if Quality Insulation Installation (QII) is built into the curriculum: it is not currently, but it can be considered in future semesters and curriculum planning. Benjamin also explained that HVACR students can do both programs, because framing is a foundational skill that will make them more employable. The max capacity is 20 inside this lab, and there are 88 students currently enrolled in the Carpentry Program, with the expectation that students can graduate the Carpentry or the HVACR programs ready to work in either field



3. Benjamin Goldstein then provided a tour of the CTC yard and plans for expansion into some of the surrounding area, where an equipment training program is taking shape with excess funds that were available; Benjamin also pointed out the condensing and package units in the yard that will be available for HVACR program students to train on; new scaffolding and harnesses on side of building will allow for more safety training within the programs
4. Benjamin shared that, ideally, local high school shop programs will be able to send their students to CTC for a few hours each semester to promote the trades programs and drive enrollments.
 - a. Kimberly Beltran shared that she also serves on the Santa Rosa High School Advisory Committee for their Cabinet Shop program, which is transitioning to a Green Building and Construction Trades Elective Program due to shifts in market demand. She noted the importance of fostering a relationship between the two programs, to reach students who want to pursue vocational training after high school
 - b. Benjamin Goldstein discussed with Joe Henry the need to connect with Windsor High School;
 - i. Joe Henry will connect Benjamin with their shop teacher to coordinate a field trip
 - c. Benjamin Goldstein also shared that Analy High School's shop program is making similar changes as SRHS to meet shifting demands, and that Analy's shop teacher is an instructor in our program on weekday evenings in addition to working with North Bay Builders Exchange. This instructor (Clay) represents a core part of our high school cohort program and workforce development "family," where students complete OSHA 10 training and a number of field trips to preview different trades in the building industry
 - d. Benjamin Goldstein shared that the Santa Rosa campus hosted the North Bay TIP Program, which is a Certificated Apprenticeship Readiness Program from the local union.
5. Benjamin Goldstein shared the new HVACR webpage at <https://petaluma.santarosa.edu/hvacr>
 - a. Most potential HVACR students have scheduling limitations that prevent full engagement within traditional college schedule requirements (such as full-time jobs and parenting or elder-care concerns)
 - b. By providing the HVACR program completely online asynchronously for the first three semesters, then bringing students into the classroom and HVAC Lab for their fourth and fifth semesters, program completion is expected to be more accessible and attainable for more students
 - i. Interplay Learning offers a 3D, fully immersive HVACR training program that is simulation-based, where dozens and dozens of system faults can be introduced and approached by students in a safe environment where mistakes are less expensive, less dangerous, and less depleting of the ozone (since refrigerants are not released)
 1. Around 300, 18-month user licenses have been purchased with grant funds
 2. The plan is to possibly allow for open (supervised) lab hours during the first three semesters, but all the basics and safety requirements should be understood before students reach final semesters to
 3. Utilizing simulation software in the first three semesters will also help drive enrollment from other areas in California, prior to them joining class in person for the Installer/Technician Level Certificate



4. Priority registration is open now to current SRJC students, and the online HVACR section is already full. This is an astounding result for any Career Education course.
 - a. Planning to add two additional sections to accommodate demand
5. Students will need to purchase their own headsets, but there will be a few sets available within the onsite lab.
6. Gamification also makes learning more accessible to a new generation and builds confidence.
7. The consequences of students dropping an online course for any reason are far less compared to when students drop in-person courses.
8. The ultimate goal is to teach the fundamentals to anyone who wants to get into HVACR field or gain these skills to become a more employable, well-rounded applicant within the overall industry
9. This advisory committee will help inform curriculum planning for when the first cohort enters in-person training, expected Spring 2027

Status of HVACR Industry:

1. Kimberly Beltran shared the prompt with the Advisory Committee: What trends and industry partnerships are we seeing? Are there lots of projects in the pipeline and are people busy? Regulatory changes?
 - c. Advisory Committee Discussion:
 - i. John Sutter: the last batch of older refrigerants are phasing out by 2033
 - ii. Kimberly Beltran: Did efficiency ratings go smoothly during the transition to new efficiencies? Joe Henry explained everything got D-rated a little bit, and now in the middle of the refrigerant change.
 - iii. Benjamin Goldstein to John Sutter: should the program still be considering low-temperature refrigeration for retail and restaurants? Yes, group agreed and mentioned the prevalence of walk-in coolers and units.

Discussion of HVACR Program Promotion and Student Outreach:

1. Advisory Committee discussed the following strategies for driving enrollment:
 - a. Offering in-person classes on Fridays and Saturdays to increase accessibility from students driving in from outlying areas
 - b. Sonoma Clean Power promoting the program on their website
 - c. Individual committee members promoting the program at other committees
 - d. Possible target audiences include: Lyon Foundation, CTE Foundation, Building Performance Institute, Western HVAC Performance Alliance, Build It Green, Sonoma Water, Recology, Sonoma Water, Petaluma and Santa Rosa Chambers of Commerce, Children's Museum, adult and non-traditional high schools
 - e. Can the SRJC Marketing Team to create a shareable social media post that works across platforms (LinkedIn, Instagram, Facebook)
 - f. Paying to include literature as "bill stuffers" in mailing campaigns to customers of utilities such as PG&E, Sonoma Water



- g. Flyers and potentially postcards will be printed and distributed guerilla style at local Home Depots and similar stores as well as at other industry hotspots
 - i. Group agreed to bring flyers to industry conferences for promotion
 - ii. Benjamin Goldstein to share flyers with SRJC staff who are designated high school outreach liaisons
 - iii. Benjamin Goldstein will request that
 - h. John Sutter: "This program is LEGIT. We want more of this kind of training, because when we get applicants who don't even know what they want, we can point them to this program and tell them to get trained, then come back to us to get hired."
 - i. Cold calling HVAC companies to drive enrollment among their entry-level technicians
 - j. Ads at Indeed.com and via radio
 - k. Signing up and promoting at job fairs
 - l. Kimberly Beltran: "Benjamin, you should be really proud of this program. The hands-on learning is comparable to CalPoly and San Luis Obispo. I would send my kids here."
 - m. Frank Reardon: "You should be very proud of what's happening here. Local 38 is excited to get more involved."
2. Group also discussed that testing, in particular in trigonometry and mathematical reasoning/mechanical reasoning, is most significant handicap
 3. Kimberly Beltran asked if sections can be added if our promotional efforts are successful?
 - a. Benjamin Goldstein answered yes: each instructor can teach two sections

Discussion of SRJC HVACR Equipment and Training Aides:

1. Benjamin Goldstein shared that we have some legacy tools for program but need to identify tools and equipment needs based on industry trends. Would like to develop a list of needed tools; diagnostic equipment; types of heating and A/C equipment.
2. Group discussed that training students in installation of duct blasters is important
3. An airflow hood is critical to return air diagnostics and should be added to the equipment list
4. Green building standards now require Ventilation Enhancement System Technology (VEST), and there are tools that aid in this

Looking Ahead:

- a. ACTION NEEDED:
 - i) The group would like SRJC Marketing to create a PNG file promoting the program in addition to flyers they can distribute; also would like the potential tool list and promotional video shared with them prior to next meeting
 - ii) Benjamin Goldstein to share a few Interplay software licenses with group to test-drive the immersion software
- b. The next meeting should be held in early Fall (September or early October), where the group will also help determine the needed tool list and plan the next courses in the program sequence

Meeting Adjourned at 11:58 AM.

