



Mountain Desert Economic Partnership
Regional Education and Economic Development

Team 1 Meeting Minutes

June 16, 2020

12:00 p.m. - 1:30 p.m.

In Attendance:	
Matt Wells, MDCP JPA	Stacy Jones, VVC
Kendle Crowell, MDCP JPA	Thomas Hallin, ITM Mobile
Andy Page, MDCP JPA	Elena Rivera, Barstow Area Consortium of Adult Ed
Sheila Thornton, One Future Coachella Valley	Tom Hoegerman, Retired Supt., Apple Valley USD
Kim McNulty, One Future Coachella Valley	Moises Cisnero, Sierra Club
Denise Pasley, Barstow CC	Veronica Hill, SB County Supervisor Lovingood
Steve Tyrrell, Mitsubishi Cement	Larry McLaughlin, IEDRC
Eva Bagg, Barstow CC	Christina Behringer, Snowline JUSD
Jessica Bails, PG&E	Lisa Kiplinger-Kennedy, VVC
Laurie Marsden, SB County Supervisor Lovingood	

Next Steps/Tasks:	
1. Create a contact list of those who can contribute to this work in some way, what areas of strength can they offer, can they offer \$ or other resources, are they good candidates to the Champion we need, etc.	Matt and Kendle will share the document MDEP Team 1 will contribute
2. Build a virtual innovation incubation structure that offers a specific number of resources. It could offer connection to mentors, accounting help, steps on establishing a business, etc. We need something tangible that is an output and honed in to a specific audience.	Eva Bagg, Thomas Hallin, Elena River, Lisa K. Kennedy, Denise Pasley Open to other Team members

1. Welcome and Introductions

The meeting was called to order at 12:03 p.m.

2. Recap of All Team's Work Since May Meeting

Team 2:

- The value proposition presentation is nearing completion.
- Once final revisions are completed, the presentation will be printed and distributed to four year presidents and deans during meetings between them and a subgroup of Team 2, who will discuss the benefits of them bringing more degree options to our region. We have great, qualified students, they just need the opportunity.

Team 3:

- Jeff Dunagan conducted a roundtable discussion with 25 educators from high school and community college Auto and Welding programs.
 - The intent was to get feedback from the teachers on how to better incorporate Mechatronics skill sets from the survey previously issued into their current curriculum.
 - Many teachers felt the need to learn more about Mechatronics in order to appropriately convey the kinds of careers available to their students.
 - There was also discussion about the many transferable skills that are being taught that teachers and students need to be aware of. For example, in Auto, certain skills like changing oil in a vehicle translate into a career in Aviation or other sectors.
 - It was determined that a webchat series would be beneficial to both teachers and students, with teachers giving input on content they need to see and industry partners they are interested in working with.

Team 4: Essential Skills

- The Essential Skills booklet continues to be disseminated and BCC has announced they will be utilizing the skills in a couple certification course curriculums and in their Adult Education classes.
- The Team continues to support SBCSS Alliance for Education and their focus on an updated essential skills certification, which will be validated by San Bernardino and Riverside county workforce investment boards and will include skills found on our list.
- Next steps will include finding community organizations, businesses, and school districts to commit to adopting and utilizing the Essential Skills list.

3. ***Stakeholder Spotlight of the Month***

Matt Wells introduced the idea of spotlighting an MDEP partner at every monthly meeting so the entire team can better understand the work everyone is doing at their “day job” and how that work intersects with MDEP. If we know more about what our partners do, we can partner with them in more meaningful, intentional ways.

4. ***Team 1: Innovation, Incubation, and Training Update***

- Innovation Kickoff Recap
 - Took place on May 27th.
 - 60 plus attendees.
 - The presenters introduced the mission and vision of the Team and the to build an ecosystem of local innovators and entrepreneurs and to kickoff a virtual startup lab.
- Innovation Dialogue Recap
 - Took place on June 10th.
 - This was a continued conversation from May 27th to address questions from a post-event survey and to continue building the innovation and entrepreneurship ecosystem.
 - The next conversation will take place on July 1st at 11am, with a focus on Design Thinking and how the process has been and can be used to innovate and improve efficiency. This will bring to bear the different models that folks may be familiar with to determine best practices moving forward.
 - Planning meetings for the next Dialogue will be scheduled soon and Eva/Thomas will share out the calendar invite to the rest of the team for those interested.
- Progress Made Through Both Events:
 - The Ecosystem is growing with interest from outside the area to support in various ways.

- The local economy can truly benefit from the continued involvement of the community. We have great momentum with people who want to be part of the team or pay it forward.
 - An important focus of the group has been to address systemic issues and determine what the barriers are - where do we need additional expertise and experience?
 - The events have certainly sparked interest and there are already some people who want to share their resources, while others are interested in learning more.
 - Some ideas that have come up as a starting point are a mobile podcast studio, which would help showcase entrepreneurs who are currently making things happen and whose experiences will help others trying to launch or build their businesses.
 - New groups are forming, dedicated and centered around various areas. For example, assisting veterans through different means was a group formed out of the second dialogue.
 - Dr. Eva Bagg and Dr. Dan Walden from VVC are working together on plans for a joint board meeting with the two colleges, making regional economic development the focus of discussion. The innovation and entrepreneurship center and virtual startup lab will be part of that conversation. Connecting and aligning the community colleges really speaks to the level of collaboration in our region.
- Shared Resources

None were provided at this time, although discussion took place about a variety of free services through Google and Microsoft that can be utilized to improve communication amongst the group.
 - Eva requested feedback on both events and how to get involved with planning future activities. What is needed between now and the next conversation? Where is team support needed?
 - Sheila Thornton asked what folks took away from the events regarding the overall goals of Team 1? What are the checkpoints on outputs that were taken away from the discussion? When would some evidence be seen of moving toward tangible developmentive companies or surfacing of companies? Eva responded that the group felt it was too soon to discuss expanding and developing business, since we needed to first explain what we're about, where we're coming from and getting to know the key players in the region. We are starting by attracting people who are interested in innovation and the promise of innovation; those who have the mindset of innovation and entrepreneurship. Our initial phase needed to be building out the ecosystem. Sheila added that we should return to the tactical plan and focus on one short term or mid term outcome and align some of this momentum with that. We can do incremental work toward building the long term infrastructure.
 - Someone commented that we need to look at existing companies/businesses and see how we can help those companies grow.
 - Matt asked what can people do virtually right now? Thomas responded that some groups have special interests and skills, so we have to identify those things and build on them to achieve these steps.
 - Stacy Jones asked who our target audience is at the end of the day? Her concern is that we are losing sight of starting with a target audience first. Eva responded that they have been open to this point, but at the end of the second dialogue, they saw a huge opportunity emerge within the military/veteran community, although it's not clear yet how to serve them. She agreed that they need to be more intentional about messaging and showing the value of this work.
 - The team should evaluate the innovation experience for students at the community colleges who are also parents. That may be something that could integrate into the innovation center.

- Thomas stated that we are still casting the net pretty broadly because the principles upon which innovation and entrepreneurship is founded tend to be pretty broad. Eva continued that they certainly want to support the business community, but they are also interested in applying the individuals in the ecosystem to tackle wicked problems in the community which will positively impact the social and economic progress.
- Stacy suggested targeting small communities and a particular community first, like the veterans/military group. From her experience, one thing that has helped in developing maker spaces has been to ask the community what they need and what they would like to see. The community needs to find the projects/resources helpful. She suggested sending out a survey to individuals from these targeted communities to get a better sense of where we should start and how to narrow the focus to determine short term goals.
- Sheila added that we need to return to the team vision. Having a prioritization strategy to narrow the focus is needed. If we have a pipeline, what can each of those entities tackle? We need a cohort model instead of thinking expansively. We need to make the match for the initial cohort and get grounded in processes and structures that could inform the long term outcomes.
- Denise Pasley mentioned that they have been looking at some kind of a virtual landing place for this effort, which is specific to the virtual innovation lab. It shouldn't require someone to be in a classroom or school, it would just be a place where people could access resources. During the COVID environment, it may take the place of the physical thing.
- Tom Hoegerman asked what we need to get the virtual center up and running? How do we monetize and market this to be able to purchase the software, equipment, etc. needed to get this going? That seems like a logical and critical next step.
 - Eva responded that re-imagining what the world is going to look like amidst COVID and all the national unrest is difficult. We must connect the community colleges better to the community by conducting open dialogues about current issues. Using the CC platform could be a potential regional project to market this message and could potentially bring state funding. That is challenging too, though, because of severe budget cuts coming down the pipe, but it is one avenue that has been discussed. We certainly need to attract future funding to support this work.
 - There are different apps that BCC has access to which could be used for internal channels. Marketing is the first step.
- Matt asked what team members on this call can do to get involved - can they join subgroups focused on different scopes of work, or how can they best help in the next month?
 - Are there things that people can start to chew on so team members can leave this meeting and be sure how to engage and what their tasks are.
 - A contact list will be shared so everyone can contribute to it. The list should be a place where team members can add names, contact info, and what areas of strength they can offer. It should also be included if individuals can provide any source of funding. If we build a comprehensive list, it may help the group determine where to start if we find that the majority of contacts specialize in technology startups (for example).
- Steve Tyrrell stated that we need to have a champion if we're going to look for funding. Without a constant and collective voice, it won't be attainable. If the center will be hosted in Barstow, there needs to be a business person from that area to drive this initiative. The Chamber of Commerce provides great resources and contacts, so we need to plug into that to find the champion of this initiative and someone who will be able to collectively hear and share the voice of the community. In the next 30 days, Steve

suggested working on identifying the top business owners in our region to champion this. Eva agreed, but stated that although Barstow is the physical location of the center, it shouldn't be limited to someone in Barstow.

- Use the language from the tactical plan to drive interest from a Champion. Convince people that this is overall tied to their mission - it is not something additional on their plate; it ties in to the work they are already doing as a business owner. Let's fuel economic recovery by developing more entrepreneurs.

5. *Next steps:*

- 1) Create a contact list of those who can contribute to this work in some way, what areas of strength can they offer, can they offer \$ or other resources, are they good candidates to the Champion we need, etc.
 - Matt and Kendle will create a shared document to collect contacts/resources and another one to collect ideas of an industry champion
- 2) Build a virtual innovation incubation structure that offers a specific number of resources. It could offer connection to mentors, accounting help, steps on establishing a business, etc. We need something tangible that is an output and honed in to a specific audience.

5. *MDEP Website & monday.com Project Boards*

Matt shared the updated MDEP website: mdcareerpathways.com/mdep

The tactical plans were broken up into project boards using monday.com and they will be forward facing on the website so everyone can see projects being worked on, who is working on what task, timelines to complete tasks, and progress made so far. This should be an easier method for team members and other partners to understand the scope of work, what projects are upcoming and where they can help.

6. *Tactical Plan Review and Update Timelines*

Matt discussed the need to review tactical plans and create timelines for outputs which can be added to the project boards on the website.

7. *Next Year's Meeting Dates Discussion*

Matt proposed sticking to the same schedule for MDEP meetings next school year, which would fall on the third Tuesday of each month.