



Mountain Desert Economic Partnership
Regional Education and Economic Development

Team 1 Meeting Minutes
July 21, 2020
12:00 p.m. - 1:30 p.m.

In Attendance:	
Matt Wells, MDCP JPA	Laurie Marsden, SB County Supervisor's Office
Kendle Crowell, MDCP JPA	Jessica Bails, PG&E
Andy Page, MDCP JPA	Tom Hoegerman, Retired Superintendent
Carrie O'Neal, MDCP JPA	Denise Pasley, Barstow CC
Jessica Swift, MDCP JPA	Stacy Jones, IEDRC/VVC
Eva Bagg, Barstow CC	Jennifer Neri, Intersections
Thomas Hallin, ITM Mobile	Andy Jaramillo, Jaramillo Financial Services
Lilia Aguirre, VVC	Larry McLaughlin, IEDRC/VVC
Crystal Nasio, Barstow CC	Christina Behringer, Snowline JUSD

Next Steps/Tasks	Assigned To
1. MDEP Team member invites to future dialogue sessions	Kendle
2. Invite to MDEP Team members for distance learning research project dialogue on Friday, 7/24	Thomas will send Kendle info. Kendle will email team.
3. Log participants, expertise, resources, and agency on Ecosystem contact list	Thomas will send list of registrants to Kendle & Matt to start the list. Everyone to add.
4. Review the short term outcomes on the tactical plan and determine next steps that can be started at August meeting	Thomas, Eva, Matt

1. Welcome and Introductions

Called to order at 12:02 p.m.

2. Recap Other Team's Work

Team 2: Four-Year University

- The Value Proposition presentation is nearly completed. Team members are working on acquiring industry partner logos to endorse the presentation.
- A next step is to schedule a meeting with those partners to give a brief overview of our mission in order to boost their understanding of why it will benefit their companies if a four year college

comes to our region. Having industry partners review the presentation will also be beneficial to ensure it makes sense to those outside of MDEP. Many industry partners have expressed the need for more employees with degrees and having their support on this project will surely carry weight with the universities the team will be approaching.

Team 3: Tiered Economic Opportunity

- Mechatronics is the pilot project. Mechatronics skill sets have been mapped by the team by surveying industry partners and teachers who's curriculum is related to Mechatronics. The next step is to develop a web chat series, along with a pathway roadmap for educators, students, parents, etc. to increase understanding of what Mechatronics is and the various career/post secondary paths available in the region. Engaging more industry partners and encouraging an increase in their participation with this effort (through web chats, mentoring, etc.) will help build stronger relationships between students, district staff and those industry partners, and catapult this work.

Team 4: Essential Skills

- The team needs to revise their tactical plan by identifying work being done in other teams and eliminating duplicate efforts.
- The next step for the Essential Skills Guide is to help this region (from K14 and beyond) understand the intent behind it and how to implement the continuum of skills
- To ensure understanding for the K14 districts, the team will be developing best practices that can be utilized region wide and tweaked for students at different grade levels.

4. **Team 1 Work Underway**

a. **Interconnections Between Teams**

Eva shared some of the work that has been done that connects with work from other teams:

- Crystal Nasio and Jessica Bails gave a presentation to the Barstow Chamber about revised curriculum and vocational certs offered through Barstow College. We need to connect more with Team 3 to see if there are ways to help one another. Jessica has been helping business employer orientation and curriculum development for essential skills. Much of the Essential Skills work done in Team 4 has contributed to these developments.
- It's important for the teams to combine efforts - we know there's an economic concern that is likely going to get worse, so in order to find solutions that work, we need to share with one another. Crystal and others from Barstow College's CTE team would like to participate with all other teams to ensure collaboration and understanding.

b. **Innovation Dialogue Recap**

Three sessions have taken place so far since May - they usually occur on Wednesdays at 11am. The goal of the sessions is to continue building the ecosystem and ultimately to help our community with the current challenges at hand. We also want to pass on the mindset to our students that it is their responsibility to figure out how to be useful to others and in doing that, it will empower them.

The systems approach to online learning, especially now when it is impacting *everybody*, identified itself as the first case study and challenge for the team. Generating alternative solutions to this social problem is what everyone said was most relevant and important.

Thomas commented that a recent report shows the value in using virtual reality for CTE and essential skills. With the current state of our education system and the challenges that distance learning presents, the team decided to start a subgroup to look into virtual reality and other innovative solutions to attempt to ease the burdens of distance learning on educators, parents, and students. On the last innovation dialogue webinar, Kevin Meredith from 4th Sector Innovation gave a presentation. He has developed a system that he previewed on the call. His system is built around the different steps of innovation (the process, the purpose, etc.) and ties in with the Design Thinking model. He has offered to assist the team in the distance learning innovation challenge by implementing his system. Kevin's 20 years experience in this

area will be extremely valuable to the new group. It will be run through the virtual innovation lab and directed by Kevin to ensure positive outcomes.

Thomas mentioned that he posted something about this innovation challenge on LinkedIn and there has been roughly 30,000 views on the post so far.

Eva reinforced that there are many things organically coming out of these dialogues. Some of the partners are local and have a great deal of experience surrounding issues of our day and are now willing to help out MDEP/High Desert efforts. The three dimensional relationships being established far and wide of those who want to contribute in meaningful ways to this work and contribute to innovation and economic development is exciting to see. The experience in building an ecosystem is so valuable - if you have something compelling being driven by people who are passionate and experienced, it will be prosperous.

Denise Pasley added that this group is important because many times there is little contact between K12 and the CC system. Each of those entities needs to know what the other is doing so there is a bridge between the two and they can see what is working and what isn't and deploy recommendations/solutions that will help everyone.

Eva would like everyone from this MDEP team to be aware of these sessions and participate in them, if possible. She asked for feedback on the sessions from those who have been present on the calls:

- Matt commented that it would be nice to have a summary from each event, action steps that evolve from the dialogue, a list of who attended, etc. Thomas shared that all of that is available through Eventbrite and through notes that he or others take at the events. They can't be recorded due to the presenter's privacy rights.
- Thomas would like to see the numbers shared about who is viewing, how many are attending, spotlight of partners participating so the community can see the impact this is having.
- Thomas encouraged everyone to follow the team's facebook page and share on their own social media accounts.

Matt asked what does involvement look like for our team members?

- The new subgroup that was created consists of Denise, Lisa, Thomas, Eva, and Elena and other members from the innovation dialogues that have been on the call. The next meeting of that group will be to get to know one another and learn about what needs to be done within that group. They are looking for people to facilitate further conversations. It's evolving through natural conversations through people who want to help and it is open for anyone to attend.
- We need to utilize resources amongst the group. There is an opportunity to talk and learn about ongoing work and how to incorporate that into the innovation center. When we see there is a need for resources, can we seek funding through the CCs and get help allocating those resources or leverage local talent to help them do that?
- Thomas asked if anyone has a need or challenge with distance learning. Those folks are who should be involved. The subgroup needs input from everyone living and breathing the distance learning life, including parents, students, educators, etc. Surveys are limiting, so when someone is in their natural environment, they are reminded of challenges that exist and can be volunteers in the research the subgroup is doing. They need to generate insights from people from the outside.
 - Matt commented that a challenge for CTE is lack of opportunities for students to get access to hands on equipment and learning opportunities from home. How feasible is it to provide access to students of VR equipment?
 - Crystal shared an example from the Cosmetology Dept. They are teaching students how to cut hair and do nails in a Zoom setting. Students are sent mannequin heads and all equipment they need and they show their process to the instructors virtually. The work thus far has been extraordinary and it happened because the teachers were passionate about helping their students continue on their path, rather than opting to stop the program. We have to find ways around the challenges within CTE, ways to leverage resources, etc. and creative thinking around training programs post graduation, re-training employees, etc.
 - Denise suggested researching how social distancing would work in the CTE setting and start developing a plan in the event that these challenges remain for the foreseeable future.
 - At Barstow CC, Entrepreneurship certs have been embedded in multiple CTE programs. How can we emulate that at the HS level?

- Friday at 10 will be the first call of this distance learning subgroup. Thomas will share the invite with him to share out to the rest of the team.

c. Democratizing Entrepreneurship on July 22nd

- Jaune Odombrown is the guest speaker. He has developed a system called Smartpreneur, which UCI uses, among other national organizations. He realized that he needed to learn more about innovation and entrepreneurship than he learned from an academic point of view and created his system after a combination of real life experience. He realized if you have an entrepreneurial mindset, you will be more valuable to all employers.
- Christina Behringer asked about calendar invites for the Innovation Dialogues and who they are going to. Thomas replied that these events are posted on the groups FB page, the MDEP website, and Eventbrite will remind participants who have attended in the past about upcoming events that are related. Matt and Kendle will forward information to all team members, as well, once they receive it.

d. Building the Ecosystem Shared Doc

Thomas shared that an ecosystem is not a rolodex - it changes all the time and is dynamic. Our relationships with those in the ecosystem will change - there may be different areas of expertise, experience, etc. Depending on the project, are we the consumer, knowledge provider, team mate, committee lead, etc.? In an ecosystem, we are all inclusive and all inviting. How someone participates depends on what areas you can contribute to or what areas will benefit from your expertise.

Matt stated that it is important to understand who is actively participating and have their contact information, so what is the best way to compile that information? Thomas shared that he has names and email addresses from everyone who has been participating in the virtual dialogues. The more important aspect is for people to raise their hand and state that they want to be part of it. We want to engage more businesses and business owners and new founders/entrepreneurs.

Thomas will send Matt and Kendle the list he has and they will insert that information into the shared doc to get people started.

e. Review Tactical Plan

Matt brought up the tactical plan and shared that establishing the ecosystem is a mid term outcome. He asked how we can get back to working on the initial outputs, or if we need to rearrange the tactical plan.

- Denise responded that because of COVID, we had to shift to the virtual part of the center and establish the ecosystem, which should be an ongoing process.
- Eva continued that building the structure with different roles is part of the ecosystem process, as is identifying key players who can help us in each area. We can't say what order things will fall under, so the short term and mid term outcomes go hand in hand simultaneously.
- Denise added that we have technically identified a coworking space from the first column, which is Zoom. It was supposed to be a physical location, but we can't make any movement on that part of the tactical plan right now.
- Thomas commented that there will be software that needs to be developed and purchased and how are we going to pay for those things? Finding funding streams does need to be looked at as soon as possible. It's important that we don't overlook our original outcomes, especially in regards to securing resources.
- Matt suggested he and the co chairs review the tactical plan further and make adjustments according to work already underway and changes that need to be made based on the current circumstances.

5. MDEP Website & monday.com Boards

Took all the team's tactical plans and moved them into monday.com boards (project management software), which are now integrated on the website. We also added a task board to help team members understand what work should be taking place in between meetings and where they can jump in to help. After each meeting, tasks will be captured on the board/website and referred to in between meetings. We hope it will be of benefit to everybody.

6. Conclave Alternative & Pushing the Date

All team co-chairs agreed that the intent behind the annual conclave is too important to miss this year, even though it is not possible to hold it in a physical location. We have decided to conduct a condensed version of the event virtually so everyone can get a better understanding of what the collective is doing as a whole and where the work intersects. We are looking at a date sometime in late September for the virtual convening and will update the teams when we land on a final date.