



Mountain Desert Economic Partnership
Regional Education and Economic Development

Team 1 Meeting Minutes
September 15, 2020
12:00 p.m. - 1:30 p.m.

In Attendance:	
Matt Wells, MDCP JPA	Crystal Nasio, Barstow Community College
Kendle Crowell, MDCP JPA	Elena Rivera, Barstow Adult Education
Andy Page, MDCP JPA	Veronica Hill, SB County Supervisor's Office
Thomas Hallin, Co-Chair, ITM Mobile	Kellie Williams, Snowline JUSD
Eva Bagg, Co-Chair, Barstow Community College	Denise Pasley, Barstow Community College
Stacy Jones, Victor Valley College/IEDRC	Laurie Marsden, SB County Supervisor's Office
Lisa K. Kennedy, Victor Valley College/IEDRC	

1. Welcome and Introductions

The meeting was called to order at 12:04 p.m.

2. Review All Team's Progress and Identify Interconnections

Team 2: 4 Year Degree Access

- The Chairs and Matt met with Assemblyman Jay Obernolte to share the work Team 2 has been doing. He was very supportive and excited about the project and agreed to write a letter of support for this initiative to the CA Chancellor's office.
- The team is looking for printing solutions to get hard copies of the value proposition made and then distributed.
- The VVC Board is in support of the initiative and Joe Brady will be including an article about MDEP and Team 2 plans in his upcoming Bradco Report newsletter.

Team 3: Tiered Economic Opportunity

- Mechatronics web chat series kicking off on Sep. 17th with Jeff Dunagan
- 5 part web chat series featuring industry partners who work in fields that utilize Mechatronics
- They are building out a plug and play model to map out skill sets and expose students to career opportunities. Next step is determining how to branch out to different industry sectors.

Team 4: Essential Skills

- Developing what the ask is for MDEP and specifically to embed the Essential Skills in their organizations.

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

- a. The Who, Why, What of MDEP (shared similar presentation to what will be used at the Conclave)

- Eva recapped the intent of MDEP and the four teams that have evolved.
- It's important to interact with all the teams, as the work so often intersects.
- Hustle beats talent when talent doesn't hustle. We kicked off the Virtual Innovation dialogues to make steady progress toward launching an innovation, incubation center and building an ecosystem of people who are ready and willing to work to realize that vision.

b. Recap Innovation Dialogues and Outcomes

- The dialogues have been taking place every three weeks and have achieved the following outcomes: introduced concepts like the entrepreneurial mindset, shared the purpose and need of an innovation center in our region, built (and continue to build) an ecosystem, introduced the topic of design thinking and different models to consider, discovered innovators in our region to assist with our work.
- Entrepreneurial mindset is critical for not only starting your own business, but to stand out as an exceptional employee as well.
- Learned about materials and resources from members of the ecosystem that will assist the team in building our own programs and innovation center.
- We want to empower the community, so there are a number of different groups being impacted by the outcomes of these dialogues. Groups have been identified as:
 - Startups & Small Businesses
 - Students, Undocumented Students & opportunity Youth
 - Local Business Partners
 - Adult Ed & ESL Population
 - Formerly Incarcerated
 - Transitioning Military, Spouses and Veterans
 - Non-Profits
 - Remote Employees
- Digital Marketing and Customer Service Struggles were addressed in one session:
 - What can we do more to help small/medium sized businesses and entrepreneurs with no digital footprint?
 - Use existing student internships from our region to get students engaged with those businesses and help them with marketing and separate themselves during COVID
- Bringing back 4th Sector Innovations and applying to our strategy - next Dialogue will be on September 23rd.

c. Regional Collaborations with Community Colleges in Other Regions

- Identified gaps in local community college Business & Entrepreneurship programs and academies.
- What we need in our ecosystem is a mentorship program and a landing page to direct students to resources in our region.
- Stacy Jones gave an update on maker spaces that are active in the region's community colleges:
 - Maker spaces can be untraditional and not only brick and mortar locations. For example, mobile innovation centers have been successful for some community colleges and in this virtual only environment they provide ways to continue serving students.
 - Virtual sessions can be used to help people learn about equipment or offerings at the innovation center.

d. BCC Certificate Programs

- BCC working on stackable certs in multiple areas so students can work on getting a job while continuing to build on more certs to progress in their careers.

- The new program is a unique program, unlike the technical education side. This would be to quickly and efficiently get students in and out and address some of the groups that Thomas mentioned earlier. Getting them trained at no cost through the Adult Ed and some grants they have to allow them to get to work, continue on their college path towards a degree, or start their own businesses. Everyone in the region should be able to take advantage of the opportunities and that will allow the economy to grow.
 - Includes non credit certs for Adult Ed students.
 - Some certs integrate Essential Skills from Team 4.
 - Integrating the work from MDEP into these programs is very exciting!
 - The BCC team created a pitch for NACEE for their Trade Jump Start program and are now semifinalists.
 - In October, the winner of the pitch contest will be announced.
 - The program and curriculum is already being built, so as soon as Spring semester students could begin being admitted into the program. Being awarded the grant would only enhance the program, but it will get off the ground either way.
 - Program focuses on entry level types of trades, students get a good enough overview of the trade to get a job and then they can continue their education.
 - The program has already shown a 100% job placement.
- e. Barstow GIA Grant Award for Innovation
- Work of MDEP Team 1 has lent to this opportunity. Collaborative efforts of moving across organizations like education, business, community, non profit, etc. to realize student success and success in careers.
 - Funders were specific in the goals they were trying to accomplish and the types of students they wanted to reach. BCC was able to hit both marks.
 - Based on the mindset and vision of MDEP that our region has lots of creative youth and there are barriers to their success.
 - BCC is invested in growing a pipeline of innovators with GIA, starting with 8th grade students - primarily african american males.
 - Through the grant, they will develop a new instrument "Creative Confidence assessment". Similar instrument is used to measure grit and can be classified and identified amongst students.
 - The innovative assessment tool will create learning opportunities to expose students to different careers with emerging technologies and design thinking and for those students to work with JPL (NASA) and Garner Holt immersive learning opportunities. The tool will be used to develop future opportunities based on the assessment results. If successful, this tool will be shared with other community colleges for deployment. It's an exciting opportunity and the work of Team 1 is what sparked the interest and understanding to apply for this type of grant.
 - Also working on leveraging local Barstow faith based organizations to identify youth and connect them with this program.



One of Four Awards Recipients

Funding will support the development of an instrument to measure student "creative confidence," as well as an outreach campaign based on "college is for all" messaging.

It will also help 8th-grade students attend creative learning activities to improve awareness about workplace skills and knowledge.

f. Potential Innovation Center Location on BCC Campus

- They have found a 1600 sq. ft location in the learning resource center on BCC campus for the Innovation Center to be located. The space will be reconfigured to meet the needs of the center, so new construction will not be necessary.
- The VVC/SCLA Training Center is also being considered to develop a maker space subset of the innovation center.
- Design concepts for BCC are being discussed and details will be shared at following meetings.
- The center would be available to multiple age groups, not just BCC students.
- Having the ecosystem and seeing the collaborative spirit of the partners that have been connected to the work have been extremely helpful in developing the innovation center and reconfiguring the existing space to offer resources that will benefit innovation center guests. It will be a single space that offers a variety of services.
- One plan is to include a wet lab in the existing space since the infrastructure already exists.
- In addition to having it as a maker space, it will be a prototype space for local businesses and innovators to bring in their concept or product and get help on launching that product/service
- Taking the opportunity while the campus is closed due to COVID to retrofit the space and begin leveraging existing grant dollars to do so. For example, an Adult Ed strategy already exists to build a pathway for entrepreneurship, so funds from Adult Ed are able to be utilized.
- Elena shared that Adult Ed has acquired 2 transitional counselors who will provide tours to students. When they see the innovation center and resources in person, it will get the adult students fired up and since they want to gain skills to provide them a livelihood sooner than later, they are more likely to go the entrepreneurship/innovation route with stackable certs than the 4 year degree route. This is in high demand in the region, so there is no doubt it will be successful and grow.
- With the veteran and formerly incarcerated populations alone, there are many adults who need access to these resources as soon as possible. It will make a tremendous impact in their lives.

- Innovation/Entrepreneurship covers all industries, so there may end up being multiple buildings/classrooms that are part of the Innovation center and
 - Exquadrum has shown interest in partnering with the College on the software engineering side and surely more partnerships will present themselves.
 - Harness is a technology platform built for innovation ecosystems. They have shown interest in working with our region and the upcoming Innovation center and have offered their team and platform to our region at a nominal fee to what they usually offer. We need to find ways to gain funding to acquire this resource.
 - Innovation and Entrepreneurship is the future of where higher education needs to go.
- g. NACEE Conference Takeaways
- Knowledge exchange was very valuable since small and large communities from around the nation were present.
- h. Engage, Research, Contribute
- Thomas asked those who want to get involved to take the initiative to learn more about innovation and entrepreneurship in order to grasp the concepts of the team, understand the necessary mindset, design thinking, the roles of an ecosystem, what is taking place regionally, sharing resources and contacts, etc.
 - The first step to success is to take a step - show up. Participation comes next, so team members with the entrepreneurial mindset should determine what their role should be and how they can help.

a) Next Steps

- 1) Need interpreters, supporters, financial contributors, marketing assistance, fundraisers, etc. There needs to be sponsors who can fund things in the innovation center and they can get their names on the bricks that line the center location
- 2) Need MDEP members to attend Board of Trustees meetings when the innovation center is proposed.
- 3) Create a subgroup for all the marketing and funding needs MDEP has in all 4 teams.

5. Conclave Update - October 23, 2020

Chairs will work on developing the presentation and communicate with team members for feedback and to deliver the message of each team successfully.

The event will serve as an update of the great work completed in the last year for partners who haven't been able to engage regularly and for new partners who are interested in learning more and joining the efforts.

6. *monday.com*

- a. Completed/Outstanding Tasks
- b. Assign New Tasks
- c. Set Timelines

7. Next Meeting: October 20, 2020

The team decided to cancel the team meeting due to the Conclave taking place in the same week.