

Four-year University

Meeting Minutes

General Information

Team	Four-year University
Title	Team 2: Four Year University Meeting
Date	10/15/19
Time	10:30 AM
Location	No location specified

Attendance

41 % attendance over last 12 months

In Attendance	Lifetime	Past 12 Months
Sheila Marie Thornton OneFuture Coachella Valley	2/3	66 %
Kim McNulty OneFuture Coachella Valley	2/3	66 %
Shannon Shannon SaddleRock Reverse Mortgage	3/3	100 %
Catherine Abbott Victor Valley College Foundation	3/3	100 %
Lori Mente Hesperia Unified School District	-	-
McKenzie Tarango Hesperia Unified School District	2/3	66 %

Not in Attendance	Lifetime	Past 12 Months
Ted Alejandre San Bernardino County Superintendent of Schools	0/3	0 %
Dave Olney Hesperia Unified School District	2/3	66 %
Keith Metzler City of Victorville	0/3	0 %
Julia Wendt Victor Valley College	1/3	33 %
Shannon Dunkle	0/3	0 %

Not in Attendance	Lifetime	Past 12 Months
Derek King Victor Valley Chamber of Commerce	1/3	33 %
Doug Robertson Apple Valley	0/3	0 %
Marianne Tortorici Victor Valley College	0/3	0 %
Ron Williams Victor Valley Union High School District	0/3	0 %
Daniel Walden Victor Valley College	1/3	33 %

Agenda Outline

Title	Owner(s)	Due Date	Status
Welcome and Introductions	null	3/15/19	New

Called to order at 10:45

Welcome and round robin intros conducted.

Anne Marie Allen from GIA joined the group for the first time. She explained that GIA is one of the networks focused on increasing the amount of college graduates and improving the economics within the region. They support colleges, universities, HSs and workforce in areas that will benefit those causes and increase efficiency between all parties. Working with guided pathways and implementation plan with all 12 community colleges within the region. Nested networks are ways to better collaborate. MDEP would be part of nested network for the desert region. It may be beneficial for Matt to attend the nested network meetings to share out on work being done through MDEP. Sheila shared how OneFuture and GIA have been working together to serve students in their region who are looking for four year degrees by providing resources and funding to encourage increasing degree completion rates.

Matt shared about the HD Opportunity Summit. 500+ attendees expected. There will be an MDEP booth with flyer resources and display the graphic recording from the conclave. Looking for anyone who's willing to help cover the booth time to help share what we are about and how to get involved.

Cathy Abbott spoke on the panel that will include MDEP. Five people on the panel: Frank Castanos and Anita Tuckerman from Sterling Dev. who will speak to the SCLA training center and Eva Bagg who will coer the essential skills work and the innovation center as part of Team 1, Dave Olney to discuss 4 year degree component, Eva Bagg will represent and Robert Lovingood will discuss the Mechatronics skill set needs and what careers will evolve out of the skills and the employers in need of hiring those with the skills. Matt will close the panel with a call to action to get more of the community involved.

Anne Marie will see if someone else from GIA can attend the HD Opp Summit.

Matt discussed the Barstow Advisory and Mixer this morning. Eva Bagg, Thomas Hallin, Jessica Bails and Steve Muir did a mini Conclave presentation to generate interest in the Barstow area and get the involvement of their Chamber. They had a good turnout, so it was neat to see MDEP being represented and so well received at that forum.

Gather Data K/16 - Identify	Julia Wendt, Dave Olney	5/13/19	New
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Next Steps from last mtg:

- Dan will invite Jenny Moran to preset to this team at next meeting on October 15
- About 15-16% of local students are going to 4-year – how does that ratio compare to other regions? That is what we need to determine. We know we have a deficit in 4-year degrees. (Explore DataMart for possible data updates – open resource accessible to all)

Lori presented on behalf of Dave Olney.

She handed out 3 fold pamphlets including the data points and also a presentation type document, which is

Title	Owner(s)	Due Date	Status
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what Dave is leaning toward.
 Dave's goal is to get more meaningful words and persuasive speech to present the data as more of a narrative in a presentation format - not a trifold. Lori is hoping to get input for those institutions that would help persuade them

Shannon shared that we should consider getting the resources to the Board of Realtors and Tapestry Feedback:

- Need content from an overview perspective. What is the rationale, what is the job?
- The packaging of this is almost as important as the content. Marketing people from the corporate and development setting should look at this to determine what the appropriate presentation format is.
- It is more than just asking for university partners, we need innovation partners and businesses that will grow the region. Matt hasn't received anything from industry yet as far as what their "sales pitches" look like as a model for us. Cathy added that she has something from the City of Victorville in the form of 2 RFIs that she will share with more information that we can include in our marketing material.
- Need to insert Barstow into the first paragraph since there is already an existing partnership there with the Innovation Center.
- Need an aspirational piece that discusses the view of all the teams and the ways we have already found the solutions. Splash messaging of MDEP as a whole.
- See Arizona State University delivery system to attract similar innovation
- Add more detailed information from both local CCs to indicate existing programs

Mobilize voice of	Shannon Dunkle	4/8/19	New
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Next Steps from last mtg:

- Explore strategy to secure summer internships for local students going away to college that keeps them connected to the community.

Crafting Value Proposition	Julia Wendt, Shannon	4/8/19	New
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Next steps from last mtg:

- Include data on local faculty qualified to teach at community college and university in the value proposition package. Include working engineers already here who would be willing to teach – this is an excellent pool.
- Matt will outreach to local industry to ComAv, and others, who have employees who are teaching at universities or interested in teaching
- Matt will ask Steve Tyrell about status of Manufacturing Council
- Send thoughts on any additional data that we would like to include in the John Husing study

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<p>partnerships/collaboration between them and the Universities we are hoping to attract (Can we use Cal Poly/VVC program as an example?)</p> <ul style="list-style-type: none"> Indicate attractiveness of this as we co-create our future and unified approach (long term commitment, collaborative projects already underway, etc.) Determine what we want everyone to be able to say as we advertise that "we're ready" (we have x number of students ready, here are the resources, etc.) as defined in this teams vision and strategy Transfer rates for grads, how many students graduating in STEM, how many students graduate and go outside of the region for a degree, etc. We just need to define questions we are trying to answer and then Sorrel from GIA can help to capture that data. IR depts at each College can work with GIA to ensure numbers are accurate and relevant to our local CCs. Cathy recommended conducting a "retreat" or subcommittee meeting to get everyone involved at the table and get their input on the data needs from each and nail down the specifics of the data needs. The group would need to determine what questions we need the data to answer for us. Think about cross sector approach to ensure its not all education data, include city manager, industry partner, etc. In advance of this meeting, invite Sorrel to work with the IR people at the Colleges to have the updated data as part of what we are diving into. <ul style="list-style-type: none"> We need the sales narrative piece. A subgroup team could work on what is the story we are trying to tell? Are there stories of students who will not pursue a degree if they have to leave a region? What are some other differentials that are preventing students from filling the gaps between what the CCs are offering and the jobs available right now (eg Engineers at General Atomics) Shared compelling story that this is the only region that has had an increase in CC enrollment, so how can we tell that story to indicate we are primed and ready for growth - who will join us>? Matt could work with Culture Plug to develop a design sketch/idea. STEM jobs need to pop out at you What are the gaps in local jobs? What aligned resources already exist (eg \$10 million in resources are already in the pipeline There are 6 Cal State centers that were established as satellites of CSUs. Cal States are already 60k students impacted, so communities and smart groups will have to solve this issue. State resources can only be stretched so far, so it needs to be an innovative approach (credit by prior learning, career college laddering to get to degrees, etc.). Can we make the case and bring a group of partners together? <ul style="list-style-type: none"> Anne Marie will pose the question to Complete College America alliance to see if they have any innovative success or resources to share. <p>Next Steps: Gather data from VVC and Barstow CC (GIA will assist) Next meeting will be a workshop specifically to develop the questions and marketing plan Get questions to Matt and Kendle in advance of the next meeting What aligned resources already exist? Determine dollars of aligned resources, if available. Determine formula for how to quantify that number. For every degree, how much does that generate for the local economy? Put a monetary value on the work already being done for the Innovation center and other city projects already underway (VVC apprenticeship program for \$7 million, all GA projects underway, SCLA training center for \$24 million, etc. and include projected amounts). Ask Cathy for copy of the Economic Impact Report. Show cross sector collaboration because that is what makes our efforts so attractive.</p> <ol style="list-style-type: none"> of jobs that this may align to. We will work with industry in the other teams to gather that info. We have to show that the degrees will go somewhere. Create agenda items and data questions specific to city and govt representatives 			
Next Meeting	null	5/13/19	New
We will cancel the November meeting and reconvene on December 17th Matt and I will do a check in part way through to ensure things are moving forward as discussed.			
Track Progress To-Date	null	10/15/19	New

Progress

Tactical Plan		
Strategy:	Need to create.	1.00
Vision	All seniors will graduate with college credit and	

Outcome type: Output				
Tactic	Team Phase	Outcome/Output	Metric	%
Drive attraction of new relevant 4 year affordable/accessible public and private college presence in the High Desert.	1 - Tactical Planning	Gather data re: current, local K-16 pipeline (all districts in local region): Define scale: # of K-12 students # of high school students who are college ready # of HS students who are college ready and STEM prepared # students entering STEM programs at local community colleges # of students enrolled, who graduate # of CC students who are transfer ready and STEM prepared # of students who are enrolled but not progressing to transfer-ready Collaboration between: X# districts, 2 community colleges, X# business, X# cities How many High Desert students graduate from college? From which schools? (#UCR, #CSU, # others) With degrees and certs in which disciplines?		35
	1 - Tactical Planning	Mobilize voice of employers and municipalities to support this.		5
	1 - Tactical Planning	Mobilize voice of employers and municipalities to support this.		25

Desert.				
Drive attraction of new relevant 4 year affordable/accessible public and private college presence in the High Desert.	1 - Tactical Planning	Project impact of 900 new households in 18-months,		95
Drive attraction of new relevant 4 year affordable/accessible public and private college presence in the High Desert.	1 - Tactical Planning	Mobilize voice of employers and municipalities to support this.		0
Drive attraction of new relevant 4 year affordable/accessible public and private college presence in the High Desert.	1 - Tactical Planning	Correlate with Team 3 (student connection with local business)		0

Outcome type: Short term outcome

Tactic	Team Phase	Outcome/Output	Metric	%
Drive attraction of new relevant 4 year affordable/accessible public and private college presence in the High Desert.	1 - Tactical Planning	Value proposition is packaged, defining the existing talent pool among high school /community college grads to engage business and university in building relevant baccalaureate structure(s) in the High Desert.		20
Drive attraction of new relevant 4 year affordable/accessible public and private college presence in the High Desert.	1 - Tactical Planning	Value proposition is packaged, defining the existing talent pool among high school /community college grads to engage business and university in building relevant baccalaureate structure(s) in the High Desert.		0
Drive attraction of new relevant 4 year affordable/accessible public and private college presence in the High Desert.	1 - Tactical Planning	Value proposition is packaged, defining the existing talent pool among high school /community college grads to engage business and university in building relevant baccalaureate structure(s) in the High Desert.		0
Drive attraction of new relevant 4 year affordable/accessible public and private college presence in the High Desert.	1 - Tactical Planning	Internships and other experiential learning opportunities are available (robust interaction with employers is happening so		0

Desert.		students have local employment connections.)	
Drive attraction of new relevant 4 year affordable/accessible public and private college presence in the High Desert.	1 - Tactical Planning	Internships and other experiential learning opportunities are available (robust interaction with employers is happening so students have local employment connections.)	0
Drive attraction of new relevant 4 year affordable/accessible public and private college presence in the High Desert.	1 - Tactical Planning	Meet with target college leaders to define what it would take to bring them to HD	0

Outcome type:	Mid-term outcome
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Tactic	Team Phase	Outcome/Output	Metric	%
Drive attraction of new relevant 4 year affordable/accessible public and private college presence in the High Desert.	1 - Tactical Planning	An affordable (public, other), diverse, locally-taught set of 4-Year options with Technical, STEM components exists for high school graduates.		0
Drive attraction of new relevant 4 year affordable/accessible public and private college presence in the High Desert.	1 - Tactical Planning	An affordable (public, other), diverse, locally-taught set of 4-Year options with Technical, STEM components exists for high school graduates.		0
Drive attraction of new relevant 4 year affordable/accessible public and private college presence in the High Desert.	1 - Tactical Planning	Connectivity and culture is created to keep talent in HD (ie resources like scholarships, internships, apprenticeships are available). (Students feel a sense of belonging and support in the HD.)		0
Drive attraction of new relevant 4 year affordable/accessible public and private college presence in the High Desert.	1 - Tactical Planning	Connectivity and culture is created to keep talent in HD (ie resources like scholarships, internships, apprenticeships are available). (Students feel a sense of belonging and support i		0

Outcome type:	Long term outcome
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Tactic	Team Phase	Outcome/Output	Metric	%
Drive attraction of new relevant 4 year	1 - Tactical Planning	MDEP - Study. Work. Stay. Play.		0

affordable/accessible
public and private college
presence in the High
Desert.
