

Four-year University

Meeting Minutes

General Information

Team	Four-year University
Title	MDEP Team 2 Mtg
Date	2/18/20
Time	10:30 AM
Location	No location specified

Attendance

44 % attendance over last 12 months

	In Attendance	Lifetime	Past 12 Months
Matt Wells		4/7	57 %
Mountain Desert Economic Partnership			
Sheila Marie Thornton		5/7	71 %
OneFuture Coachella Valley			
Kim McNulty		5/7	71 %
OneFuture Coachella Valley			
Dave Olney		6/7	85 %
Hesperia Unified School District			
Shannon Shannon		6/7	85 %
SaddleRock Reverse Mortgage			
Daniel Walden		5/7	71 %
Victor Valley College			
McKenzie Tarango		6/7	85 %
Hesperia Unified School District			
Brian Maust		1/7	14 %
Culture Plug			
Carmina Maust		1/7	14 %
Culture Plug			
Kendle Crowell		2/7	28 %
Chico Garza		2/7	28 %
Andy Page		1/7	14 %
San Bernardino County Superintendent of Schools, Regional Occupational Program			
James Steele		-	-

Not in Attendance	Lifetime	Past 12 Months
Ted Alejandre San Bernardino County Superintendent of Schools	0/7	0 %
Ann Marie Sakrekoff Growing Inland Achievement	1/7	14 %
Sorrel Stielstra Growing Inland Achievement	0/7	0 %
Keith Metzler City of Victorville	0/7	0 %
Julia Wendt Victor Valley College	1/7	14 %
Catherine Abbott Victor Valley College Foundation	6/7	85 %
Shannon Dunkle California State Assembly	0/7	0 %
Derek King Victor Valley Chamber of Commerce	2/7	28 %
Doug Robertson Apple Valley	0/7	0 %
Marianne Tortorici Victor Valley College	0/7	0 %
Ron Williams Victor Valley Union High School District	1/7	14 %
Brian Nyamwange	1/7	14 %

Agenda Outline

Title	Owner(s)	Due Date	Status
Welcome and Introductions	null	3/15/19	New
<p>The meeting was called to order at 10:35 a.m. Matt welcomed the group and roud robin intoroductions were conducted. Andy Page is the newest member of the MDCP staff and she will be assisting this group with data analysis and presentation</p>			
K/16 Data Presentation and	null	1/21/20	New
<p>Dave brought some copies of what Matt prepared for the MDCP Board, using the JobsEQ demographic report, which may have some more details to add to the presentation in terms of data points. Matt asked Culture Plug to come up with some creative ideas based off of the original K16 presentation to look at it with fresh eyes. They presented a proposal and some ideas they came up with. Carmina shared Culture Plug's draft:</p> <ul style="list-style-type: none"> Based on what they gathered after attending a couple of meetings is that it is important to understand the target market and what the outcomes are. Targets are execs from four year university entities. The less those folks have to read and process, the easier the points come across. 			

Title	Owner(s)	Due Date	Status
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- Career pathways, building, collaboration, partnerships all key words within original presentation that led to "Creating Opportunities - Collaborate. Impact. Transform." tagline.
- Included statistics and number, as well as pics of the industry partners. For CC's, need to determine weight of information and what we want to highlight.
- The data should tell a story. Having the executives know what the MDEP represents is important, but we need to attract them first and inform them of what the ROI will be for them.

Feedback from the team:

- Dr. Walden felt that an important and powerful piece that needs to be included is the data showing that our grad rates and associates degree reates are higher than the nation, but then they drop off dramatically for bachelor's degrees.
- Sheila suggested adding a direct ask for bringing a four year university into the region for them to complete the cycle.
- Kim suggested adding language like "our students, we are, co-creating our future, etc."
- Sheila added that we need to show how industries are ready and what they need for their employment pool to fill the existing gap. Show statistics that there is a market for the 4-yr universities to come up here - there has to be labor market data to inform the kinds of degrees we need.
- Shannon also requested something be added regarding housing market and the growth there to show that students will want to stay here and be able to live here - community growth is an important aspect to show, since what is happening in the HD is different than in areas down the hill.
- Dr. Walden gave a recap of his idea to include 4-yr university classes at VVC's campus using their classrooms and their teachers. That needs to be part of this proposal because that is a good starting point/pilot for 4-year entities who are already impacted. The difficulty is getting the 4-years to shift their paradigm of thinking to understand the benefit of using the space and teachers that already exist at CC's. Dr. Walden feels that is the easiest and fastest solution to this problem, and giving HD students access to public 4-year education. Sheila shared that there has to be better and inovative ways to align resources between the 4 years and CCs because of the financial impact on the universities and the capacity burden already existing.

More discussion took place about creating a survey for commuters to find out why people are commuting down the hill and what kind of degrees they have, pay they are receiving, etc. Matt added that JObsEQ is working on providing a better heat map for those who live in the region, are currently commuting, and where they are commuting to.

Sheila shared some of the pitfalls experienced in Coachella that we need to be aware of: sharing faculty, marketing difficulties and each entity wanting their own brand, and competitiveness between CC's and universities (although, MDEP is already ahead because we have both College presidents at the table already in talks with 4-years like Cal Poly Pomona, and we also already have industry sectors with faculty from those entities to teach). We already have so many resources here, it is just a matter now of putting it together. Dr. Walden added that some of the programs the 4-years are interested in collaborating with VVC on are the ones that are already impacted, specifically Manufacturing at this time. Impacted programs are already hard to get into, but we have the population up here that will fill them and the industry here to support degrees in that area. We need to backwards map and make sure students are prepared to be succesful in those levels of courses once they are being offered here.

Dr. Walden and Dr. Bagg (Barstow CC President) are not competitive; they have already been in talks about sharing some of the programs (like the Diesel program offered through BCC being offered at the new SCLA training center). That is just one example on how these partnerships are already working and can continue to serve the region very well. Dr. Walden indicated that both College Boards are also already working together and in talks about creating a joint Board, which is another thing that sets our region apart - we will get more attention and resources if we work together. Sheila added that we should include on the presentation a community college pipleine and what resources they are already sharing, as opposed to listing them separately. Matt suggested Andy start looking into the impacted programs at Cal Poly adn other UCs and how they align with local employers as one of the first steps in getting their presence at VVC. Dr. Walden continues to meet with their president and he continues to push them to bring up some of their programs.

Matt asked what is the "ask" at the end of the presentation? Dr. Walden felt like we should wine and dine the 4-years for a while, build trust and relationships with these entities first, and then there will be a point where we have to ask them formally....but who will do the ask, will it come in the form of a formal presentation, etc. are still things to determine. He feels like you have to play that by ear depending on the conversations and relationships. He doesn't think we should ask them anything formally right off the bat. This presentation, including who we are and the critical data points, will work to convince them that MDEP is a legitimate group that gets things done, and it should be part of the initial meet and greet. Then, there will need to be a follow up

Title	Owner(s)	Due Date	Status
<p>meeting to discuss initial planning strategies and to show what is currently available in the form of space, faculty, etc.</p> <p>Kim added that this initial brochure can tell the story in a focused and generic kind of way, that we can use it to inform other efforts and be customized depending on the project and audience. MDEP (Matt and Kendle) should be listed as the point of contact on the brochure. Dr. Walden added that if we can connect the audience to an employer to say they can place x number of new degree grads if we produce them locally, that would also be powerful and indicate that there is a quick turnaround on a 4-year's investment.</p> <p>Chico suggested incorporating the Cradle to Career map into this somehow since it covers all topics being covered in MDEP and infuse it in each of the three teams to show there is a deliberate pipeline strategy that was already adopted across SB County. Sheila added to use a similar graphic, but with a big sinkhole where Bachelor's degrees should be and employers going, "what can we do to fix this?"</p> <p>NEXT STEPS:</p> <p>Andy: will look into impacted programs and Cal Poly, Cal States, UC's (local 4 years) and how they align with local employers as one of the first steps in getting their presence at VVC.</p> <p>Matt: Capture data from tactical plan: Increase in # of student who know that local employers will pay for their higher education. Which employers will, and how much?</p> <p>Matt, Andy, Kendle: Collect data on existing student internship/apprenticeship programs (eg: GA apprenticeship, nursing at VVC, Med Assisting through HS community classrooms, Experiential learning program at HUSD, etc.)</p> <p>Kendle: follow up with Dr. Bagg from BCC to collect their school's data.</p> <p>Culture Plug: continue to alter the presentation based on feedback from the group. Team members liked the direction and design of the presentation so far.</p>			
Review Tactical Plan	null	2/18/20	New
<p>Matt reviewed the tactical plan and indicated we are right on track with the initial short term outcomes. He asked about the item pertaining to student internships. Discussion ensued to the importance of this piece and how it ties into higher education and employment, so the Team agreed it should stay in the plan. Matt and Andy will look into data regarding internship numbers at the Colleges and HSs.</p> <p>Sheila suggested to quantify a commitment from employers who are already doing internships or who are willing to and how that ties in to how many of those students they will hire and how much they will pay towards higher education for those students. That should be a piece added to the presentation/brochure.</p>			
Task Out New Work	null	5/10/19	Completed
Next Meeting	null	5/13/19	New
Next meeting March 17th, same time, same place.			

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	1 - Tactical Planning	Gather data re: current, local K-16 pipeline (all		45

<p>affordable/accessible public and private college presence in the High Desert.</p>		<p>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?</p>	
<p>Drive attraction of new relevant 4 year affordable/accessible public and private college presence in the High Desert.</p>	<p>1 - Tactical Planning</p>	<p>Mobilize voice of employers and municipalities to support this.</p>	<p>5</p>
<p>Drive attraction of new relevant 4 year affordable/accessible public and private college presence in the High Desert.</p>	<p>1 - Tactical Planning</p>	<p>Mobilize voice of employers and municipalities to support this.</p>	<p>25</p>
<p>Drive attraction of new relevant 4 year affordable/accessible public and private college presence in the High Desert.</p>	<p>1 - Tactical Planning</p>	<p>Project impact of 900 new households in 18-months,</p>	<p>95</p>
<p>Drive attraction of new relevant 4 year affordable/accessible public and private college presence in the High Desert.</p>	<p>1 - Tactical Planning</p>	<p>Mobilize voice of employers and municipalities to support this.</p>	<p>0</p>
<p>Drive attraction of new relevant 4 year</p>	<p>1 - Tactical Planning</p>	<p>Correlate with Team 3 (student connection with</p>	<p>10</p>

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

local business)

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.		35
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 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	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

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

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	MDEP - Study. Work. Stay. Play.		0