



Mountain Desert Economic Partnership
Regional Education and Economic Development

Team 2 Meeting Minutes
July 21, 2020
10:00 a.m. - 11:30 a.m.

In Attendance:	
Matt Wells, MDCP JPA	Carmina Maust, Culture Plug
Kendle Crowell, MDCP JPA	Ron Williams, Victor Valley UHSD
Andy Page, MDCP JPA	Derek King, Excelsior
Carrie O’Neal, MDCP JPA	Lori Mente, Hesperia USD
Jessica Swift, MDCP JPA	Wendy Dubon, St. Mary’s Hospital
David Olney, Hesperia USD	McKenzie Tarango, Hesperia USD

Next Steps/Tasks	Assigned To
1. Acquire industry partner logos for the back cover of the presentation	Kendle will create a shared doc that indicates who should contact which partners.
2. Schedule meeting/call with Assemblyman Jay Obernolte to discuss the presentation and elicit state support	Lori will work with Matt and Ron to find a time for the mtg. Dave will reach out to Jay.
3. Schedule meeting/call with Anita Tuckerman to identify industry partners at SCLA to get involved	Matt will reach out to Anita
4. Schedule meeting with industry partners who have given approval to use their logos. Give a presentation to those partners to give background/understanding of the team’s mission and ask them to review/critique the value prop.	Matt/MDCP staff

1. Welcome and Introductions

Called to order 10:01 a.m.

2. Recap Other Team’s Work

Team 1: Innovation, Incubation, Entrepreneurship

- Innovation Dialogues have been taking place a couple times a month to build the communal understanding of Design Thinking and the different planning steps necessary to launch the innovation, incubation, and entrepreneurship center in the region.
- An ecosystem of innovators and entrepreneurs is being built as more people engage in the webinars and learn about the team’s mission. The new partners will be integral to the developmental stages of the center and will each play a role in getting it off the ground.
- The next webinar is scheduled tomorrow, July 22nd.

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.

3. **Team 2 Work Underway**

a. **Review Value Proposition in its Current Form**

- The team has been reaching out to target audiences to ensure they are on board with the presentation and will endorse it with their logos.
- Dave got the blessing from the City of Hesperia to put their logo on the presentation. He is still waiting for GIA to review and approve their logo placement.

Carmina reviewed the latest version of the presentation and what changed since June:

- Incorporated partner logos on back cover.
- Some visuals were updated.
- Data points from VVC were updated.
- Quotes were framed and one was added from a local government official.

Feedback/changes to presentation:

- Do we know if the transfer rates are typical of a community college? Dave commented that VVC's numbers/percentages were above average compared to other CCs.
- VVNG photo of the plane still needs approval. Lori will contact someone at VVNG to see if we can get permission to use it in the publication.
- Match the red puzzle piece on pg. 11 with the same red as the puzzle piece on the following spread (pg. 12-13)
- Add MDEP partner district and college logos on the last page with industry logos on bottom of the page (Matt will share logos w/ Carmina)
- Logos that need to be added and who should contact those partners:
 - Add logo from Paul Cook (Jessica)
 - Add logo from Town of Apple Valley and remaining cities in the HD not currently represented (Matt - Barstow, McKenzie - AV)
 - Add logo for Hispanic Chamber (McKenzie)
 - Add logos from other local hospitals (Dave - Desert Valley & VV, Carrie - Barstow, Kendle - Kaiser)
 - Add logo from Exquadrum (Kendle)
 - Add logos from VV Motors, Greiner, BNSF (Matt/Carrie)
 - Add logo from Carpenters Union and BITA (McKenzie)
 - Add logos for other Manufacturing companies/mines (Matt)
 - Add logos from other utility companies (Jessica)

- Contact other companies at SCLA for logos (Matt)
- Look through industry partners that are part of VV Chamber and go through the Chamber for more contacts (Kendle/Matt)

b. Next Steps

- Kendle will create a shared doc for everyone to know who is responsible for acquiring what logos. We would like to get all the logos in the next few weeks to give Carmina enough time to add them to the presentation before the August meeting.
- Matt will add a descriptive blurb to the shared doc so everyone can use the same language when reaching out to partners.
- Dave will reach out to Jay Obernolte to share this work and get his feedback and he, Ron and Matt will propose a meeting. It would be great if Jay could set us up with someone at the state level to review as well.
- We need to also share this presentation with industry partners to ensure it makes sense to folks outside of this team. We need to help industry partners understand the reasoning behind this effort and attracting a 4 year university to the area, so some kind of presentation would be beneficial.
- Schedule mtg with players at SCLA to give a presentation about the efforts of this team. Matt will reach out to Anita Tuckerman
- Hesperia has offered to print this publication once it's finalized. Carmina will contact their print shop to get questions answered and work with him on final touches.
- We can start discussion about how to distribute this at the next team meeting.

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.