



Mountain Desert Economic Partnership
Regional Education and Economic Development

Team 3 Meeting Minutes
November 17, 2020
3:30 p.m. - 5:00 p.m.

In Attendance:	
Matt Wells, MDCP JPA	Jeff Dunagan, General Atomics (Co-Chair)
Kendle Crowell, MDCP JPA	Ryan Holman, Snowline JUSD (Co-Chair)
Andy Page, MDCP JPA	Melissa Howlett, SB County Workforce Development/AJCC melissa.howlett@wdd.sbcounty.gov
Jessica Swift, MDCP JPA	Carol Tsushima, Alliance for Education
Carrie O'Neal, MDCP JPA	Frank Castanos, Victor Valley College
Lilia Aguirre, Victor Valley College	Willie Jones, Serrano HS

Next Steps/Tasks:	
1. Compile relevant list of local businesses with WDD	Jeff/Melissa
2. Set up more teacher focus groups w/ industry	MDCP Staff
3. Explore new ways to market videos/webchats	MDCP Staff

1. Welcome and Introductions

The meeting was called to order at 3:33 p.m.

2. Review All Team's Progress and Identify Interconnections

Team 1: Innovation, Incubation, and Training

- Received GIA Award entrepreneurship grant
- Next virtual innovation dialogue this Thursday
- Barstow CC still working on building a space for the innovation center on their campus

Team 2: Four Year Degree Access

- Sending out value proposition to relevant stakeholders
- Will be building a marketing strategy for value proposition and future work of the team
- Would like to include Team 1 to attract innovation contacts and visit the Innovation Village at Cal Poly Pomona
- The February meeting will be a presentation to new stakeholders including new elected officials and large industry partners at SCLA.

Team 4: Essential Skills

- Cross sector foundational skills mapping and what kinds of skills lists are needed

3. **Team 3: Tiered Economic Opportunity Update**

a. Debrief Mechatronics Web Chats

- MDCP conducted 5 web chats related to Mechatronics and different career paths related to the industry sector
- Well received and attended by students and teachers. Attendance grew throughout the series.
- Recordings are available on the MDCP website so teachers can share with students who weren't able to attend live.
- It shed light on the many career opportunities in our region and what Mechatronics is. It also paved the way for web chats in other industry sectors.
- Webchats are a wonderful alternative to bringing industry to students during this time of virtual learning.
- Carol shared that the Alliance for Education also created a Mechatronics lesson months ago with nothing to show for the County so this has been a great way to highlight actual employers and context from the HD. Alliance is excited to link with this work in any way they can.
- Alliance is putting together a web chat with Apex Logistics, which is a transport/logistics company that has a heavy presence in the High Desert. They have everything from IT jobs to machining, welding, fabrication, etc. that relates well with our students in those CTE pathways.

b. Share Mechatronics Video and Get Feedback

- A few months ago, the team discussed the concept that more people in the region needed to know what Mechatronics was and what was available in our region related to the sector. There were YouTube videos online, but they were all from other parts of the company.
- Kranbox filmed a professional video highlighting what Mechatronics is and what a career in the field would look like. The purpose of this is to share with students, teachers, parents, counselors, etc. to understand that this is a growing, lucrative field to point students towards.
- Feedback about the video:
 - Will add voiceover at the end about other career possibilities in the High Desert since the businesses featured are mostly from the water industry.
 - It's going to get students thinking and excited about their CTE path.
 - Add some clips from VVC Training Center to showcase more equipment
 - Direct students to a pathway map and other resources on the MDCP website to ensure the handoff is smooth and clear
 - Carol would like to use the video at their Stemapalooza event in the spring. It's a great explanation of what Mechatronics is and will be useful for students no matter what region they're from.
 - Carol continued that since it will be seen by national and global audiences, not everyone knows what the High Desert is, so if there is some way to highlight and explain the region so people have a clear understanding of where these companies and jobs are located, that would be helpful and also promote & celebrate the region and opportunities here. Jeff agreed that would be an important addition - even by just using an image of a map with a pin pointing to our area.
 - We don't want to add too much content because if it gets too long, we will lose the attention of the audience.

- Ryan suggested showing the video to a handful of students and teachers to get more feedback from our target audience.
 - Getting the video seen by parents will build more momentum towards developing a Mechatronics pathway
- c. Discussion: Increasing Industry Involvement
- Create some more excitement on behalf of industry. Webchats and the video are a good starting point.
 - Discussed the Counselor series that MDCP is putting together to share the benefits of CTE to local counselors and help them understand career opportunities to our region. Sharing career pathways and local businesses with them has been very well received by Counselors - they need to know what exists in order to direct their students. That is one piece of the puzzle
 - Need to develop a more comprehensive list of local businesses related to this work. ***Melissa offered to meet with the team to get a specific list of the kinds of businesses we need to create a specific report.***
 - Melissa shared that she receives requests from employers about the need for Mechatronics workers, so this is very relevant.
 - Carol recommended holding a virtual Mechatronics career fair (or a follow up event to Pathways to Success) to showcase and educate about Mechatronics jobs
 - This would increase excitement for industry partners if they knew they would have access to students already dedicated to a Mechatronics related class and committed to the pathway towards a career with them. Giving industry high quality students is how we get them interested in participating.
 - Could be a way to advertise the pathway and ensure priority registration in a postsecondary path.
 - Could identify seniors who have gone through the program and they get to participate in actual interviews with local employers at the end. The rest of the attendees could participate in promotional presentations by the local colleges to understand what is offered
 - It would serve as 2 parts - building interest and then ensuring that if you get through it, you're guaranteed an interview.
 - This would help track students and employers
 - Frank shared that he has been working with WDD and they approved for VVC to run a pre apprenticeship level Industrial Mechanic program in spring with olks straight out of HS and ready to enter the workforce. The thought of how to get students into the program is similar to this discussion. Host information session, assessment, intake interviews, and then have the employers be exposed to those candidates to help determine who will participate in the program. Class would be 160 hours or so and have students ready at the end to enter the workforce. Frank added that MDCP/MDEP could get involved in the process since many of the same companies will be involved who are also involved in Mechatronics. Jessica and Melissa will work with Frank moving forward on developing the program. Jeff will also help as his schedule permits. This could be a model and expanded upon to fulfil the needs of the rest of the Mechatronics sector.
- d. Marketing Initiatives
- Now that we have some materials, can we create a social media platform specifically for it? Carol continued that Twitter has been a great tool Alliance has used to elevate the message and get parent involvement through following and tweeting back.
 - All social platforms offer different benefits, so sometimes it just depends on what
 - Schools need to highlight the CTE programs they offer on their own websites and ensure parents are being directed to the right places.

- Get materials out to the community starting with Counselors, Chambers of Commerce, etc. It would be labor intensive to keep all the materials up to date
- e. Tactical Plan - we have covered many of the outputs related to Mechatronics. What's next?
 - Revisit focus group/steering committee - still necessary?
 - Would like to rewrite the tactical plan specific to adaptive future ready students and the numbers/specific outcomes we would like to see to measure the number of successful students that are going through a pathway and getting jobs locally who we are showing them exist.

a) Next Steps

- 1) Compile relevant list of local businesses with Melissa from WDD (Jeff)
- 2) Set up more industry chats with teachers - teacher focus groups (MDCP)
- 3) Marketing Videos

4. *monday.com*

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

5. *Next Meeting: December 15, 2020*