



Mountain Desert Economic Partnership
Regional Education and Economic Development

Team 3 Meeting Minutes
July 21, 2020
3:30 p.m. - 5:00 p.m.

| In Attendance: | |
|-------------------------------|---------------------------------------|
| Matt Wells, MDCP JPA | Hamid Eydgahi, Victor Valley College |
| Kendle Crowell, MDCP JPA | Carol Tsushima, SBCSS |
| Andy Page, MDCP JPA | Frank Castanos, Victor Valley College |
| Carrie O’Neal, MDCP JPA | Lilia Aguirre, Victor Valley College |
| Jessica Swift, MDCP JPA | Jennifer Neri, Intersections |
| Jeff Dunagan, General Atomics | Ryan Holman, Snowline JUSD |

| Next Steps/Tasks | Assigned To |
|--|----------------------------------|
| 1. Develop video interview prompts | All |
| 2. Develop a virtual presentation guide/checklist | Jeff, Carrie, Jessica, and Frank |
| 3. Develop interview questions for web chats | All |
| 4. Build list of industry partners/contact info | All |
| 5. Schedule video dates with Kranbox | Jessica and Carrie |
| 6. Look into VideoAsk | Jessica and Carrie |
| 7. a. Create Mechatronics data infographic & combine with Aviation | Andy |
| b. Gain Feedback from team members. | All |

1. Welcome and Introductions

Called to order at 3:32 p.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 2: Four-Year University

- The Value Proposition presentation is nearly completed. Team members are working on acquiring industry partner logos to endorse the presentation.
- A next step is to schedule a meeting with those partners to give a brief overview of our mission in order to boost their understanding of why it will benefit their companies if a four year college comes to our region. Having industry partners review the presentation will also be beneficial to ensure it makes sense to those outside of MDEP. Many industry partners have expressed the need for more employees with degrees and having their support on this project will surely carry weight with the universities the team will be approaching.

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.

4. **Team 3 Work Underway**

a. **Tactical Plan Revise**

Jeff Dunagan simplified the tactical plan into bite size chunks and gave recommendations for where some of the outputs from the original version should go. Mechatronics is the pilot project, but as we build this work out to different industry sectors, we want to take the plug and play approach with the tactical plan and use the work we're doing in mechatronics as a model for future work.

Jeff commented that the original tactical plan was wordy and hard to comprehend. Jeff turned it into a simplified version that was shared with the group.

- The first output is what we are trying to accomplish.
- The output metrics need some refining to include different ways we can measure our success as we proceed with the work of developing pathways.
- Right now, Mechatronics is the focus for career pathway development, but we will need to create other pathways down the road. To do that, we need to determine what is missing and what is currently available in the HD region.
- There are other programs out there that we can help once we have the process refined. Having a plug and play design will get us there much quicker.

Comments on simplifying the tactical plan as presented:

- Carol Tsushima agreed with the new process. It needs to be digestible and the original template is hard to understand from the perspective of the public. As a communication tool, it is lacking, so if we take what people need to know and present it in a simpler format, we will get more buy in. The next level of that process is publishing it in a simple way to help people understand how they fit into the work. The monday.com boards on the website should do that.
- It is a great exercise to establish a foundation for a communication tool that can be shared and broadly understood.
- Carrie O'Neal shared that she was part of the original tactical plan process, which was tedious but a good exercise for the group. However, we now need to get out of the weeds and this new format will make the processes easier to complete projects.

- Jennifer Neri suggested creating a flyer based on the simplified tactical plan and distributing it to the community. That would spark interest and get more community interest.
- Ryan Holman shared that for new people coming on to the team, it makes the work seem more doable when it's in a simpler form, such as on monday.com or in a flyer type format.
- People are interested in the work being done, but when we point them to a document to show what all the goals are, the language needs to be concise and geared towards all community members.
- Jeff and Ryan agreed with the additions from Matt and Kendle on the revised plan. The rest of the group agreed to proceed with the latest iteration.
- The monday.com board will be revised to reflect the revisions and deadlines/timelines set so work can be broken up and assigned at the August meeting. Being able to see examples and navigate things on your own time will be really valuable to the team moving forward. The team meetings would then be used for giving updates, adjusting timeframes and allowing the team to celebrate accomplishments as tasks are being completed.

b. Re-engaging Industry Partners

- More industry partner involvement is critical in moving the work forward on the refined tactical plan. They will inform our work and edify what we've outlined in the plan, if we're on the right track, and how to get to our long term goals.
- Matt shared that within MDCP, we have been discussing the need for value propositions to get more industry involvement and show them the value of engaging.
- During this time of distance learning, we have the opportunity to be innovative and form virtual pipelines between industry and students.
- Hamid Eydgahi commented that it is essential to put time limits/deadlines on the work and projects so industry partners aren't put off by the lack of action taking place. Tasks need to be assigned and kept track of by the team leads. Matt replied that is the hope of posting the monday.com task board on the MDEP website and measuring our progress.
- Carol added that it is also important to find our wins and communicate them, some of which are created organically and not reflected on the tactical plans. Good things *have* come out of this work and there *has* been movement, but it's easy to lose sight of that if it is not forwardly celebrated. Promoting some of the successes we've had may be something we should consider.
- Once we establish a procedure, we will start to see progress moving forward - we just haven't had a succinct process in place. Some of the projects we had underway have been halted due to COVID, but also caused everyone to be innovative about what steps to take moving forward.

d. Webchat Series & Pathway Roadmap

Carrie and Jessica Swift shared their proposed schedule for kicking off the webchat series. They have also surveyed the teachers to better understand topics they want industry partners to focus on during these webchats. It will be a nice way to get students energized and increase industry engagement.

Carol recommended a service called VideoAsk that is a good way to reach out to industry partners and allow them to record videos in their own time, in the comfort of their space and they just need to send back the file, which can be saved and used anytime.

Discussion took place about offering video surveys to the industry partners as introductions to the webchat segments. Something like a trailer sent out to the teachers ahead of time should get students excited and give them a base understanding of what to expect.

Parallel to this effort, MDCP will be conducting a virtual Behavioral Health Career Symposium, broken up into a 2 day web seminar and we can learn from that experience to gauge what is helpful, how people are using virtual tools, etc. to inform this Mechatronics work.

Carrie and Jessica are also working with Kranbox, a local video production company, to film a short video focused on local industry partners, explaining what Mechatronics is, what an education/career path looks like, and how students can get involved on a path leading to those local careers. They are getting feedback from industry partners with a goal to get this video ready ahead of launching the web chats.

Someone suggested creating a virtual presentation example or guide for the industry partners to show them what will be involved with the web chats and what to expect.

Carol commented that when web chats are treated more like interviews with prompts given ahead of time, the industry partners have an easier time. It needs to be framed more as a conversation to best engage students and teachers. The goal is to get people fired up on the front end and allow for more details to be given later to a captive audience.

Jessica shared the Mechatronics Pathway Roadmap and Aviation data sheet and asked for feedback:

- Jeff thought they looked great!
- Carol thought the Roadmap should be a poster geared towards students to whet their appetite and the data infographic should be a handout used for more of a deep dive. It will speak to parents and counselors with the type of information that will grow roots with students and get them to really understand the local career opportunities.
- Matt suggested possibly adding logos for local companies to connect some dots with students.
- The data infographic is so needed, especially for our region when so little accurate information is available.
- Andy Page will work on creating a similar infographic specific to Mechatronics. Jeff suggested combining Aviation and Mechatronics with one industry sector on each side of the page.

e. Next Steps/Tasks

Step 1: Create video interview prompts

Step 2: Create virtual presentation guide as part of the ask to industry partners

- A subgroup was formed to develop this Virtual Presentation 101 Guide. (Jeff, Carrie, Jessica, Frank).

Step 3: Create shared doc with interview questions

Step 4: Create shared doc to build list of industry partners

Step 5: Determine a date w/Tessa to film pieces of the roadshow (proposing VVC Training Center at SCLA as location)

Step 6: Create Mechatronics data infographic and combine with Aviation (Andy) & gain feedback from the team.

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.