



Mountain Desert Economic Partnership
Regional Education and Economic Development

Team 4 Meeting Minutes

April 21, 2020

1:30 p.m. - 3:00 p.m.

Zoom

In attendance:

Matt Wells, MDCP JPA

Kendle Crowell, MDCP JPA

Andy Page, MDCP JPA

Sheila Thornton, OneFuture Coachella Valley

Kim McNulty, OneFuture Coachella Valley

Tom Hoegerman, Retired Superintendent, Apple Valley USD

Janeth Tran, San Bernardino County Workforce Development

Jeff Dunagan, General Atomics

Lilia Aguirre, Victor Valley College

Lisa K. Kennedy, Victor Valley College

Jessica Bails, PG&E

Crystal Nasio, Barstow Community College

Christina Behringer, Snowline JUSD

Elena Rivera, Barstow Community College

Laurie Marsden, Supervisor Robert Lovingood's Office

Eva Bagg, Barstow Community College

Carol Tsushima, SBCSS Alliance for Education

Israel Riley, Goodwill Southern CA

1. *Welcome and Introductions*

2. *What is MDEP's role during this crisis? How does MDEP stay relevant and emerge from the crisis poised to lead/drive economic development?*

- Beacon of hope
- Help economic development and recovery through innovative ideas
- Sense of community - use existing and build new relationships and networks through this group to achieve results
- If people didn't know what MDEP was before COVID, they should coming out of it.
- Team-specific work:
 - Team 1: Innovation - How do current realities impact innovation support needs? Before, innovation targets were largely around new businesses/startups. Are there innovation

supports that can be offered to support existing businesses to make money during these challenging times (e.g. can we support businesses learning how to pivot their focus)? What does our economy have as advantages (e.g. we aren't heavy in the hotel business) and thus opportunities?

- Team 2: What strengths does the drafted value proposition to 4-year universities have in the distance learning environment? Students need skills aligned to industries with jobs. Public retirement is currently down \$1T (21%) - a squeeze in expansion may be coming. How do we pivot to move forward?
- Team 3: Mechatronics - Can we use platforms like Nepris in two ways: (1) To engage students in conversations about jobs that are currently in demand? (2) Bring real, meaty conversations about real problems to students? (e.g. A real chat of depth with someone or a panel of business leaders discussing trying to weather layoffs, lack of demand, new sanitation demands, etc.)

3. Team 4 Update and Projects Underway

Discussion: Is there a subset of essential skills that can be deployed as key in the current economic environment? For instance, can MDEP deploy a Top Ten Essential Skills for Remote Hiring/Job seeking in this environment, etc. that would lift up students to be an asset as HD weathers and emerges from this situation? Students exiting HS right now aren't going to be able to drop off a resume like before or conduct an interview like before. How can we support their transition to the workforce or later ed?

- Essential Skills Buckets were approved by the team and all stemmed from business partners
- Calling them Essential Skills to remain consistent with language the community colleges are using
- Need help communicating the subsets of skills to students to get the outcomes we desire - that students can demonstrate them successfully upon graduation and continue to in the community, to attain a job, and at a workplace
- We need to adjust the skills to be more descriptive to the seniors who are graduating virtually, will not be able to turn in job apps in person, and may be working in a virtual environment
- Jeff Dunagan joined the group because he has developed professional skills workshops for the local high schools based on what he's learned in 25 years of HR experience. The skills in his workshop are all encompassed by MDEP's list of Essential Skills. Jeff asked what the delivery method will be to deliver the skills to the students:
 - Schools may not be looking for additional curriculum, but we need to find ways for it to be embraced throughout the region. We can disseminate them in many different ways.
 - We don't know what the different formats of delivery will be. Each entity will have to determine how to engrain the skills in their students, children, employees, etc.
 - The goal is to expect that a student or interview candidate already possesses the skills
 - Hoping that these skills will touch on or reinforce the skills CTE students are learning in their classes for the non-CTE students.
 - Jessica Bails shared that they have already deployed the essential skills in PG&E's Hinkley Workforce Readiness program. The success rate of giving them hands on experience and teaching them the essential skills in the field has dramatically improved

their success rates - meaning that everyone that has gone through the program has found employment.

- The PG&E model could be used as an example of how a corporate partner can put the skills into action. Show examples of how this could help solve the issue of high employee turnover, lack of mentorship,
- What is the call to action on the Essential Skills moving forward?
 - Need to attack this in a step by step process. We can't use our key words - everyone needs to be able to understand what the expectations and outcomes are. (Subcommittee was organized for this task)
 - Determine how to measure if the expectations are being met.
 - Repository to find resources that address all learning modalities (eg videos addressing each specific skill buckets), community experts to guest speak (Nepris)
 - There are a number of platforms, including Nepris where these topics are already being covered.
 - At the next large team meeting, we can see overlays of these skills among existing resources and how to incorporate these skills within different entities.
 - For example, Eva Bagg indicated that BCC has an essential skills class, so we need to match the language appropriately so students are being taught things consistently. Curriculum is just one aspect of promoting these skills in a school setting, but it will be helpful to the teachers who are supposed to be teaching the students. Check with VVC if they need to do the same.
 - Also need to get official "stamps of approval" from industry partners to encourage other businesses to adopt.
 - Look for Workforce Development stamp of approval so districts can obtain a certified option
- Carol Tsushima joined the group because Alliance for Education is working on updating a soft skills certification, which they have offered for many years, but that may fit with our initiative and hopefully incorporate similar language. Small businesses have used it as an onboarding tool and school districts have been using it to certify thousands of students, so it is a good resource to align.
 - They will be updating and expanding modules
 - The body of work is more about keeping jobs and moving up in a job
 - As the state looks to Career and College Readiness, there needs to be age appropriate certifications. Can counties have local certificate options? SBCSS *may* be able to use the system for that purpose, but it needs to be endorsed by WDD.
 - The hope is that after students complete all 6 modules, WDD could endorse that certificate so districts can report that to the state.
 - Looking for business partners to endorse so WDD can see that it is valid for employers.
 - Need partners, funding, connections, production to assist in the process
 - She thinks their system and MDEP's Essential Skills endeavor will align nicely.
 - The hope is for their new system to be up and running by Fall.
- Subcommittee meeting was scheduled to work on developing a rubric and/or better descriptor for these skills, which will then be taken to Superintendents for approval to blast out to schools ASAP
 - Subcommittee members: Tom, Jeff, Carol, Jessica, Kim, Matt
 - Meeting date: April 27th at 11am

4. Workforce Development update provided by Janeth Tran:

- All their staff is working remotely, but they are gearing up to reopen because they will have a flood of people to help (20 million unemployment claims)
- She can be a resource to help this team moving forward and finding out information regarding industry recognized certification.
- GenerationGo! is currently suspended with no active internships taking place. WDD is working on a plan for what GenerationGo! will look like in the future.

5. Tactical Plan Review

Matt Wells reviewed the tactical plan in relation to where we are now:

- The short term team strategies like providing the skills list for schools to adopt ASAP is pivoting from the original plan, but it will provide a first phase of the effort moving forward
- We want to be sure to complete the full logic strain.

6. MDEP Conclave Save the Date - August 19, 2020

- The hope is to hold this event in person, but we will plan accordingly as the time comes.