



Mountain Desert Economic Partnership
Regional Education and Economic Development

Team 4 Meeting Minutes

July 21, 2020

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

In Attendance:	
Matt Wells, MDCP JPA	Laurie Marsden, SB County Supervisor's Office
Kendle Crowell, MDCP JPA	Jessica Bails, PG&E
Andy Page, MDCP JPA	Dave Ashley, General Atomics
Carrie O'Neal, MDCP JPA	Jennifer Neri, Intersections
Jessica Swift, MDCP JPA	Denise Pasley, Barstow CC
Tom Hoegerman	Christina Behringer, Snowline JUSD

Next Steps/Tasks:	Assigned To:
1. Identify additional employers and community partners to endorse and/or embed essential skills	All
2. Review past minutes for discussion around "flexible foundational skills"	Kendle
3. Provide Design Thinking process resource/example for students	Matt, Carrie
4. Distribute information about dual enrollment to high school counselors and teachers	Jessica, Carrie
5. Approach school districts to endorse essential skills and collaboratively develop best practices to embed: Helendale, Oro Grande, Excelsior, Lewis Center, MDCP districts, Adelanto and Victor Elementary Districts	MDCP Staff
6. Establish subcommittee to develop best practices to embed essential skills.	MDCP Staff
7. Capture video testimonial from Jessica Bails	Carrie

- 1. Welcome and Introductions**
Called to order at 1:30 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 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.

3. **Team 4 Work Underway**

a. **Tactical Plan Revise**

The intent of revising the tactical plan is to identify & remove repetition or duplication of work from other teams.

Tom reviewed all team's tactical plans and he found the terms "flexible foundational skills" from Team 1 and a similar term used in Team 3 for "core skills" pathway development. In reflection of the original conversation about what the foundational skills are, it is work that needs to be infused with essential skills.

Tom encouraged everyone to review the different team's tactical plans and start to think of ways to streamline Team 4's and better define the common language used.

b. **Essential Skills next steps**

- Identify Best Practices & recommendations for K12 implementation
- Pull embedded skills from CTSOs to develop some best practices. Bring them back to the team to identify ones related to Team 4's Essential Skills. Ones that aren't embedded need to be revised by the team.
- Work with college and industry partners to see if they have examples of embedding the essential skills in their organizations that we need to replicate. PG&E is a perfect example of a company that has embedded them, so Jessica Bails agreed to film a video discussing what she and her company did. This will be an important perspective for other industry partners to hear.

- Even people with Bachelor's degrees coming into the world of work are lacking these Essential Skills, so we need to think of ways to relay this information to all age groups across the board.
- Jessica asked if we have a list of top employers from the area and how many they employ. Andy Page has been compiling that data from CHMURA, so she hopes they are up to date and accurate, but she can share them with the group. Carrie O'Neal also shared data that she pulled by using regular online search engines in the hope to triangulate some of the data to ensure accuracy based on what we are hearing from employers. Everyone has different information, which is often a challenge for this region's labor market data.
- Tom continued that we need to be able to identify the sectors within each of those employers to accurately start to adjust our pathways. If we could have those numbers, that would be helpful in our work developing best practices. In addition, we should identify the employers with 50 employees and less, who are also hiring our students.
- Incorporating that data into our education system's learning process will be valuable in how they move forward with implementing the essential skills.

Discussion took place about hands on learning in the Fall at Colleges versus high schools:

- Jessica Bails shared about the Trade Technician Certificate Program, which is an 18 week program scheduled to be offered in Spring 2021 at Barstow Community College. It's a free, Non-credit certification which is a skills/hands-on course in: Welding, Electrical, HVAC/Solar, Construction, Plumbing. Essential Skills from MDEP will be embedded into each certification course.
- At SCLA Training Center, they will be hosting classes for essential workers, Like the apprenticeship program w/ GA. Industrial Mechanics classes will start in August, which is an apprenticeship program with InTech Center at Chaffey College. Limited to 8-12 students per class to comply with social distancing guidelines.

c. Discussion about flexible foundational skills:

- Many are in the communications part of the Essential Skills, but there were other things that would apply universally when going into the trades (understanding how to read measurements, reading schematics and blueprints, etc.). What are the practical applications we can list for students to help them understand why learning these skills are valuable and make them more desirable to employers?
- Once we have a list of these skills, we can run them by specific industry partners to gauge if we are on the mark (eg what does a "unicorn employee" need?).

d. Discussion about Design Thinking

Team 1 is working on parts of this, but Team 4's job is to make sure students have a tangible process they can use if they have an idea.

Matt and Carrie will bring back some concepts to this group.

Next Steps/Tasks:

- We need to identify 20 employers to commit to embedding the Essential Skills. Some have already expressed their commitment, but others may need to be called to make the final list.
- Jessica's program at PG&E is a perfect example of how these Essential Skills can and should be adopted to improve company productivity and as a measure to hire locally. There are so many benefits to having a loyal workforce with low turnover rates. We need to make a video with Jessica's testimonial of how effective their program has been so we can share that with other partners. This would be part of our marketing campaign and can be shared with Chambers, and

other community organizations. The fact that it has been developed through MDEP is also very valuable.

- Both CCs and MDCP high school districts have verbally expressed their commitment, but we need to approach middle, elementary, charter schools and Adult Education consortium to commit to embedding them as well. Ones we need: Helendale, Oro Grande, Excelsior, Lewis Center
- We need to identify 5 community partners to embed the Essential Skills: Goodwill So Cal (Israel Riley), Youth Sports/Groups, Parks & Rec (Lilia), 4H (Jessica)
- Kendle will create a shared document to start developing the above lists and assign team members who are responsible for contacting who.
- Kendle will look through past minutes to see what can be found about the flexible foundational skills and if the team outlined any specifically.
- Make sure students have a tangible process they can use if they have an idea (Design Thinking). Matt and Carrie will bring back some concepts to this group.
- MDCP staff (Carrie and Jessica) will share dual enrollment info with HS counselors and teachers to better inform the students/parents on steps to take to get involved.

4. *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.

5. *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.

Tom commented that we need to recommit each of our towns/cities in the Essential Skills work from this team. If we can get them at the conclave in September, that would be a good place to do it. Matt and others will be reaching out to those folks for some logo requests from Team 2, so that will be a good time to request their attendance at the Conclave.