



**Mountain Desert Economic Partnership**  
Regional Education and Economic Development

**Team 4 Meeting Minutes**

**August 18, 2020**

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

<b>In Attendance:</b>	
Matt Wells, MDCP JPA	Tom Hoegerman, Retired, Apple Valley USD
Kendle Crowell, MDCP JPA	Trenae Nelson, Apple Valley USD
Andy Page, MDCP JPA	Denise Pasley, Barstow Community COLlege
Laurie Marsden, SB County Supervisor’s Office	Crystal Nasio, Barstow Community College
Christina Behringer, Snowline JUSD	Lila Aguirre, Victor Valley College
Carrie O’Neal, MDCP JPA	Carol Tsushima, SBCSS Alliance for Education

<b>Next Steps/Tasks:</b>	
1. Send a survey to all schools in the region (even outside of MDCP) about the Essential Skills Guide.	Matt/MDCP Staff
2. Develop an MDEP Roadshow/Marketing campaign to help define the “asks”.	Matt/Tom
3. Share a doc for team members to contribute their ideas to related to identifying the “ask”	Kendle
4. Start sharing new MDCP docs (LMI reports and infographics) with MDEP teams as they are created.	MDCP Staff
5. Learn more from Laurie about Construction project and how public/private partnerships work.	Matt/Laurie

**1. Welcome and Introductions**

The meeting was called to order at 1:34 p.m.

**2. Recap of All Team’s Work Since July Meeting**

Team 1: Innovation, Incubation, Entrepreneurship

- Virtual Innovation Dialogues taking place every couple months, with subgroups emerging from those.

- Focus group around distance learning being formed.
- Continuing to build the ecosystem to start a virtual startup lab.

#### Team 2: Four Year University

- Value Proposition is almost ready to print/publish. The team is seeking more logos from local business partners to add, but that should be completed in the next couple of weeks.
- A meeting between the Co-chairs, Matt, and Assemblyman Jay Obernolte will take place to share with him the work taking place, get his feedback on the presentation, and use his connections with Cal Poly to introduce the team to their leadership and start discussing the possibility of a partnership between their college and our local CC education system.

#### Team 3: Tiered Economic Opportunity

- Mechatronics Pathway work continues:
  - A pathway map was developed that will be displayed for students/teachers/counselors explaining career paths for Mechatronics careers
  - A video with local businesses using Mechatronics at the workplace is being developed.
  - A webchat series is being created to bring industry professionals into the classroom virtually.
  - A document with the Top 5 Things you Need to Know about Mechatronics is being developed.
  - The team is using a Plug and Play approach with this work and all the projects that make it up so that it can be expanded to other industry sectors in the future.
  - There is a Mini Internship Pilot Program being developed with the Alliance for Education, MDEP, and One Future Coachella Valley that will give a select group of students another opportunity to work with a mentor from the industry. They will be small cohorts of students and the internships will start off as 90 minutes and can grow from there depending on the partner and the types of projects being assigned to the students.

### 3. ***Stakeholder Spotlight of the Month***

We want to get to know our teammates better and understand how our industry partners can fill in the gaps in the work MDEP is committed to. Matt will work with Tom to select a partner who will share about their company/business and what they do at next month's meeting.

### 4. ***Review Tactical Plans, Guiding Principles and Organizational Structure***

Matt reviewed the Long Term MDEP Outcomes:

Learn. Work. Stay. Play

Action Oriented Ecosystem

Adaptive, future ready students. Times have changed dramatically recently, and our students need to be adaptive in order to succeed and in order for our region to thrive.

A Hub for Innovators and Entrepreneurs.

### 5. **Team 4: Essential skills**

#### a. **What information do we have?**

- We wanted to wait for schools to get started before approaching Superintendents with an additional task related to Essential Skills.
- We have broad support of the Guide, so now we need to determine how to implement it in school districts.
- Matt met with each district CTE Coordinator last week to learn more about how each district might use it. This hasn't been a high priority at the moment, with school just starting and being completely virtual.

- MDCP will send a survey to all schools in the region (even outside of MDCP) to gauge if they are familiar with the document, have they used it in any way, do they have any questions, what are other best practices they are using to train up students in essential skills? We will bring the results back to the September meeting.
- PG&E is already using the Essential Skills Guide and MDCP staff is working with Jessica Bails on getting a filming date to record a testimonial from Jessica about how her company has adopted them.
- A1 Cycle shop in Barstow, which has a staff of around 10, has used the document in his business as part of a team meeting to talk through the skills and how they relate to the work they do and the things staff should be doing. This is a good example of how the document can be a good tool to read through as an employer.

**b. What information do we need?**

- Community Organizations need to be identified so that we can approach them about embedding the skills. What do they need from this document to prepare youth or adults for employment or entering back into the workforce.
- A presentation needs to be developed to take “on the road” to Chambers, Rotary Clubs, etc. as part of the marketing campaign needed to get this off the ground.

**c. Identify the “ask” for each entity involved (K12, CC, industry, community, etc.)**

- Monetary support
  - Logos as advertisements?
- Marketing support
- K12 support
- Industry support
  - Short videos or statements from industry partners sharing how essential skills fit into their industry/workplace. Students need to see actual industry partners using the skills *in* the workplace.
- CC Support
- Validation of our programs
- Community support.
  - They need to know we exist and understand how MDEP is a positive influence in the local economy.

Christina shared that before we ask any of these entities for any kind of support, they need to know what MDEP is, what our intent is, and how partnering with us will positively impact the region and economy. This will reveal *how* they can help us.

We also need to be able to share ways we can assist them with training (employees, students, etc.) or other support tools.

To our partners: Where are negative assumptions coming from about the lack of essential skills being taught/covered and conversely, where do they see them successfully being embedded/practiced?

What alignment exists between the Essential Skills document and existing new employee training taking place at their company?

Laurie suggested we connect with the Economic Development Agency to see what the projections are for the future HD job market so we can use the Essential Skills document to meet those industry needs.

- Matt and Andy shared about the LMI data she has been collecting related specifically to the Mountain Desert region. This will be an instrumental tool in navigating job demand/growth for our region as it pertains to career pathways we are offering and industry sectors for MDEP to focus on. LMI reports and infographics can be found on our website at: <https://mdcareerpathways.com/labormarketreports>

**d. Next Steps**

- 1) Share a doc for team members to contribute their ideas to related to identifying the “ask”
- 2) Build the message/marketing campaign, which will help us define the ask.
- 3) Start sharing new MDCP docs (LMI reports and infographics) with MDEP teams as they are created.
- 4) Learn more from Laurie about Construction project and how public/private partnerships work. Matt will follow up with her.

**6. Conclave Update**

Moving the conclave to the third week of October. State of the county will take place the first week of October and Supervisor Lovingood will be plugging MDEP at that event. That will be a good opportunity for us to follow up with the Conclave and get more participation and buy in.

**7. Alignment USA Network Celebration - September 9, 2020**

- Matt shared about what AUSA is and how our efforts align with theirs and others in the country using a similar model.
- On September 9th from 10-11:30, they will hold their celebration kickoff for the year. Matt will be giving a 4 minute presentation on MDEP. He encouraged team members to attend, if possible.
- It will be a good opportunity to learn from other teams about what they’re doing, how our work aligns, and methods we may be able to adopt for our MDEP work.

**8. monday.com**

**a) Completed/Outstanding Tasks**

**b) Assign New Tasks**

**c) Set Timelines**

**9. Next Meeting: September 15, 2020**