



The City of



Economic Development

MEETING NOTES



Creating Jobs and Improving Educational Opportunities Working Groups

September 25, 2019, 2:30–4:30 p.m.

San Diego Continuing Education Educational Cultural Complex
4343 Ocean View Dr., 92113 Room 169

Meeting Notes

In Attendance: City of San Diego Promise Zone (SDPZ), City of San Diego Economic Development Department (EDD), South Bay Community Services Youth & Families (SBCS), San Diego Workforce Partnership, San Diego Continuing Education, Urban Corps, San Diego County Office of Education (SDCOE), Workshops for Warriors, Staff of City Councilmember Monica Montgomery, GRID Alternatives, San Diego Housing Commission EnVision Center, Able Disabled Advocacy, Regional Task Force on the Homeless, Fleet Science Center, U.S. Department of Housing and Urban Development (HUD), Home Start, San Diego Futures Foundation.

Welcome and Introductions: Working Group Co-chairs Lydia Moreno, City of San Diego Economic Development Department and Stephen Colon, San Diego Workforce Partnership opened the meeting.

Victor Brown from Able Disabled Advocacy passed around a flyer for a Career\$mart Program that offers free training for jobs in construction, business, or technology. The training is paid and monthly bus passes will be provided to trainees. For details on this program, call Victor at 619.307.9178.

San Diego Workforce Partnership Career Crawl and Career Pathways Expo

Discussion:

The working groups spent most of the time learning about another job event and brainstormed on ideas for what the group can do going forward.

San Diego Workforce Partnership hosted a new event called the Career Crawl in North Park in March 2019. Rachel Cohen from SDWP was the project leader for this event and presented to the group. The Career Crawl had participants between the ages of 16-24 and was geared to youth who were seeking a first-time, entry-level job. It was hosted North Park because of the high level of business density in the neighborhood. The event was considered a work readiness training program where youth could build self-confidence and learn about the process of applying and interviewing for jobs. The goal of the event was to expose the participants to applying and interviewing for jobs by getting them familiar with the job seeking process. SDWP reached out to businesses in the area to see who might be hiring and who might be interested in mentoring youth. Sixteen businesses participated in the event, with approximately an even split between those hiring and those offering mentoring opportunities.

The event was self-guided and attendees received a map of the participating businesses. The Crawl occurred during the lull of the business day. Approximately 40 youth checked-in and were accompanied by parents and adults. Feedback from the event was very positive, but some youth were disappointed that the Career Crawl didn't end with a job offer. SDWP made interview clothing and portfolios available as well as providing assistance with resume writing and business card development.

Stephen Colón and Parina Parikh wanted to share the success of this event with the group and brainstorm on possible ways this event could influence the Career Pathways Expo. How can we do a Career Expo meets Career Crawl in Barrio Logan? Questions to consider:

- How could we take the best from each event and combine?
- Would it be a career readiness program or a job fair? Set expectations.
- Could efforts be combined with the Increasing Economic Activities working group to create some type of business and job seeker event in Barrio Logan?
- What would be the goal of this type of event?
- Can we partner with Connect All at the Jacob's Center and host a walk in the Market Place center?
- When are job seekers available and when do businesses have the time?
- Who is the target group? (The group wants to focus on Opportunity Youth for the next event, but would also consider how E3 Civic High and Monarch Students could be included).
- Could we create groups that could rotate through businesses so the business owners don't have to repeat themselves so many times.

Other items discussed:

- Engage businesses early to find out what they might need to support internships in the Promise Zone (work experience, budget, etc.).

- Dual purpose event: use the Chavez Center as home base to educate youth on how to apply for an apprenticeship; create a career crawl to NASSCO or BAE to build confidence, informational interview, and to ask questions of businesses.
- List eligibility criteria on a list or map so participants will know where actual job opportunities exist that they may be eligible for.
- Develop a Career Crawl now, and a Career Expo in the spring. Is there time to do this before the end of the year?
- Can Increasing Economic Activities start working with businesses in Barrio Logan now to get them engaged with partnering on an event? (Set up meeting with co-chairs from both groups to discuss possibilities).
- Go after industries that we know will be hiring at a particular time or season.
- Consider the types of industries that students are learning about at SD Continuing Education and then determine what businesses could be put into a pipeline for internships. Invite businesses in the Promise Zone that align with Continuing Education program offerings.
- Erich Yost suggested a Career Week for Disconnected Youth where we host multiple events heard towards different areas of interest. This might be something to consider down the road.
- Whatever the next event will be, the group agreed it must focus on Opportunity Youth.

What metrics would be used to measure or track success?

1. Business engagement – Is the number of business needs assessment completed?
2. Hires
3. Internship placements including subsidized placements
4. How many business owners become mentors to youth.

Next Steps:

1. Develop a matrix of organizations, resources, abilities, and goals to help inform what a future event could pull from with the partners at the table. (Alex to work with Stephen and Kim Ebert to create questions and survey partners). Results will be used at the next meeting during another brainstorming session.
2. Set up a meeting with the co-chairs from Creating Jobs and Increasing Economic Activities to see where the groups can collaborate.
3. The group spent a brief amount of time reviewing the work plan. More time will need to be spent on this at the next meeting.
4. Calendar planning for 12 months. The work plan can help inform this.

Next Meeting Date: *Wednesday October 16 from 2:00-4:30 P.M. (Note the extended time)*

Third Wednesday of each month
Location: San Diego Continuing Education,
4343 Ocean View Dr., 92113 Room 169.