



The City of



Economic Development

MEETING NOTES



Creating Jobs and Improving Educational Opportunities Working Groups

October 16, 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), San Diego Workforce Partnership, San Diego Continuing Education, San Diego County Office of Education (SDCOE), Workshops for Warriors, GRID Alternatives, San Diego Housing Commission EnVision 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.

Partner Announcements:

San Diego Workforce Partnership is creating a retail worker training program that offers a stipend to retail workers for professional development and career advancement.

Ernesto Rivera discussed the Apprenticeship & Vocational Training Career Expo (presented by Dr. Shirley N. Weber) that was held on Thursday, September 19. The event was intended to create awareness around vocational and training programs across the county. The primary audience included high school seniors who are about to graduate but not planning to go to college and Opportunity Youth. Over 400 youth attended from all over the county. There were 41 vendors, with approximately 2/3 providing information on apprenticeships and the remaining 1/3 were youth employment agencies. The event was so successful that representatives from Sweetwater Unified want to hold the same event in the South Bay in early 2020. This specific event will be repeated next September.

Lydia Moreno, City of San Diego Economic Development Department, shared that the department had many items going to city council. The revolving loan fund program has been revamped. This program now targets both micro start-ups and larger businesses. EDD also presented a water capacity bank program that involves the city buying back water from companies that no longer need it and reselling at a lower price to industries that need water to operate.

Career Crawl and Career Pathways Expo Discussion:

The working group continued the discussion from the last meeting around creating an event like the career crawl put on by the SD Workforce Partnership.

Luis Ojeda (City of San Diego, Economic Development Department) and Gary Knight (San Diego Futures Foundation), the co-chairs from the Increasing Economic Activities (IEA) working group, attended the meeting to brainstorm about how the groups might be able to collaborate on an event. Luis and Gary said they could identify businesses that have the need to connect with job seekers. They can speak with businesses who would be open to participating in this type of event and then identify walkable areas. Luis and Gary will bring this information back to the working group.

The group discussed having the event in Barrio Logan or Logan Heights. The structure of the event has evolved into a hybrid of the Career Crawl and Career Expo. There will be a crawl that allows youth to seek employment by learning about the application, interviewing, and hiring process. This will take place among the businesses that Luis and Gary identify as participants. The working group will set up a headquarters where we can host companies such as NASSCO to discuss pathways for jobs in the trades (similar to the Career Pathways Expo). Additionally, we may include pop-up tables along the route for service providers and training programs. This could also include companies that are interested in hiring residents from the Promise Zone, but may be located outside of the area.

Additional discussion points:

- Prepare students/youth and businesses ahead of time and set expectations for the event. What does this type of preparation look like?
- How would we follow up with youth after the event? This flows into our outcomes and ability to measure the success of the event.
- Use the youth as ambassadors for event by promoting hashtags. Get testimonials during the event and with follow up.
- Do we survey the youth ahead of the event to find out what they're interested in gaining from this type of event? (Are they in high school and looking for a part-time job? Are they 24 and looking to start a career?)

- Location will ultimately depend on what Luis and Gary find out. The group will wait to hear from businesses to find out what their needs are which will help the group determine the need for job seekers and then the recruitment strategy.
- The map should delineate which businesses are hiring, mentoring, or offering internships.

Next Steps:

1. Select a date - leaning towards a date in late February.
2. Luis and Gary will find out what businesses would be interested in participating. Will reach out by email and in-person (community meetings). Julie, Stephen, and Alex to collaborate on developing a summary for Luis and Gary to use.
3. Alex to send out survey results to the group.
4. Develop ad hoc committees at the next meeting to determine who will focus on the following tasks: preparation of students (and businesses), event planning, and follow-up (evaluation).

Work Plan Discussion:

The remainder of the meeting was dedicated to reviewing and discussing the work plan for the Creating Jobs goal area. The Education plan will be completed separately. The work plans will be updated by the Promise Zone team and represented to the group at a future meeting.

Next Meeting Date: *Wednesday November 20 from 2:30-4:30 P.M.*

Third Wednesday of each month

Location: San Diego Continuing Education,
4343 Ocean View Dr., 92113 Room 169.