



The City of



# Economic Development

## MEETING NOTES

### San Diego Promise Zone

#### Jobs and Education Working Group Notes

Thursday, August 15, 2024 | 2:30 – 4:00 PM

Via Zoom | [\(Meeting ID: 160 295 2326\)](#) | [Zoom Meeting Registration Link](#)

**Working Group Goals:** *To create jobs and improve educational opportunities in the Promise Zone.*

#### In Attendance

**Access2Jobs** (Roshawn Brady), **City of San Diego – Promise Zone** (Zachary Engberg, Daniel Hamilton, Ian Hembree, Donika Moreno, Bex Nava-McClellan, Domanic Riley, Brandon Tran, Amber Weber, Roosevelt Williams III), **County of San Diego** (Nicole Villa), **E3 Civic High School** (Melissa Woods), **Elementary Institute of Science** (Sarah Tuakli Cooper), **Good Neighbor Project** (John Alvarado), John Stump, Jasmine LeFlore, **Outside the Lens** (Mary Rodriguez), **San Diego County Office of Education** (Ernesto Rivera), **San Diego State University** (Andrew Soliz), **SLATE-Z** (Tyresa Jackson), **Urban Collaborative Project** (Barry Pollard), **UC San Diego** (Raquel Aparicio), **U.S. Department of Housing and Urban Development** (Megan Emme, Vicki Meadows), **United Way** (Johnny Garcia), **Youthwill** (Liliana Soriano Garista)

#### Meeting Notes

##### Welcome, Agenda Review, Culture Share

- The Promise Zone staff kicked off the meeting by welcoming partners, reviewing the agenda, and leading a culture share.
- The Promise Zone team also introduced new members: Donika Moreno (Operations Associate), Bex Nava-McClellan (Communications Associate), Domanic Riley (Grants & Research Associate), and Brandon Tran (Intern).
- The meeting reacquainted everyone with the Promise Zone and featured a data presentation and a review of previous Tactical Plans, emphasizing their connection to the newly implemented Logic Models.
- Culture share: *“In honor of school starting this month, what is a back-to-school memory or tradition from childhood, college, or with your own kids, that you hold fondly?”*

##### Partner Updates

- **Sarah Tuakli Cooper** – 60<sup>th</sup> Anniversary of the Elementary Institute of Science – Link: [60th Celebration Page – Elementary Institute of Science \(eisca.org\)](#)
- **John Stump** – On the 1<sup>st</sup> Saturday of October the Columbus Club will host a Pumpkin Patch in City Heights.

Click the following links to stay connected to the San Diego Promise Zone

[Newsletter](#) | [Website](#) | [New Website](#) | [Email](#) | (619) 236-6700 | 1200 Third Ave, 14<sup>th</sup> Floor, San Diego, CA 92101

- **Barry Pollard** – Planning a Community Pancake Breakfast Event and looking for volunteers. Trying to create a Steering Committee and was wondering if Promise Zone would be interested in either attending or participating. John Stump mentioned that a potential venue that seats 250 people was available at 4425 Home Avenue.
- **Raquel Aparicio** – UCSD will now be offering a Career Pathways program for 9 to 12<sup>th</sup> graders interested in engineering, business, health, and computer science. Kids will be able to converse with students who are currently in those majors either in-person or through Discord. Link: <https://eaop.ucsd.edu/services/career-pathways/index.html>
- **Barry Pollard/Daniel Hamilton** – Clean up of Chollas Creek for the AmeriCorps 9/11 Day of Service is ready to move forward. Still requires funding source to support volunteer effort. Volunteers will gather at Home Depot Parking Lot on September 7 from 9 am – 12 pm. Barry asked if students would be willing to help.

### Promise Zone Updates

- During the summer working group interim, the Promise Zone hosted three events: Barrio Logan Business Walk, Inclusive Public Engagement, and Co-operative Convening II.
- Presented new schedules for all working group meeting with future Jobs & Education meetings to be held for the 4<sup>th</sup> Thursday of every month.
- This month's Community Spotlight is Clovis Honoré of GRID Alternatives. If you have a community member who deserves recognition, please submit a nomination for a future spotlight at this google forms link: <https://docs.google.com/forms/d/e/1FAIpQLSehhcidTURu9Xb6lywuyh4z4y9JgqDCFxmXdNgSheNjaDp8Hw/viewform?usp=sharing>
- The Promise Zone's August Newsletter was finalized and released on August 8. Link to sign up for the mailing list is here: [City of San Diego, Economic Development Department : Sign Up to Stay in Touch \(constantcontact.com\)](https://www.cityofsan Diego.gov/economic-development/sign-up-to-stay-in-touch)
- **Youth Career Power Hour** – Zachary Enberg, one of the two Grants and Research Associate VISTAs, shared feedback received after the Career Expo that was held in March 2024. He noted that while the event was successful, stronger, continuous relationship between stakeholders are needed. Inspired by feedback provided by Liliana Soriana Garista, a series of three career workshops will be hosted leading up to the Career Expo with the first one set to occur in October. Outside the Lens has offered to host Night 1 of the series titled "San Diego Career P.O.W.E.R. Hour". Zach encouraged stakeholders to get involved by sharing out a survey that has been created to gauge interest and suggested reaching out to Amber Weber, Donika Moreno, Ronah Famorcan, or himself if interested in being a vendor, sponsor, or involving youth/jobseekers.

### Data Presentation

- VISTA Ian Hembree analyzed census data from 2016 to 2022 specific to the Promise Zone, which Amber introduced and presented, highlighting key demographic and jobs/education data trends.
- Population – The promise zone population slightly decreased while the San Diego population slightly increased. The median age in both the Promise Zone and San Diego rose from 2016 to 2022.

- Demographics – The Hispanic population decreased slightly in the Promise Zone, and those belonging to two or more races increased.
- Household Size and Composition – The average household size in both the Promise Zone and San Diego decreased. Family households in the Promise Zone decreased, while nonfamily households increased.
- Income and Socio-Economic Factors – Household income has increased (possibly due to minimum wage hike); Poverty rate in Promise Zone fell from 35% to 22%.
- Employment Data – Unemployment rates in the Promise Zone improved as a whole from 2016 to 2022, however black unemployment rate in the Promise Zone increased. Youth labor force participation increased across the board.
- Educational attainment – High school graduated rates improved among 18-24 year-olds, and educational attainment for those 25+ showed increases in higher education levels.
- Student Enrollment – Public high school enrollment increased significantly, while middle school enrollment decreased. Overall, total student enrollment increased.
- Reading and Math Scores/Standards – Both reading and math scores in the San Diego Unified School District decreased slightly. 2022 reading scores are 54% and math scores are 43%, and lower in the Promise Zone. All school levels saw declines in math, with elementary showing the largest drop (-29.1%), while high schools were the only grade level to show improvements in reading.

#### Data Presentation Questions & Answers

- Borders of Promise Zone do not include City Heights or San Ysidro because the neighborhoods located in-between changed the poverty rate.
- John Stump stated that San Diego County is similar in size to New Hampshire and wondered if data could look worse than it is if it includes or excludes rich areas.
- John Stump would like to know how Promise Zone compares to Southeast economically. Amber answered that it would take time to analyze the census data.
- Reading and math scores have decreased across all grade levels except High School where only math scores have declined. Despite this, graduation rates have increased. How are kids graduating?
- Vicki Meadows who is piloting program at Lincoln High School confirmed that the data is true based on her experience. She has to rely on Tik-Tok style videos to teach kids. 8% proficiency rate in reading and 10% in math. Science proficiency rate is also low. These numbers are noteworthy to her as she runs an NSF-Funded Explore STEM program that has to be both bilingual and culturally appropriate but finds it hard when kids are unwilling to learn outside of preferred language.
- Amber added that when writing to the public, you must consider that the average person reads at a 6th grade level.
- John Alvarado stated that 60% of people are visual learners and this may account for learning outcomes. Shared Phonological Awareness and Abstract/Representational Thinking approaches.

#### Logic Models & Breakout Rooms

- Sarah introduced the logic model framework that breakout rooms will prioritize and the six broad goals of the PDPZ were presented with objectives outlined. After last year's

tactical plans were reviewed, issues arose from inconsistent attendance and broad tactics. A new logic model framework was developed, incorporating inputs, outcomes, and a “status” column. The breakout groups are set to work on specific activities with clear partner contributions and measurable outcomes, emphasizing collaboration across partners. Safety has been incorporated into all working groups and examples were provided on how to incorporate it into planning. Breakout groups will review data, discuss the logic model framework, and adjust activities as needed. Participants are encouraged to stick to one objective group but can request to switch if needed.

**Subgroup 1 Objectives:** *1) Increase educational and career supports for Opportunity Youth and 2) connect Opportunity Youth, aged 16-24, to employment 3) Increase the number of college/career readiness programs for middle school children.*

Notes:

- **Attendance:** Zach Engberg, Donika Moreno, Brandon Tran, Amber Weber, Ernesto Rivera, Andrew Soliz, and Liliana Soriano
- Ernesto led the discussion and asked Andrew and Liliana about the steps their organizations take to be able to meet the needs/wants of the youth they work with.
- Andrew shared about the career fairs that are being held at SDSU and are open to the community, not only SDSU students.
- Liliana shared that her team conducts surveys for their participants to fill out in order to gather qualitative data about what is working or isn't.
- Ernesto asked the group to think about actionable items ideas and come prepared to discuss them at our next meeting.

**Subgroup 2 Objectives:** *Create meaningful summer employment experiences for young adults while increasing educational and career supports for Opportunity Youth*

Notes:

- **Attendance:** Megan Emme, John Stump, Rebeca Nava-McClellan, Daniel Hamilton, Amber Weber, Roshawn Brady, Barry Pollard
- John suggested the data could be further broken down.
- Bex highlighted the employment challenges faced by 30-year-olds without degrees living in the Promise Zone, and compared the situations of 16 and 30-year-olds.
- John proposed the idea of a program for 18 – 24-year-olds that would offer incentives to help them enter the workforce. He would like to expand on that targeted age.
- Roshawn shared resources that Access2Jobs provides, and Barry and Amber showcased the 22-day Shine Forever program that UCP provided to young people over the summer, which included a variety of arts activities as well as global citizenship and financial management.

**Subgroup 3 Objective:** *Increase the number of students meeting school readiness and grade level expectations*

Notes:

- **Attendance:** Ian Hembree, Domanic Riley, Roosevelt, Sarah Cooper, Tyresa Jackson, Jasmine LeFlore, Vicki Meadows, Raquel Aparicio, and John Alvarado
- John Alvarado mentioned how he helped 900 students get jobs by utilizing personality tests to match them up with potential careers.
- Raquel from SDUSD is trying to catch students up on reading and math. They are currently trying to find out what isn't linking up regarding students not meeting grade level expectations. An event is planned for instructional and administrative leaders to address math achievement gaps.
- There was an update provided by UCSD about a project that was not funded/started.
- Vicki plans to write another grant application through her organization and will follow up with Sarah.
- The group is familiarizing themselves with the logic model as it transitions from the original tactical plan, and discussion was held on how partners can contribute to achieving the group's goals.

#### Wrap Up and Adjourn

- Digital Comment Box: <https://forms.gle/JSYK67jo28YRVQ7R6>
- Nominate community leaders for recognition in Promise Zone newsletter:  
<https://docs.google.com/forms/d/e/1FAIpQLSehhcidTURu9Xb6lywuyh4z4y9JgqDCFxmXdNgSheNjaDp8Hw/viewform?usp=sharing>

**Next Meeting:** Jobs & Education: Thursday, September 19, 2:30-4:00 pm, **via Zoom**

Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>