



The City of



# Economic Development

MEETING NOTES



## Creating Jobs Working Group

April 17, 2019, 2–4 p.m.  
Educational Cultural Complex  
San Diego Continuing Education  
4343 Ocean View Drive, San Diego, CA 92113

## Meeting Notes

**In Attendance:** City of San Diego Promise Zone (SDPZ), AmeriCorps VISTAs, City of San Diego Economic Development Department (EDD), City of San Diego Human Resources, South Bay Community Services, Youth & Families (SBCS), Words Alive, San Diego Workforce Partnership, Second Chance, San Diego Continuing Education, Able Disabled Advocacy Inc., and Workshops for Warriors.

**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.

### Key Updates from Working Group Partners:

- San Diego Workforce Partnership (SDWP):
  - Opportunity Summit 2019 is on May 2. The event brings together local and national changemakers to learn how to better increase opportunity in San Diego. An expert lineup of speakers has been announced and include Sarah Koenig, host of the podcast *Serial*.
- Workshops for Warriors (WFW):
  - The Spring 2019 class is graduating on Friday, April 19. WFW trains, certifies, and helps place graduates in advanced manufacturing jobs.
- South Bay Community Services (SBCS):
  - Recently awarded a Workforce Innovation and Opportunity Act (WIOA) contract for San Diego County youth.

- Able Disabled Advocacy Inc:
  - Developed a new internship program in construction technology for youth ages 16-24.
  
- Words Alive:
  - First time attending this working group. Words Alive is a literacy advocacy organization that focuses on developing a commitment to reading among youth to create lifelong learners. They have a scholarship program for teens who have graduated from their Adolescent Book Group (ABG) program to help them achieve their higher education goals. This program also includes mentorship to assist with academic, personal and professional development.
  
- Urban Corps:
  - Serves youth 18–26 with job training, support services and a second chance to earn a high school diploma. Job skills development in environmental, construction and community projects.
  
- Other Local Updates:
  - April is San Diego Volunteer Month. The City's Volunteer Program is hosting the following events in the Promise Zone:
    - April 18 – Willie Henderson Rec Center Egg Hunt
    - April 19 – Memorial Rec Center Egg Hunt
    - April 19 – Mountain View Library Craft Room Cleanup
  - In addition to volunteer opportunities, the City has year-round mentorship programs, both paid and unpaid. The Department of Rehabilitation has paid internships (150 hours of paid mentorship and 20 hours of paid training beforehand).
  - Woman's Program called Jewel - Culinary program in May
  - Leadership Summit at San Diego State University in June
  - Youth Entrepreneurship Program – Holy Ground Café

## San Diego Promise Zone Career Pathways Expo Event Planning:

The core agenda of the meeting was to review details for the upcoming Career Pathways Expo Event on May 16. The meeting attendants reviewed the following details:

### San Diego Promise Zone Career Pathways Expo

May 16, 2019

9 a.m.-2 p.m.

Educational Cultural Complex

San Diego Continuing Education

4343 Ocean View Blvd., San Diego, CA 92113

- This event is focused on Opportunity Youth in the San Diego Promise Zone and will provide learning opportunities about careers in construction trades, Information and Communications Technology (ICT), and advanced manufacturing from experts in each industry. Youth will be divided into four groups. There will be three presentations and an area for job training partners to set up tables with additional information. Youth will be assigned to a room and the panelists will move between rooms. Youth will leave during one break-out session to visit the various job training partners in the foyer.

### People:

- Panelists:
  - Construction (2 confirmed): Southwest Carpenters Apprenticeship Training Program; IBEW – San Diego and Imperial Counties Electrical Training
  - ICT - *No one is confirmed yet.* SDCOE is pending.
  - Advanced Manufacturing - 2 *pending*: General Dynamics/NASSCO and Port of San Diego.
- Keynote speaker to kick-off the event – Katherine Crow to report
  - Potential speakers: Former Monarch student, Michael, formerly a homeless youth
  - NOWIK (Ernesto Rivera)
  - Wally Henry, Lincoln HS alumni, former NFL player (Barry Pollard)
- Partner Tables confirmed (Max capacity = 40?):
  - San Diego Job Corps
  - Youth Employment Opportunity Program (YEOP)
  - AGC American Contractors Apprenticeship Program

- International Brotherhood of Electrical Workers (IBEW) San Diego and Imperial Counties Electrical Training
- Southwest Carpenters Apprenticeship Training Program
  
- Volunteers:
  - Leslie McNabb. City of San Diego, to enlist volunteer support for youth check-in, assist panelists, assist with lunch
  
- Moderators:
  - Stephen Colon will enlist the help of three trainers from SDWP to moderate the panels (Cedrick, Olivia, and Ilana).

### Communications/Marketing:

- Youth / resident schools and organizations to be invited:
  - Lincoln and San Diego High Schools – Lydia Moreno
  - Gompers Charter – Lydia Moreno
  - Monarch Charter – Ernesto Riviera
  - E3 Charter – Leslie McNabb
  
- Registration:
  - Stephen's team at SDWP should have marketing materials and Eventbrite completed by April 19. These items will be available to distribute on April 22.

### Logistics:

- Transportation:
  - The group decided to not provide or organize transportation. Update – several youth from E3 Civic are interested in attending but will need transportation. Lydia and Stephen
  
- Food / drinks:
  - Jimbo's and California Coast Credit Union are providing a sack lunch and pizza for approximately 250 youth. **(Needs to be confirmed – are we providing lunch for the panelists, volunteers, and table partners as well?)**
  - Katherine Crow to go to Costco to get donut holes, granola bars, cuties, and napkins.
  - 275 water bottles are being sponsored. Youth can refill at water refill station. Signs need to be created for this. **Need to create a big sign on the plotter printer.**

- Survey – Leslie is going to look into possible survey questions. The registration form will include demographic information.
- Agenda and assignments – Melissa Vpando. will work on the draft agenda to review with Lydia and Katherine.
- Schedule:
  - 9 AM -Service providers arrive and set up
  - 9:30 AM – Youth arrive and begin check-in
  - 10:00 AM – Welcome session in the auditorium. 5-minute welcome message from (Lydia/Stephen) Lydia – how about this – I can welcome them to the inaugural career pathways expo focusing on the PZ!) and introduce you and Stephen as the working group co-chairs. You/Stephen can thank the working group, ask them to stand up, we all clap and then you/Stephen does a short bio and introduces the speaker? 10-minute keynote (TBD).
  - 10:30 AM – 1<sup>st</sup> Session
  - 11:05 AM – 2<sup>nd</sup> Session
  - 11:40 AM – 3<sup>rd</sup> Session
  - 12:15 PM – 4<sup>th</sup> Session
  - 12:45 PM – Lunch and Entertainment
  - 1:30 PM – Event concludes
  - 2:00 PM – Breakdown complete. Out of venue.

Since youth will be sitting around for a long time, important to have moderators and timekeepers to keep the sessions interactive and concise. Activities need to be followed by short 5 min. breaks (these are built in to the timeline above).

#### Action Items and Follow-ups:

- Photographer for event? Need to find a photographer
- DJ – Urban Beats? (NOTE: not needed if Movement B is performing during lunch) – **Ernesto**
- Parking – can **Laurie** suspend parking permits for this event?
- SDWP to provide questions for industry representatives to address at the event
- Keynote speaker to kick-off the event – **Katherine Crow** to report
- **Victor, Todd, Ernesto** – student registration – get schools and other groups to sign-up for the event
- **Ernesto** to add logos from businesses who are participating and jobs providers and partners who are organizing and donors and training organizations
- **Name tags – KC**

- Park and Rec tables - **Lydia**
- Audio equipment – **Laurie** to confirm the nature/availability of audio; no microphones in the running room
- Extra garbage cans and recycle bins - **Laurie**
- Service providers – **Ernesto** to include Katherine’s and Stephen’s lists together and send out registration link
- **Melissa** to work on agenda in the next couple of weeks - must be a quick introduction to their work by speaker with 10-15 mins Q&A
- Employer list – **Stephen, Ernesto, and Lydia**
  
- Setting up tables the night before – **Laurie** to add **Katherine** to email thread or arrange everything by 6 AM the next morning

**Next In-Person Meeting Date:**

May 15, 2019, 2:00-4:00 p.m.

Location: Educational Cultural Complex  
4343 Ocean View Dr., 92113 Room 169

Katherine to send out 30-minute check-in conference call for weeks in between sending out Eventbrite and May 15<sup>th</sup> meeting.