



Creating Jobs Working Group

July 17, 2019, 2:00–4:00 p.m.
Education 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), City of San Diego Human Resources, Jacobs Center for Neighborhood Innovation, South Bay Community Services, Youth & Families (SBCS), Words Alive, San Diego Workforce Partnership, San Diego Continuing Education, African American Inner City Project (AAICP), Urban Corps, San Diego County Office of Education (SDCOE), Workshops for Warriors, Staff of City Councilmember Monica Montgomery.

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:

- City of San Diego Economic Development Department (EDD):
 - Stephen Maduli-Williams from the Community Development Department left the City and is now at the County of San Diego doing CDBG work. Recruitment for the vacant position closes on Friday, July 19. The Nonprofit Academy is open for enrollment and is August 20 and 21. (This event is already at capacity).
- San Diego Workforce Partnership (SDWP):
 - Parina Parikh (in attendance) is the new Director of Programs at SDWP. She will be taking on a bigger role in the Creating Jobs working group.
- San Diego County Office of Education (SDCOE):
 - The 2nd Annual Apprenticeship & Vocational Training Career Expo is on Thursday, September 19, 2019 from 9:30-11:30am at the San Diego Continuing Education Educational and Cultural Complex. SDPZ Partners

should contact Ernesto Rivera (Ernesto.rivera@sdcoe.net) if interested in getting a table at this event.

- African American Inner City Project (AAICP):
 - This is a new nonprofit and new organization to the Promise Zone. Founder Vivianne Sevier shared the organization's mission to promote an after-school educational program focused on reading, writing, communications skills, etiquette and manners, and a cultural component that includes swing and tap dancing.
- Work Readiness Program, City of San Diego:
 - New cycle in admissions for a mentorship program for Opportunity Youth. This program offers mentorships with city employees.
- San Diego Continuing Education, Education Cultural Complex:
 - Gateway to College & Career program is actively recruiting students (18-24) to enroll in certificate programs that focus training on: auto body/automotive technician; welding; business; computer technology; electronic technician; health care careers; fashion and textiles; culinary; and more.
- Workshops For Warriors (WFW):
 - WFW closed a deal with a robotics company to build a curriculum on robotics and 3D printing.
 - The Summer 2019 class is graduating on Friday, August 16, featuring guest speaker County Councilmember Nathan Fletcher. Invitation to attend is open to all partners.
- Words Alive:
 - Preparing for their Author's Luncheon & Fundraiser, featuring Emma Donoghue. This event is on Tuesday, September 10.
- Other Local Updates:
 - September 22 – Chicano Park Museum fundraiser at Bread and Salt.

Promise Zone Career Pathways Expo Event Debrief:

The core agenda of the meeting was to hold a debrief of the Career Pathways Expo Event that was held on May 16.

- The intent of the event was for Opportunity Youth in the San Diego Promise Zone to hear from industry experts in construction trades, information and communications technology (ICT), and advanced manufacturing. The aim was to focus on different opportunities in each industry which aligns with the working group goal of getting residents certifications for skilled, well-paying jobs. Additionally, the goal is to get Opportunity Youth enrolled in programs to get them training for an actual career pathway.
- The event hosting nearly 75 youth and ultimately hosted students who were not planning or currently enrolled in a 4-year university after high school. Twenty job training providers attended and were set up in the foyer to chat with the youth. The attendees were very engaged and asked great questions. Event organizers shared observations of great dialogue between the youth and both the training providers and the panelists.

Group feedback:

- This event should be repeated twice a year, once in the fall and once in the spring. It should be held in early spring to not interfere with graduation, testing, and spring break.
- SDCC ECC was a great venue to hold the event. The group agreed it was an ideal location and had a good layout to host attendees, speakers, and training providers. The foyer was an ideal location for the training providers and made for an easy transition between panels and at the start of the event. The food and snack set-up also worked out well.
- While nearly 250 youth were expected, the low number of 75 may have been ideal for the first event. Nearly all agreed that smaller groups were better in the foyer area so the youth had the chance to get in a good conversation with the training providers. They gave us great feedback here. The panelists also shared praise about the smaller groups and said it made it easier to connect. "Passports" or stamp cards were not necessary to motivate youth to visit the training provider tables.
- Keeping the youth stationary and having the panelists rotate between rooms worked out well. We didn't get feedback from the youth on this format.
- All agreed that this needs to be advertised much more in advance. Planning also needs to happen sooner. A save-the-date needs to go out at least 3 months in advance to promote earlier awareness of the event and give schools time to prepare.

- There are two different audiences this event is aiming to reach: juniors and seniors in high school who are not planning to attend a 4-year university, and Opportunity Youth. The outreach is different for both. Consider going to a program orientation at SDCC ECC for different industries and pitch the Career Pathways Expo. (Gateway College to Career has rolling carpenter and electrician apprenticeship programs.) Target programs that are already serving Opportunity Youth.
- Group registration and organizing name tags by groups seemed like the most efficient way to handle check-in.
- Stay with the same industries for the next event in the fall, and then change the industries for the spring.
- Incentivizing: Gateway College to Career and ECC can incentivize the youth in their programs to attend. It can be challenging to incentivize Opportunity Youth. It may require extra staff time to reach this demographic, particularly those that are not currently involved in any programs.
- We might consider advertising on MTS. "Slick Text" is an opt-in text (SMS) messaging program that we could use to promote career opportunities. It could be a great way to capture information on youth interested in opportunities.
- Were there any barriers to language? The attendees from this group were in school, but barriers with language could be an issue with reaching Opportunity Youth. As part of the registration process, we should ask if there are translator needs. Also consider including Spanish in the promotional material for the next event.
- Can we collect information and follow up with attendees? We can plan to do this at the next event with the Opportunity Youth. There should be follow up with counselors about future events.
- Tap into San Diego Housing Commission's Achievement Academy and the Jacob's Center for Neighborhood Innovation to reach Opportunity Youth.
- Consider collaborating with San Diego Unified on events for career pathways. SDU held an event after the Career Pathways Expo. We should have worked together.
- City of San Diego's Communications Department took photos and will post a newsletter. Communications liaison Perette Goodwin took photos and wants to be involved in the planning process next time. The City can help to promote.
- There was also conversation about creating a separate event or workshop that promotes trauma informed care for employers. The idea is to bring in employers that may have programs in place for managers who work with Opportunity Youth and bring trauma informed care to the work place. This event would be for job providers. There is also interest in getting a video filmed for Opportunity Youth with tips for interviewing, applying for jobs, etc.

Next Steps:

- The next event will be marketed to Opportunity Youth. Tasks should be spread out more among the working group.
- Laurie Coskey will start looking at dates in late October or November.
- Marcia Smith from the City of San Diego, EDD will update the flyer.
- The group will come up with a list of organizations and training providers that target Opportunity Youth to get involved.
- Leslie McNabb will create a survey to gather best practices for marketing to Opportunity Youth and will send to a list of training providers that target and engage this audience.
- Ernesto Rivera and Lydia Moreno will get the same panelists confirmed for the fall event.
- Discuss how we can get managers and employers in the Promise Zone involved.
- Create a list of organizations that are not around the table that should be included in creating jobs or workforce development.
- Invite the City's Communications Department and the Black Chamber of Commerce to the August meeting.

Data Indicators and Work Plans:

- Marcia Smith, Economic Research Specialist in the Economic Development Department, briefly spoke about her availability to help all working groups with their data indicators. She will be working with co-chairs and Alex Southard to make sure the indicators line up with the goals of the work plans.

Next Meeting Date: *To be determined, but it will be held in August.*

Third Wednesday of each month

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