

San Diego Promise Zone

Jobs & Education Working Group Minutes

Wednesday, September 22nd | 2:30 – 4:00 PM

Via Zoom (Meeting ID: 979 7737 1015 Passcode: 486144)

Working Group Goal: To create jobs and improve educational opportunities in the Promise Zone

In Attendance

Access Inc., Barrio Logan College Institute, City of San Diego's Economic Department, City of San Diego's Human Resources Department, City of San Diego's Information Technology Department, City of San Diego's Planning Department, Elementary of Institute of Science, Fleet Science Center, Nerds Rule Inc., Outside the Lens, Reality Changers, San Diego Housing Commission, San Diego Workforce Partnership, SBCS, The LEAGUE of Amazing Programmers, Urban League of San Diego County, YMCA Of San Diego County

Meeting Notes

Welcome, Agenda Review

- Culture Share: What would your high school superlative be? (I.e. Most likely to...)
- August minutes were approved.

Reassessing Goals & Priorities via Road Map

- With 5 years left in the Promise Zone designation, the Co-Chairs would like to start every meeting with re-orienting the group with what it set out to do, and determining where it is in the strategic plan. As discussed at the August meeting, PZ Staff put together a working draft road map with specific timelines.
- This document was based off the Importance/Difficulty Matrix filled out in May 2021. While the matrix is not complete, the information helped shape the chart as well as the following priorities:
 1. Cultivate opportunities for career exploration, applied learning (I.e. hands-on experiences), and youth leadership
 2. Create meaningful summer employment experiences for teenagers
 3. Monitor and respond to the immediate needs of school-age Promise Zone residents that may arise due to the pandemic, for example, digital access and inclusion.
 - Partners reviewed approved the above priorities.
- As a reminder, this road map strategy is a guiding document and not something set in stone. Most of these projects are still in the works and will be coming down the pipeline.

Partner Announcements

- [Collab Lab: San Diego STEM Ecosystem](#) will be hosting an event on November 9 at 10am. There will be opportunities for engagement, networking, and a chance to learn from all the partners. [Click here to register.](#)
- [SBCS](#) (formerly South Bay Community Services) is hiring for two open positions: 1) an adult mentor and 2) a peer mentor. [Click here to learn more.](#)
- [PRONTO Cards](#) - PRONTO will replace the Compass Card and Cloud systems entirely, offering riders a better payment experience when choosing transit. To celebrate the launch of PRONTO, riders who get a PRONTO card OR the mobile app in advance will ride MTS FREE for the entire month of September.
- **The City of San Diego** is hiring 12 youth who will be [Digital Navigators](#) for sharing information about digital access and equity.

February Career Expo Planning

- In August, the City's Human Resources department reached out about facilitating a career event, focused on STEAM opportunities, for youth ages 16-24 with the Promise Zone. They also expressed interest in capitalizing on the work that Promise Zone partners are carrying out and providing support.
 - On September 9th, the City hosted a virtual job fair, focused on youth in South Bay with the San Diego Office of Education, San Diego Workforce Partnership, and San Diego Housing Commission. Over 100 youth attended and many secured interviews and employment.
- Partners also suggested that City staff connect with leadership in the Sustainability, Parks and Recreation, and Planning to coordinate a panel, where youth can learn about their careers and ask questions.
- Other interests expressed by partners included
 - Building on the momentum of past events, and perhaps having an in-person event to maximize impact.
 - Inviting tech companies to showcase interactive events or workshops, which could be more interesting to youth than presentations alone.
- Both the City and Partners agreed that it is important to have something tangible achieved (like submitting a resume or directly filling out an application) by the end of the event.
 - Specific questions that arose: What are we wanting to do, ie. job fair, resource fair, career exploration?
 - The Planning Department envisioned a pre-workshop devoted to work readiness, then immediately after, the City STEM departments could lead hands-on activities related to career exploration, followed up by matching vacancies in the City and a "how-to" for applying.
 - An educational component could be to invite youth to sit in on classes in a particular field or topic. This would allow education partners to participate too.
- Partners were interested in collaborating with Detour's FANCY Career Expo in April.
 - Partners discussed the following 3-part structure as a potential route. Based on feedback from the City's September job fair, partners determined that fitting this

all into one day could be overwhelming. Breaking it up into multiple parts, however, could lead to lower attendance across the events.

- It would be broken up across a larger time period and would begin with a virtual event, where youth can access resources for creating resumes and other job-readiness skills.
- This event would be followed by a career expo, which would introduce Promise Zone youth to various STEAM careers, potentially including hands-on workshops.
- Lastly, there would be a virtual job fair where youth can apply the skills they have learned and speak with employers, potentially leading to summer employment.

Summer Youth Employment Funding Opportunities

- To prepare for Summer 2022, Promise Zone Staff compiled a list of grants and funding opportunities that regularly support summer youth employment. Opportunities included are specific to San Diego or are federal grants that historically have applications open in December with deadlines in February.
- It a tentative list of some opportunities found so far, and this is potentially something the working group could work in along with the February Career Expo for the rest of the year.
- Promise Zone Staff and Co-Chairs decided to review the funding opportunities and present them again at a later date.

Promise Zone Website Updates

- Promise Zone and EDD staff are in the process of crafting a new website designed for partners to collect data on key aspects of the initiative's goals and for organizations, funders, and residents alike to learn more about the initiative's activities and progress on the data metrics included in the designation and the strategic process conducted earlier in the designation.
- Steering Committee Members and Co-Chairs have provided ample feedback on key aspects of the website to improve its accuracy, how helpful it ultimately is to partners, and how accessible and easy to understand it is to residents.
- Partners have been contacted to verify all of the information about their respective organizations that will be included as part of the website and partner mapping sections. PZ Staff will share the link with Partners once it goes live later in the month; this will be an on-going effort that will be evolving to reflect the activities and conversations happening in this group and the Promise Zone at large, and we will be sharing it with Councilmembers and the public at large during the Economic Development and Intergovernmental Relations Council Committee meeting of October 20th.

Next Meeting

Wednesday, October 27, 2021 from 2:30 – 4:00PM

Via [Zoom](#) (Meeting ID: 979 7737 1015 Passcode: 486144)

Thank you for your feedback!