



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Jobs + Education Working Group Meeting Minutes

Wednesday, February 23rd | 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

City of San Diego—Counsel District 4, City of San Diego—Economic Development Department, City of San Diego—Human Resources, City of San Diego—Information Technology, City of San Diego—Youth Commission, County of San Diego Office of Equity and Racial Justice, DETOUR, Dreams and Ducats, International Rescue Committee, The LEAGUE of Amazing Programmers, The Office of Mayor Todd Gloria, Outside the Lens, San Diego County Office of Education, San Diego Workforce Partnership, SBCS (formerly South Bay Community Services), Second Chance, United Way of San Diego, Urban Corps of San Diego County.

Meeting Notes

Welcome, Agenda Review

- Partners introduced themselves to the group.
- The group met two representatives from the San Diego Youth Commission. A Youth Commission representative will be a main point of contact for collaboration on Promise Zone projects. A discussion on how the commission can best work with this group is also welcome. The Youth Commission meetings are public and can be found on the city website. [Learn more here.](#)
 - The Mayor's Office is making intergenerational policy development and involvement a priority, right now it is important to make introductions and integrate youth into different spaces in local government.

Partner Updates

- United Way of San Diego's extended learning program will take place at Jackie Robinson YMCA from 3:00 – 6:00PM each weekday through mid-June. This program is targeted towards students at Lincoln High School, Millennial Tech Middle School, and Knox Middle School. It is focused on fostering literacy and STEAM experiences, with the plan to build toward college and career pathway support in the future. Reach out to james.mcconchie@uwsd.org if interested in a potential partnership or to learn more.
- Second Chance offers young adult job training programs for justice involved youth. It is welcoming its new cohort of youth ages 18 - 24 next week. [Click here to learn more.](#)

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- SBCS is enrolling system impacted youth in their county-wide work readiness program. If Partners know of anyone who would benefit from this program, reach out to Robin Graham at Robingraham@sbcscs.com.
- Urban corps received a \$500,000 grant for work force development. The Urban Corps Urban Forestry project, Tree Corps, has also just received funding. Email lwelch@urbancorps.org for in more details.
- Dreams and Ducats is hosting a student-produced community launch event featuring a live panel. This free event will be on Sunday, March 6th from 12:00 – 4:00PM. [Click here to register.](#)

Career Expo events Check in

- Ernesto Rivera of the San Diego County Office of Education reached out to employers from the spreadsheet of potential vendors for the job fair. Two different email invitations have been crafted for employers and organizations that offer services.
 - Next Steps will be to follow up with vendors who have officially registered with on Google form and double check the level of commitment so that employers can be added to promotional materials.
 - The final hour of the virtual job fair, 12:00 – 1:00PM, will be reserved for organizations that offer career-related services.
 - If possible, Partners would like to secure donations and corporate partnerships for the event to contribute to the raffle.
- Staff presented the updated promotional materials to Partners and spoke more broadly about outreach efforts. Partners suggested making additional changes to the promotional materials which included: adding a vanity URL; translating materials into Spanish, Tagalog, Arabic, and Somali; placing more emphasis on brand name vendors; and adding the Eventbrite and Zoom link. Additionally, one Partner suggested that the original flyers presented to Partners may be more attractive to youth.
 - Partners considered utilizing Zoom registration to gather more information on event attendees.
 - A Partner suggested reaching out to organizations connected with teachers, such as AVID, and after school clubs.
 - The Youth Commission would be happy to promo the event series to their networks and on their social media accounts.
 - Next Step: Staff is making an Eventbrite for the virtual job fair and will be distributing it to Partners along with the updated promotional material. In addition, Staff (with assistance from the San Diego Workforce Partnership) will put together a social media toolkit with story sized graphics and captions catered to different social media platforms to forward to partners.
- Robin Graham of SBCS provided an update on the Job Readiness Event taking place on March 22nd in partnership with Second Chance. Workshops for youth will include: Resume building, professionalism and work ethics, personal branding and elevator pitches. Ideally, career coaches will be facilitating workshops with a moderator present.
 - A Partner noted that the group should be mindful to enlist an instructor with a high level of cultural competency for the workshop on workplace

professionalism. The workshop should center on codeswitching and how to be well-received within specific contexts.

- Partners asked for feedback on the Job Readiness Event as it is from The Youth Commission. The Youth Commission expressed concern about the time of the Job Fair event, since it is scheduled to take place during school hours.
 - Partners agreed that the presently scheduled time of 10:00AM – 1:00PM is catered to non-school affiliated youth. The original idea for the Job Fair was to partner closely with schools and educators who would be able to funnel larger groups of students to the event.
 - A Partner noted non-school affiliated youth are difficult to reach. It is important to ensure that they can access the event, however, it is likely that most attendance will come from school affiliated youth.
- Since it is sometimes difficult to get youth to attend events, Staff asked Partners who work closely with youth to ask themselves:
 1. Will your youth attend the job readiness workshop and/or the Job fair?
 2. Will the Work Readiness workshops be of interest?
 3. Is 25 minutes for the 3 topics long enough, too short, just right?
 4. Do they need to be reminded prior to the workshops?
 5. What raffle prizes should we include?
- The City of San Diego's Department of Human Resources met with the Digital Navigators from the Department of IT (The Digital Navigator Program is a collaboration between The City's IT Department, the San Diego Public Libraries, and Parks and Recreation Centers).
 - They would like to support the event by providing attendees with in- person assistance with digital devices, Wi-Fi Access and more. Sherman Heights was suggested as a potential location. The Digital Navigators will get back to the group with more details in a week.
 - In partnership with Computers2Kids, The Digital Navigators are also hoping to give away computers at these in person events.
 - A Partner suggested that the Youth Commission lead a workshop on how to make Digital Business Cards (QRC Codes, Link Tree, Dot Card) during the resource hour. The Youth Commission will get back to the group.
 - Partners agreed that pop up prizes and swag from employers at the Digital Navigator locations would be a good marketing tool for employers and draw for the event.
 - One Partner suggested reaching out to SONY since it has a good community outreach program. Perhaps if they receive an invitation as an employer, they'll consider raffling swag.
- DETOUR needs help getting the word out about their event, as well as with outreach, and logistics, making sure volunteers are in the right place during the event. Any assistance partners can provide is welcome.

Next Steps, Wrap Up and Adjourn

- Next steps for Working Group Co-chairs: follow up on raffle prizes, figure out Digital Navigator locations; schedule a meeting with Co-Chairs and subcommittee leads and Youth Commission to make sure we are addressing relevant concerns re: accessibility, marketing and more.
 - Jesus (jmgallegosmunoz@outlook.com) is up for the connecting and will take the request back to the rest of the commission

Next Meeting

The next sub -group meeting will be on **Monday, March 7th from 1:00 – 2:00 pm.**

The next regular working group meeting will be on **Wednesday, March 23rd from 2:30- 4:00 pm**

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