



The City of



# Economic Development

## MEETING NOTES

### San Diego Promise Zone

#### Jobs + Education Meeting Notes

Wednesday, August 24<sup>th</sup> | 2:30 – 4:00 PM

Via Zoom | (Meeting ID: 160 198 7510)

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

#### In Attendance

Access Inc., California Coast Credit Union, City of San Diego - Economic Development, Department of IT, Youth Commission, Office of Child and Youth, Council District 4, DETOUR, Dreams & Ducats, Fleet Science Center, Governor's Office of Business and Economic Development (GOBiz), Junior Achievement of San Diego, Kitchens for Good, Logan Heights Community Development Corporation, Outside the Lens, San Diego Community College District, SBCS (formerly South Bay Community Services), The LEAGUE of Amazing Programmers, United Way of San Diego, Urban League of San Diego County

#### Meeting Notes

##### Welcome, Introductions, and Agenda Review

- Staff announced that Sarah Cooper will be stepping down from her role as a Jobs + Education Co-Chair. Sarah has been heavily involved with the Promise Zone for many years and has greatly contributed to the initiative with her dedication, experience, and hard work. Although this group is sad that we will no longer be working with her in the same capacity, we are grateful for the contributions Sarah has made.

##### Partner & Staff Announcements

- In July, Staff had the opportunity to Participate in the Economic Development Department Planned Business Walk and Business Resource Expo, visiting over 60 small and home-based businesses. Staff hopes to integrate involvement in community events in the Promise Zone in the future.
- **California Coast Cares Foundation** offers grants of up to \$2,000 per year for foster students. It is also currently accepting applications for grants of \$500 - \$2000 that will be awarded to teachers for projects in the classroom.
- **DETOUR** will be conducting interviews with middle and high school girls for its [leadership academy](#) on Saturday, August 27<sup>th</sup> from 10:00am to 1:00pm at the Jackie Robinson YMCA.

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

- **SBCS** is accepting community referrals for its [After-School Program](#) for all youth in the Promise Zone between the ages of 14 and 19. This program provides daily transportation as well as dinner to youth.
- **Logan Heights CDC** offers technical assistance for homeowners interested in the [California mortgage relief program](#). Interested homeowners can reach out to Logan Heights CDC at (619) - 858 - 0563 for assistance.
  - **Logan Heights CDC** also hosts Sidewalk Vending Education Workshops for small businesses. [Learn more here.](#)
- **The Fleet Science Center** is currently in the process of planning for its STEAM festival happening in 2023.
- **Junior Achievement of San Diego** is currently offering an internship entrepreneurship program at Lincoln High School and is looking for mentors to provide guidance to students. If interested, reach out to Adam Armas at [aarmas@jasandiego.org](mailto:aarmas@jasandiego.org)
- **The Urban League of San Diego County's** College Readiness Program, [Project Ready](#), is open for enrollment.
- **San Diego Community College District** is forming the SD Metro Collaborative which will include representation from UCSD, SDSU, The San Diego foundation, the Regional EDC, and San Diego Workforce Partnership. The SD Metro Collaborative will be focusing on helping poor, young people obtain well-paying jobs, while keeping a focus on the Promise Zone.
- **United Way of San Diego** recently received funding for its [STEAM-to-Careers Pathway Program](#) which will support students at Lincoln and Escondido High Schools with work-based learning experiences next summer. It is seeking the support of partners for this program.
- **The Governor's Office of Business and Economic Development** is in the process of reviewing applications for the [Community Economic Resilience Fund](#) in the San Diego and Imperial County Regions.
- **San Diego College of Continuing Education** offers an Apprenticeship Readiness Program with a stipend of \$300 a week for students and three months of career training in construction. If interested reach out to [slewis003@sdccd.edu](mailto:slewis003@sdccd.edu)
- **Computers2Kids** provides laptops to San Diego kids for \$50 through its [Technology Assistance Program](#).

#### Partner Spotlight: Dreams and Ducats

Rich Magale, Dreams and Ducats

- Dreams and Ducats is a community-based non-profit organization operating out of the Promise Zone. It was co-founded in 2017 by Rich Magale and Dominic Malone as part of an MBA program at San Diego State University.
- Dreams and Ducats creates a safe space for learning experiences that elevate youth consciousness and inspire them to transform the world. Much of the work of Dreams and Ducats is oriented around showing youth that careers in the arts are viable.
- As a full-service nonprofit, it operates in three primary areas: education training, program design, and events and experience. The curriculum blends personal finance

and professional development training with project-based learning. Dreams and Ducats hosts a three-unit course at Helix Charter High School.

- Its Creative Economy Training Program helps young people develop creative projects to build their portfolio and land a relevant internship or job.
- The Journey to Impact program is youth conversation event series that is 100% produced and curated by youth. This program aims to elevate youth voices by giving youth the space to raise issues that matter to them.
- Junior Achievement of San Diego County noted that it is always searching for more resources on financial literacy and entrepreneurship to offer to its students. It is open to exploring what a collaboration with Dreams and Ducats could look like.

### 'Employ + Empower' Program Updates

Andrea O'Hara, Office of Child and Youth Success

- The City of San Diego received \$18.5 million to provide 1000 internships to youth that face substantial barriers in obtaining work. The goal of this program is to have participants leave with a strong resume and project to present to future employers.
- The Office of Child and Youth Success has had successful meetings discussing collaboration with San Diego Unified School District, Sweetwater Union, and San Diego Community College District.
- The program has received over 400 applicants, 254 of which have been deemed eligible. The remaining applications are in the process of being reviewed.
- The Employ + Empower Program is having difficulties encouraging supervisors in the City to place interns with appropriate projects.
- Partners asked what could make a potential applicant ineligible for the program.
- The Office of Child and Youth Success responded that the program is constrained by the grant requirements which targets people between the ages of 16 and 30. Previous or current Americorps members are ineligible for the Employ + Empower program.

### Get Connected Campaign & SD Access 4 All Outreach

Amina Hyat, Department of Information Technology

- Over the past few months, the City's Department of IT and other regional organizations working on addressing digital inequalities have combined their efforts to identify digital resources for the San Diego Region. [GetConnected](#) combines the work of SANDAG, 2-1-1 San Diego, County of San Diego, and the City of San Diego Access 4 All.
- The Department of IT asked for feedback from this working group on effective outreach and engagement practices for the Promise Zone and communities that lack broadband access. This information will be used to inform the planning for SD Access 4 All's community engagement efforts.
- The following questions were posed to Partners. Partners broke into three breakout rooms facilitated by Co-Chairs and Staff to allow for more in-depth discussion. Following breakout rooms, Partners reconvened to share findings.

**What are examples of successful community education and engagement efforts in the Promise Zone or elsewhere?**

- The Public Library's summer reading kick-off was successful at connecting folks to STEAM and science in ways that give them agency.
- Dreams and Ducats is an example of an organization that has successfully engaged with Promise Zone communities in a meaningful way.

**What elements do successful efforts contain i.e., translation, in-person workshops, surveys, Promotora model, virtual public forums...**

- Instead of simply putting up flyers, Partners suggested creating presence in the community by creating a space for engagement.
- It is often helpful being in places people may not expect, such as places of worship.
- It's important to make community members the primary focus, even when they are not at the table. Outreach efforts should originate from within the community and be authentic rather than paternalistic.
- Community members may have difficulty trusting the system. It's important to demonstrate commitment and credibility by following through with projected outcomes.
- Take a multi-pronged approach when distributing information. For example, as well as using email, utilize mobile messages to receive more engagement from the community or start a discord server to communicate with youth.
- Partners have seen the Promotora approach be successfully facilitated in various formats. This model incorporates the perspective of individuals from the community who understand the existing challenges and barriers through firsthand experience.
- Translation services are not quick but are needed. Other elements that might facilitate successful outreach efforts include: in person workshops, transportation services, and accessible and reliable internet.

**How can your organization spread the word or participate?**

- The Urban League of San Diego County offered to assist with outreach by sharing information in its organization's newsletter and social media platforms.
- Junior Achievement of San Diego noted that it is often helpful when schools and teachers are actively involved in outreach. Electronic communications may be used with parents and teachers in the Promise Zone to drive engagement. Junior Achievement of San Diego also offered its venue to support outreach.
- The City's Employ + Empower Program is gauging how many participants have at home Wi-Fi and providing computers and Wi-Fi hotspots. It hopes to transition some in-person positions to be virtual and is open to collaborating with SD Access 4 All.
- California Coast Credit Union is interested in providing support by funding those who need access to computers or supporting opportunity drawings at schools.
- Partners suggested reaching out to the San Diego Futures Foundation as its work may align with this effort.

**What should be the City's role in driving a community education campaign involving equity and technology access?**

- Oftentimes, the City's campaigns do not resonate with the community. The City should empower the people and organizations who carry influence and hold the trust in each community in order to drive outreach efforts.
- In order to support organizations in spreading the word, Partners suggested the City share a flyer to be distributed physically and digitally, describing all SD Access 4 All Programs and how to access these programs.
- The City should also release a communication toolkit with language, table at events, and encourage partners to use the hotspots themselves to demonstrate how useful these resources are. Partners suggested that community-based organizations check out hotspots to community members to allow for easier access.

#### Wrap Up and Adjourn

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

#### **Next Meeting**

Thursday, September 28<sup>th</sup> | 2:30 – 4:00 PM

Via Zoom | (Meeting ID: 160 198 7510)