



The City of



# Economic Development

## MEETING NOTES

### San Diego Promise Zone

### Jobs + Education Notes

Wednesday, September 28th | 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., Barrio Logan College Institute, California Coast Credit Union, City of San Diego-Economic Development, DETOUR, Fleet Science Center, Jacobs Center for Neighborhood Innovation, Junior Achievement of San Diego, Logan Heights Community Development Corporation, Mohuman, Monarch School, Outside the Lens, San Diego College of Continuing Education, San Diego County Department of Homeless Solutions and Equitable Communities, San Diego County, Office of Education, San Diego Workforce Partnership, Second Chance, Urban Corps of San Diego County.

#### Meeting Notes

##### Welcome & Agenda Review

- Co-Chairs welcomed Partners, reviewed the agenda, and led introductions through the chat feature on Zoom.
- This Working Group is recruiting a new Co-Chair to bring in expertise from the education sector. If you or anyone you know may be interested, feel free to reach out to Staff to learn more about the responsibilities of this role.

##### Partner & Staff Announcements

- **The City's Economic Development Department** released the Fiscal Year 2024 [Community Development Block Grant \(CDBG\) Notice of Funding Availability](#) available to nonprofit organizations on **Sept. 23, 2022**. You can book an appointment with the CDBG department to learn more [here](#).
- **The City of San Diego** continues to accept applications for the **Employ + Empower program**. Thus far, there has been 300 youth placed in paid City internships. The program has also released a [promotional video](#) that it is asking other organizations to share.
- [Partners are invited to visit Café X](#) (1835 Imperial Avenue, San Diego, CA) on Saturday, October 1st from 9:00am to 3:00pm for free live music, art, and youth performances. 70% of all sales collected will go towards supporting Youth advocacy efforts.

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

- [The San Diego College of Continuing Education](#) is hosting an Apprenticeship and Vocational Training and Career Expo through the County Office of Education. The event is open to the public and will teach youth about viable career options and apprenticeship programs in construction and building. It is taking place November 10<sup>th</sup> from 10:00am – 12:00pm at the Educational Cultural Complex at the campus on Ocean View Blvd.
- In recognition of Suicide Prevention Awareness Month, the **San Diego County Department of Homeless Solutions and Equitable Communities** is offering bilingual (English/Spanish) outreach kits available to organizations. These kits include pens, stickers, bracelets, posters, handouts, and a handout stand from [suicideispreventable.org](http://suicideispreventable.org). Please contact Holden Kong [holden.kong@sdcounty.ca.gov](mailto:holden.kong@sdcounty.ca.gov) to receive a kit while supplies lasts.
- **The San Diego County Department of Homeless Solutions and Equitable Communities** is excited to announce [Check Your Mood Day 2022](#), taking place on Thursday, October 6<sup>th</sup> in conjunction with National Depression Screening Day. This annual event will engage and encourage San Diegans to monitor and assess their emotional well-being. To learn more about how to get involved, email Valerie Leal [valerie.leal@sdcounty.ca.gov](mailto:valerie.leal@sdcounty.ca.gov).
- **Live Well San Diego** is holding a Central Region Community [Leadership Team Meeting](#) on Monday, November 14, from 12:30 pm -2:30 pm in person.
- [The Jacob's Center for Neighborhood Innovation](#) is in the process of designing a youth entrepreneurship program and is exploring a variety of ways to format it. It is open to speaking with any organization that is already engaged in this type of work.

#### Educational Priorities for Youth and Empowerment Discussion

- Co-Chairs reviewed this Working Group's priorities as related to education which are to: increase the number of students meeting school readiness and grade level expectations; the number of college and career readiness programs for middle school children; educational and career supports for Opportunity Youth; and the number of adults who are educated and prepared for middle wage jobs.
- As this Working Group begins to revisit its education related priorities, Co-Chairs invited Partners to identify how their youth service populations are currently struggling to access education or training opportunities.
- The San Diego College of Continuing Education noted the need for digital literacy support and digital equity. To be successful, students need access to a reliable internet connection, equipment, a quiet space to work, tech support and knowledge of how to use a computer and necessary platforms, such as Canvas or Zoom. Additionally, adult education and nontraditional students, such as working parents, are not usually reflected in policies.
- Monarch Schools stated that many students are disengaged as schools shift to in-person learning. Many of these students lacked the digital access necessary for virtual learning during the pandemic and are no longer motivated to graduate. These students may benefit from social emotional support.

### Jobs + Education Signature Event Planning

- Co-Chairs introduced Staff to give a recap on the Career Opportunities Event Series this working group hosted earlier this year, which included a Virtual Job Readiness Workshop (hosted and facilitated by SBSCS and Second Chance) and the virtual Job & Resource Fair, which featured in-person Connectivity Hubs to reach digitally disconnected participants. As the final part of the event series, this working group supported the FANCY Teen Girls Expo hosted by DETOUR.
  - The Virtual Job + Resource Fair, took place during school hours. As a result, of the 114 youth who attended, only 22% were high school students. The event attracted older populations with a significant number of attendees who were enrolled in a 4-year college (26%), community college program (10.5%), and a master's program or higher (10.9%). Nearly 1/5 of attendees identified themselves as living or going to school within a Promise Zone neighborhood. The largest category chosen for professional field of interest was "I'm not sure," (18.1%). Providing tools for career exploration may be beneficial to this group of individuals.
  - At the end of the Job & Resource Fair, the 16 remaining attendees were asked to take a poll. Attendees indicated that they would like to see another event similar to this one with more employers and would be comfortable attending an in-person event of a similar nature. A quarter of attendees stated that they did not feel prepared for the event.
  - Staff and Co-Chairs led planning efforts by using Zoom polls to spark discussion.
- Question 1: What Populations should we target with the signature event?**
- The majority of Partners selected high school students and opportunity youth on the zoom poll. Other populations identified included: the under employed working jobs with no opportunities for advancement, students with learning disabilities, and high school graduates who are not planning to attend a 4-year college.

**Question #2: What potential dates and times of day would make sense to host this event, given the target population?**

- Many Partners noted that the best times of year to host the event will depend on the target population and desired event outcome. To connect school aged youth to employment, the most ideal times would be before spring, winter, and summer break. Fall is a good time to reach recent high school graduates who are looking at career choices. If the event is in Spring, parts of May are challenging due to AP testing.
- High school students are often busy during the week after school with after school programs, homework, and familial responsibilities and may not have time to attend an event.
- This working group should consider each school's policy on missing school to host an event during school hours.

**Question #3: What job and or education related resources would make this event successful?**

- The majority of Partners identified career pathways and exploration as key components to be incorporated into the event and sited a variety of ways this can be done. Suggestions included: rotating career zones and computer labs where youth can take skill-based assessments and have a discussion around it. The San Diego Workforce

Partnership may be able to provide the assessment if digital devices can be sourced for youth to complete it.

- The San Diego County Office of Education suggested sharing short videos on resume writing and career pathways leading up to an event where youth can speak directly with employers.
- Partners emphasized the importance of addressing the barriers students are facing by providing wrap around services such as housing support, mental health services, a childcare booth, and a medical bus.
- To make the event interactive, Dreams and Ducats suggested including local DJs or music, hands on activities, and food.

**Question #4: Should we host an in person or virtual event?**

- All Partners selected an in-person event at a single or multiple locations. An event at multiple locations would allow for broader impact and expand reach to multiple communities. Conversely, this would increase the burden on Partners and locations will have to be easily accessible by public transit.
- Partners also suggested hosting a hybrid in-person and virtual event with pop up locations where participants can access the event virtually.

**Question #5: What Competencies and Industries will be represented at the event?**

- Partners suggested having a variety of industries represented including: the hospitality industry, real estate, skilled trades, culinary arts, fashion, the cruise industry, entrepreneurship, and the technology sector.
- Participants should have the opportunity to connect with internships, skilled trades, apprenticeship programs, and dual learning opportunities. AVID would be a good Partner to collaborate with as it offers programs to high school and first-generation college students.

Wrap Up and Adjourn

- Co-Chairs thanked everyone for participating and reminded Partners that the first signature event subgroup meeting will be on October 19<sup>th</sup> from 1:00pm – 2:00pm.
- Partners were invited to fill out the [anonymous digital comment box](#) with feedback for the meeting.

**Next Meeting**

Wednesday, October 26<sup>th</sup> | 2:30 – 4:00 PM

Via Zoom | (Meeting ID: 160 198 7510)