



The City of



# Economic Development

## MEETING NOTES

### San Diego Promise Zone

### Signature Event Subgroup Meeting Notes

Wednesday, October 19<sup>th</sup>, 2022 | 1:00 – 2:00 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., City of San Diego Economic Development Department, City of San Diego Youth Commission, City of San Diego Human Resources Department, City of San Diego Office of Child and Youth Success, Elementary Institute of Science, Fleet Science Center, Junior Achievement of San Diego, San Diego County Department of Homeless Solutions and Equitable Communities, San Diego County Office of Education, San Diego Workforce Partnership, United Way of San Diego, Urban Corps of San Diego County, Youth Will.

#### Meeting Notes

##### Welcome & Agenda Review

- Co-Chairs welcomed Partners and reviewed the meeting agenda.

##### Defining Signature Event Theme and Desired Outcome

- From the suggestions Partners made during previous meetings, Co-Chairs presented three possible event tracks: Job Readiness Event Track, Career Exploration Event Track, and Employment Opportunities Event Track.
- Given the limited capacity of this working group, Co-Chairs suggested focusing on one type of event that addresses the areas with the most pressing needs and takes into account this working group's priorities which are: Connecting Opportunity Youth, ages 16-24, to employment; Increasing the number of residents employed in middle-skill jobs in growing industries; Identifying opportunities with employer institutions and champion model policies that encourage equitable practices; Increasing the number of students meeting school readiness and grade-level expectations; Increasing the number of college/career-readiness programs for middle school children; Increasing educational and career supports for Opportunity Youth; And increasing the number of adults who are educated and prepared for middle-wage jobs.

Click the following links to stay connected to the San Diego Promise Zone

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- Co-Chairs asked Partners what types of resources each organization's service population will find most helpful.
- The Office of Child and Youth Success noted that the City's Employ + Empower Program receives applications from undocumented youth who are having trouble obtaining employment. Resources to apply for documentation can be provided at the signature event to address this employment barrier.
  - The Office of Child and Youth Success is developing a two-year Child and Youth Master Plan and will be engaging with families and youth using focus groups. It will share more information in the future.
- The Fleet Science Center supports the science, technology, engineering, and mathematics ecosystem and recognizes the need for cross-collaborative coordination to bring hands-on experiences to youth to explore unconventional careers, build curiosity, and engage with families. It has connections to a range of professionals and scientists who may be interested in participating in the signature event.
- Access Inc. stated that its service population will most benefit from connections to immediate employment opportunities for middle-skill jobs or higher, as well as access to training opportunities that shed light on long-term career paths.
- The City's Youth Commission suggested bringing in students from the South Bay, San Ysidro, Sweetwater, and Casa Familiar. It also noted that youth will benefit from comprehensive follow-up after the event. This is also an opportunity for data collection on the number of youths who connect with an employer and receive a job.
- Promise Zone Staff pointed out to Partners that career fairs favor people who are comfortable with putting themselves out there and have access to preparatory resources.
- Youth Will and Urban Corps of San Diego County support the idea of hosting a youth panel, stating that it is easier to receive information from people who share experiences. In addition, it is a moral boost when young people see their peers successfully building a career.
- The City's Human Resources Department recommended having onsite mock interviews with youth and young employees from the youth panel.
- Partners suggested hosting interactive workshops that address employment barriers, such as securing identity documents and security cards. The San Diego Community College District may have expertise in hosting this particular type of workshop.
- Promise Zone Staff launched a poll asking Partners to choose an event track. The majority of Partners chose the Career Exploration Event Track.

#### Outreach Strategies

- Co-Chairs asked Partners how they would like to participate in outreach efforts.
- Partners recommended looking for spaces where folks who are caring for young people are present.
- The San Diego County Department of Homeless Solutions and Equitable Communities can send out an announcement in its newsletter, and Facebook page. It is also connected to grandparents raising youth populations.
- Urban Corps of San Diego County can share the event with its Corps members and graduates.

- United Way of San Diego can share the event with students, as well as other partners who work with the target population.
- Youth Will is happy to advertise the event on its social media platforms and in its newsletter, as well as make announcements at its youth meetings.

#### Sub-Committees: Roles & Responsibilities

- This subgroup will be further divided into two sub-committees: Outreach & Event Planning.
  - The Outreach Sub-Committee will develop and implement an outreach strategy with timelines and clear roles and responsibilities for each Partner.
  - The Event Planning Sub-Committee will be responsible for event logistics, contacting vendors, and developing the event agenda for the day of.
- Co-Chairs asked Partners to reach out to Staff with their sub-committee preference.

#### Wrap Up and Adjourn

- Co-Chairs thanked Partners for attending and reminded Partners that the next Jobs + Education Working Group meeting will be happening on Wednesday, October 26<sup>th</sup>, 2022, from 2:30pm - 4:00pm.
- The next Signature Event subgroup meeting will be on Wednesday, November 16<sup>th</sup>, 2022, from 1:00pm - 2:00pm.
- Partners were invited to fill out the anonymous [digital comment box](#) posted in the chat.

#### **Next Meeting**

Wednesday, November 16<sup>th</sup>, 2022 | 1:00 – 2:00 PM

Via Zoom | [\(Meeting ID: 160 198 7510\)](#)