



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Jobs + Education Notes

Wednesday, February 8th, 2023 | 2:30 – 3:30 PM | Via Zoom | (Meeting ID: 160 198 7510)

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

In Attendance

Dreams and Ducats, mohuman, National University, Nile Sisters Development Initiative, San Diego County Department of Homelessness Solutions and Equitable Communities, San Diego County Office of Education, SBCS (Formerly South Bay Community Services), the STEAM Collaborative, U.S. Department of Housing and Urban Development

Meeting Notes

Introductions, Agenda Review, and Culture Share

- Co-Chairs welcomed Partners, reviewed the meeting agenda, and recapped our progress thus far.

Partner and Staff Announcements

- Staff shared that the San Diego Office of Child and Youth Success and Reality Changers is partnering to offer [College and Financial Aid Readiness Workshops](#) to cover a variety of topics related to the college application process.
- Staff shared that the team is currently working on booklet for all Partners and contact information as part of handout for the day of the event.
- [Niles Sisters Development Initiative](#) joined the meeting.
 - Any Partner that provides direct services can reach out to Nile Sister to get involved in their refugee support programs.

Career Expo: Task Timelines

- Staff shared a table with all tasks that must be accomplished in advance of the Career Expo. The task table allows the group to understand progress, any Partner interested in assisting with a specific task can contact staff to be added to the table. (See end of document for full table)
- Staff reiterated that the vendor recruitment process should include direct service providers along with employers.

Career Expo: Narrowing Panel Themes

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- Staff reminded the group that the purpose of the panel is to provide youth with connections to folks that have shared experiences or come from the same background as attendees.
 - In December, the first theme the subgroup chose is Innovation Economy. Roles within this sector include computer programming, IT support, starting your own business, and careers in the arts.
 - The second theme chosen in December is Learn & Work. Roles within this sector include technical services, apprenticeship programs, and management roles.
- A Partner suggested that industries rooted in the arts should be included. Young people are working diligently to break into careers in graphic design and the Career Expo could highlight those careers
- A Partner from the Department of Homelessness Solutions and Equitable Communities shared that they have connections to students in Public Health and could provide panelists from their programs.

Incentive Brainstorming

- Staff conducted a Zoom Poll to gauge which incentives for attendance should be prioritized.
 - Between the three options for incentives (swag bags, a scavenger hunt, and a raffle) the swag bags earned the most votes.
- A Partner suggested having a Tik Tok “challenge” to market the event and then selecting a winner on the day of the event. A potential prize for winning could be a day of shadowing at prominent company, perhaps in tech. A Tik Tok recording could also provide information to help attendees prepare for the event.
- A Partner suggested having internships be a prize in one of the raffles or giveaways. Employers could offer an internship or a shadowing day.
- Another Partner pointed out that there could be award for the school that brings in the most attendees.
 - Schools could win a guest speaker to come and speak to their students.
- A Partner suggested tapping into the free bus pass program or vouchers for food from the San Diego food bank. Resources that can immediately help students would be best.
- Another partner shared that having a social media feed projected during the event where live updates could be shared. Staff confirmed that library has multiple projectors in the rooms that we will have access to.

Eventbrite Review

- Staff shared the first draft of the Eventbrite page for the event where attendees will register. Feedback from Partners included that less is more and that the banner at the top could include names of key employers or Partners that will attend but should not be too busy.

- A Partner added that the event should also have a landing page for the event with more descriptions and details of the events.

List of Employers

- Staff shared the Google Sheets document where the team is keeping track of employers that could potentially table at the Career Expo. There are three employer categories: employment and supporting services, job opportunities, and training opportunities.
- A Partner suggested getting in touch with Manpower, a staffing organization, could be able to table at that event.
- A Partner added that the team should reach out Petco Park and the Padres for employment opportunities.
- The final suggestion from a Partner was Nonprofits Solutions, they have a job board, and could table at the event to help youth find avenues into the nonprofit space.

Wrap-Up and Adjourn

- Signature event planning meetings will now take place every two weeks.
- Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>

Task Timeline Table

Task	Timeline	Organization
Recruit 30-40 Vendors	Now – 04/9	San Diego County Office of Education
Choose theme and sectors for each panel	Now – 2/22	
Recruit Panelists	2/22 – 3/29	
Recruit Moderators for Panel	2/22 – 3/14	
Secure items for swag bags and/or raffle	Now – 4/5	
Distribute outreach materials for event within the community	Now – Day of	
Launch landing page and begin registration	2/22 - Day of	Promise Zone Team
Create curriculum for resume building workshops + mock interviews	Now – 3/9	
Recruit volunteers for resume building workshops + mock interviews	3/10 - 4/7	
Recruit volunteers for day of (greeting attendees, helping with the flow of event)	3/10 - 4/7	

Next Meeting

Wednesday, February 22nd, 2023 | 2:30 – 4:00 PM | Via Zoom | (Meeting ID: 160 198 7510)