Workforce Development Board (WDB) – Executive Committee

Date  Monday, February 07, 2022
Time  12:00 pm
Place  https://us02web.zoom.us/j/81310044379
       Passcode: 152827

WELCOME

Sammy Totah – Chair
  o  Call the meeting to order
  o  Non-agenda public comment

AGENDA ITEMS:

Item #1: Minutes of December 6, 2021 Meeting
Item #2: Membership Nomination - Connie Lundgren
Item #3: Membership Nomination - Matt Martin
Item #4: Membership Nomination – Mark Sutton
Item #5: Membership Nomination – Aida Rosa
Item #6: Adopt a School Model
Item #7: February 17th WDB Agenda Review

ADJOURNMENT

PUBLIC COMMENT: Members of the public may address the Board on issues on this agenda (three minutes per subject) and/or other items within the Board’s scope. To speak, utilize the “Raise Hand” feature. The SDWP will provide accommodations to persons who require assistance. Questions: (619) 228-2301.
Item #1: Minutes of the December 6, 2021 Meeting

Members Present
Sam Totah (Chair), Phil Blair, Althea Salas, Ricky Shabazz, Rick Vaccari

Staff Present
Peter Callstrom, President & CEO
Shaina Gross, VP of Client Services

Location: Via Zoom

Per Executive Order N-25-20, the requirement to which members of the public shall have the right to observe & offer public comment at the public meeting, consistent with the Brown Act, has been suspended.

All reports, memoranda and letters contained in the agenda or distributed at the meeting shall by this reference become part of the original minutes.

The meeting was called to order by Sam Totah at 1:01pm.

Non-Agenda Public Comment: None

Action Item

Item 1: Minutes of the October Executive Committee Meeting

Motion: Executive Committee approves the meeting minutes

Moved (R. Vaccari), Seconded (R. Shabazz), Carried unanimously

Information Items

Item 2: Membership Update

Peter updated the committee on the retirement of Dennis DuBard and resignation of Terry Kurtenbach. He discussed several new prospects and the intent to add financial sector representation to the board. The prospects may come forward for consideration at the next executive committee meeting. Members discussed other prospect
needs/areas, priority sectors, etc. All were encouraged to identify candidates and forward to Peter.

Item 3: **AJCC Recertification**

Shaina presented the America’s Job Center of California (AJCC) Comprehensive and Affiliate Certification. SDWP career centers were recently evaluated for compliance, and all were recertified. The committee and SDWP team discussed the upcoming RFP and areas for improvement.

**Adjournment:** The meeting was adjourned at 1:37 pm.

**Next Meeting:** January 31, 2022 at 12:00 pm.
Item #2: Membership Nomination - Connie Lundgren

Action Item (Vote Required):

Executive Committee to approve the following board prospect:

Connie Lundgren, Director, Workforce Relations, General Dynamics NASSCO
Seat: Private Sector

Connie Lundgren is an accomplished human resources executive with demonstrated success in leading teams and supporting workforce sustainability and growth. She is the Director of Workforce Relations at General Dynamics NASSCO and has been a member of the NASSCO leadership team since 2016. She is a compassionate professional dedicated to making a difference in the employment experience and creating equitable opportunities for all employees and their families. In her current role, Connie oversees a team of twenty-two human resources and medical professionals covering three different departments and several functional areas to support NASSCO’s 3500 San Diego workforce, including Employee & Labor Relations, Equal Employment Opportunity, Leaves & Accommodations, Collective Bargaining Administration, Performance Management, Compensation & Benefits, Medical Services, Injury Prevention, and Compliance. Connie is also a California licensed attorney, specializing in employment and labor law. She holds a Juris Doctor from California Western School of Law, San Diego, and a Bachelor of Arts degree in Political Science from California Polytechnic State University, San Luis Obispo. She is a member of the Society for Human Resources as well as the California Lawyers and San Diego Bar Associations. Connie is the proud spouse of a U.S. Navy Veteran, who retired in 2019 after 30 years of active-duty service. Prior to joining the NASSCO team, Connie worked as an employment and labor attorney for several years in a few private law firms in San Diego. She also spent three years providing legal services to the U.S. Department of the Interior and Department of Commerce in Washington, D.C. Connie and her family are actively involved in several community organizations including Operation Homefront, EOD Warrior Foundation, USA BMX, and USA Swimming. In her free time, she enjoys hiking, biking, painting, and spending time with her family.

Connie is interested in serving on the SDWP Board to continue the long-standing support General Dynamics NASSCO has provided to our local community and the development of the local workforce. She is passionate about enhancing the employment experience for all and creating opportunities for individuals and their families through meaningful work.
**Item #3:** Membership Nomination - Matt Martin

**Action Item (Vote Required):**

Executive Committee to approve the following board prospect:

Matt Martin, Executive Vice President, Retail Banking Executive for California and Arizona at PNC Bank  
Seat: Private Sector

Matt began his career with PNC in 2000 in New Jersey. Matt spent seven years in New Jersey including roles as Business Banking Sales Leader and Regional Manager. In 2007, Matt relocated with his family to Baltimore to serve as the Central Maryland Area Manager in conjunction with PNC’s acquisition of Mercantile Bank. In 2011, Matt became the Retail Banking Executive for Greater Maryland. During his time at PNC, Matt has played key roles in several retail banking initiatives to expand market share, employee leadership and customer engagement. He is a two-time winner of the Gallup Organization’s “Gallup Great Workplace Award”. Prior to joining PNC, Matt ran the retail branch network for a community bank serving New York City and Westchester County, NY. He started his career with Bank of America in Portland, OR where he held various positions from Mortgage Underwriter to Branch Manager. Matt has a degree in Political Science from Oregon State University. He is a graduate of the Consumer Bankers Association Graduate School of Retail Bank Management. Matt served as Vice Chair on the board of the YMCA of Central Maryland and was the Chairman of the Board at Baltimore’s Public Radio station, WYPR. Matt, his wife and two children live in Encinitas.

I hire close to 200 people a year. Workforce development: providing workers with critical skills to add value to an organization, a team and the community is a passion of mine at PNC. What makes SDWP special is that it helps individuals who may be living on the margins, struggling to get a life changing job, or are re-entering the workforce meet the needs of employers in our community. We all benefit from SDWP. These are people I often want to help through my “hiring” influence at PNC, but more often than not cannot due to requirements to work in branch banking. Serving on the board will allow me to marry my passion around workforce development and in making an impact in the community I work and live in. In my conversation with Peter, I was particularly intrigued by work that SDWP is doing (has done) with people on the spectrum or with other behavioral challenges. This is personal to me with an adult son who is on the spectrum. As someone returning to SD after 30 years, I was impressed with Peter, the current board membership, and the mission of SDWP. It has a great reputation and is clearly well run. I hope that my prior board service, most recently at WYPR and the YMCA of Central Maryland, will add additional value to this great organization.
Item #4: Membership Nomination - Mark Sutton

Action Item (Vote Required):

Executive Committee to approve the following board prospect:

Mark Sutton, Senior Vice President, Managing Director, Regional Executive
Bank of America
Seat: Private Sector

Mark Sutton is the Regional Executive of the San Diego/Inland Empire Market supporting the Retail and Preferred Customer segments in the San Diego, Riverside, and San Bernardino Counties. He leads approximately 315 Associates.

Mark began his career at Bank of America in 1990 and brings over 30 years of proven financial services leadership experience to this new role — serving previously in the financial center channel as a regional business support executive, regional operations executive, and consumer market executive, as well as being a performance and change executive in Home Loans Fulfillment.

He earned a Bachelor of Arts degree in Accounting from California State University - Fullerton and has completed certified financial planning courses from the University of California - Irvine. Mark is also securities Licensed Series 7, 66, 9 and 10.

Mark is a native Californian. He is married with three children, two girls ages 23 and 21, and a son age 19. He is a loyal member and supporter of both the Sierra Club and Museum of Photographic Arts (MOPA). Mark is also an active board member of the Riverside Philharmonic. Mark enjoys spending time at the beach with his family. He is an avid sports fan and participates in cycling, running and fly fishing.
Item #5: Membership Nomination – Aida Rosa

Action Item (Vote Required):

Executive Committee to approve the following board prospect:

Aida Rosa, Chief Human Resources Officer
San Diego Zoo Wildlife Alliance
Seat: Private Sector

Rosa began her hospitality career in 1987 with Starwood Hotels & Resorts at the Sheraton San Diego Hotel & Marina. Early in her career, she demonstrated leadership qualities and was part of a team that helped change the culture at Sheraton. She received the Employee of the Year award in 1988, and again in 1990. Her career in management began in 1990, as she had mastered skills in employee relations, training, benefits, and recruiting. Rosa joined San Diego Zoo Wildlife Alliance in 2005 as associate director of human resources, overseeing employee benefits and retirement plans, and assisting in employee relations. In 2010, she was promoted to director of human resources/benefits and proceeded to build trusting relationships with employees and leaders of the organization. In 2018, she was promoted to corporate director of human resources, overseeing the additional duties of talent acquisition, training, and development. She was promoted to Chief Human Resources Officer in 2019.

Besides working to advance a world-famous working environment, Rosa specifically focuses on the areas of leadership development, succession planning, talent management, diversity and inclusion, change management, and organizational and performance management.

Rosa is a San Diego native. In 2003, she was the recipient of the San Diego County Hotel/Motel Association Gina Cesena Gold Key Award for outstanding service to the hospitality industry.
Item #6: Adopt a School Model

Action Item (Vote Required):

The Executive Committee to approve the Adopt A School Model partnership outlined below:

Adopt a School Program Partnership Proposal

HOPE for Mt. Hope Mt. Hope/Chollas View

Lincoln and Morse Clusters

Introduction:

Students in the Mt. Hope community often live in high-poverty, high-crime, persistent traumatic environments. Data also reports that the Mt. Hope community encompasses faced some of the hugest implications of the pandemic recession including exacerbated inequality, as job losses were concentrated among low-wage and BIPOC workers. In order to change the outcome of our most critical population of students, we offer innovative programming, intensive mentorship, community collaboration, career education to inspire/ignite new passions, and tools to ensure student success.

Program Purpose

In alignment with selected school participants, San Diego Unified College, Career, and Technical Education “Adopt a School” offers a unique opportunity to inspire future student career potential through guided career education exploration workshops, college readiness, and employment information to help in inspiring and igniting our future leaders in CA skilled labor market. In aligning this program proposal with San Diego Unified School Districts' ongoing efforts to elevate work with career exploration this program partnership offers hands-on learning opportunities for students.

San Diego City College Job Placement Services/Career Services, San Diego Workforce Partnership, the Community College San Diego Regional Consortium, San Diego College of Continuing Education, San Diego Unified College, Career and Technical Education, and the HOPE for Mt. Hope (Mt. Hope/Chollas View Program) will work collaboratively to provide career exploration and career alignment workshops to allow students of diverse backgrounds to be exposed to and have the industry insight to make informed decisions about personal interests, values, and career alignment.
Organizational Background

San Diego City College and San Diego College of Continuing Education are dedicated to social justice and equity student success and the ability to provide innovative education programs to support lifelong learning, training, and career advancement. In accordance with local and state mandates including Career Planning Before Ed-Planning a Guided Pathways Initiative, we aim to ensure that all students enter City College with the skills and abilities to make informed decisions about career opportunities and engage with the workforce to earn a livable wage once attaining a degree or certificate.

San Diego Workforce Partnership continues to provide cutting-edge research and career exploration, training, and advancement tools to ensure participants find meaningful employment and have the opportunity to succeed.

Similarly, the San Diego Unified Office of College, Career and Technical Education, and HOPE for Mt. Hope Partnership Program are committed to ensuring that all students, including those of disadvantaged backgrounds, have the opportunity to explore a variety of career opportunities that allow for upward mobility.

Needs Assessment

- Students in Mt. Hope/Chollas View are living in perpetual, high trauma and face unique obstacles that impede their ability to successfully matriculate and become college-bound. Millennial Technology Middle School (MTM) is located in Chollas View, even though students may reside in Mt. Hope, which does not have any schools.
  - The community is in perpetual conflict due to the 11 rival gangs who call this community home so students have gang interactions on the way to and from school each day. On 47th street adjacent to the school is the 47th St Neighborhood Crips - a Black gang. South of Mt. Hope cemetery is 3 gangs: the Lincoln Park Bloods – a Black gang, Shelltown, a Hispanic gang, and the 5/9 Brims in Mountain View - a Black gang. East of Mt. Hope cemetery is another 3 gangs: Little Africa Piru - a Black gang, Emerald Hills Bloods - a Black gang, and the Encanto Vels - a Mexican gang. West of Mt. Hope cemetery is 5 gangs: the West Coast 20s Crips - a Black gang, the West Coast 30s Crips - a Black gang (both in Stockton), the Treintas - a Mexican gang, the Red Steps - a Mexican Gang (both in Logan Heights), and the Shermans - a Mexican gang in Sherman.

To combat persistent traumatic violence and exposure students must remain engaged, inspired, and informed of future options. Students need to be prepared for careers and professions through industry exploration to develop strategic pathways that lead to careers of the future.

- Industry Priority Sectors have been identified in San Diego County that has an increasing number of jobs that pay sustainable wages at entry-level. The five Priority Sectors
include Advanced Manufacturing, Clean Energy, Health Care, Information and Communication Technologies (ICT), and Life Sciences (Source: San Diego’s Priority Sectors). There is currently an awareness gap about Priority Sector career fields in Mt. Hope/Chollas View schools. (Source: San Diego’s Priority Sectors.) The adopt a school program aims to build capacity on the priority sectors and increase awareness of the pathways within the Lincoln High School and Morse High School Clusters including Advanced Transportation, Clean Energy, Health Care, Hospitality/Tourism, ICT and Digital Media, Arts Media and Entertainment, Child Development and Family Services, and Life Sciences/BioTech.

○ In Southeast San Diego, 18% of youth are Black, compared to the county average of 6%. San Diego’s public and private institutions have historically discriminated against Black residents, which has had an adverse generational impact on Black youth, including contributing to the African American achievement gap, the school-to-prison pipeline. The racial inequality is severe, was intentionally created by public policy, and is perpetuated by implicit bias today. Consequently, Black youth are disconnected and generational poverty is perpetuated. (Source: Black Opportunity Youth, Source: Racial Inequality in San Diego County)

This proposal will aim to include three of the seven pillars of the Mt. Hope Chollas View program: (1) Academic Achievement, (3) College & Career Readiness, and (7) Professional Learning.

Students will have access to college and career preparation and exploration, ensure academic achievement through specialized advocates and technical assistance from City College Students as interns, and gain access to specialized industry presentations/professional learning for staff and faculty to help students make informed decisions.

**Partnership Deliverables, Methods & Implementation Plan**

**Adopt-a-School (Jan):** Selected K-12 Schools will be provided a semester of career exploration workshops, mentorship, and on-site industry engagement to close the gap on career pathways.

<table>
<thead>
<tr>
<th>Program Deliverables</th>
<th>Description</th>
<th>Delivery Method</th>
<th>Audience</th>
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<tbody>
<tr>
<td>Career Education Training/ Meet and Greet</td>
<td>Specialized joint training to understand industry insight, knowledge, skills and resources for campuses.</td>
<td>2-HR Teacher/ Counselor Training</td>
<td>Teachers, Counselors, Principals</td>
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<tr>
<td>Professional Mentorship</td>
<td>Career Professionals of diverse backgrounds provide classroom presentations and support with supervision to meet and greet students each morning to engage in information regarding their careers, career options in aligned with interest.</td>
<td>1-hr instructional presentation/panel 4x a semester with industry professionals. Breakfast in the Classroom (BIC)</td>
<td>Students</td>
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<td>Industry Exposure</td>
<td>Industry corporations provide meaningful support and resources as identified by principals and site teams to further accelerate and augment the work of the school district.</td>
<td>TBD E.g. Industry on-site field trips, panels, additional support as agreed upon school/principals</td>
<td>Students, Teachers, and Counselors</td>
</tr>
</tbody>
</table>
| Career Workshops       | 4 Informational Workshops  
1. Self Assessment  
2. Career Exploration  
3. Industry Mapping/Priority Sectors  
4. College and Skill Attainment for Desired Industries | In classroom Workshops for students 1-2 hrs | Students |
| College Peer Mentorship | 4-6 interns providing academic support, classroom technical assistance, and mentorship to students. | TBD | Students |
| Career Day Event       | | TBD | Students |
• **Career Education Training:** Principals and site teams “meet and greet” with partners, fill the awareness gap regarding Priority Sectors, understand opportunities to address Black Youth Opportunity, discuss partnership components.
  
  i. Determine school sites and school participation/grade level engagement
  
  ii. Determine program logistics including days, times, and career event protocol
  
  iii. Gain industry insight from SDWP including training on priority sectors, DEI issues in the workforce, labor/trends/skills,

• **Professional Mentorship:** Professional Black men and other BIPOC support with supervision to meet and greet students each morning before heading to work and talk about their careers with students during Breakfast in the Classroom (BIC).
  
  i. Industry professionals and CTE & City College campus faculty to provide insight and information on highlighted priority sectors, students' perspective career fields, and mentorship
  
  ○ **Corporate partnership:** Industry corporations provide meaningful support and resources as identified by principals and site teams to further accelerate and augment the work of the school district.
  
  i. Fiscal sponsorship for student field trips

• **Industry Exposure:** Learn directly from industry experts about the specific jobs and career pathways that align with the students’ interests garnished in specialized panels and workshops from industry professionals.
  
  i. Presented by industry experts in partnership with the ethnic Chambers - students will gain mentorship and work-based learning opportunities
  
  ii. Industry Panels/Career Awareness from industry experts

• **Career Readiness Workshops (April/May/June):** Selected K-12 schools will be presented with 4 informational workshops to provide career exploration, career mapping, work-based learning opportunities.
  
  ○ **Self-Assessment [for Teachers and School Staff]:** Specialized personality and career assessment to help students begin to have conversations about personal interests, values, and career opportunities
  
  i. Xello Training
  
  ii. World of Work Kits
  
  ○ **Self-Assessment [for Students]:** Specialized personality and career assessment to help students begin to have conversations about personal interests, values, and career opportunities
  
  i. Utilizing Xello and RIASEC students will intimately explore their interests and understand career opportunities to learn more about future opportunities - presented by SDWP, City College, and SDUSD CCTE
  
  ○ **Careers vs Jobs:** Learn the difference and explore the necessary tools to align your personal interests to San Diego top priority sectors.
  
  i. Priority Sectors/Industry World of Work - assisting students to map their values and interests to careers
  
  ii. In-depth analysis of chosen fields/careers presented by SDWP, City College, and SDUSD CCTE
○ **Education Matters**: Aligning personal interests to educational pathways both traditional and non-traditional, allowing students and families to see opportunities specifically tailored to first-generation low economic students.
  i. Exploring tools and information to assist students on how to navigate their future careers
  ii. Exploring information to prepare students on what skills and information do you need to know to get their dream salary is presented by SDWP, City College, and SDUSD CCTE

- **City College Peer Interns Partners (TBD)**
  - 4-6 City College students will be selected as interns providing academic support, classroom technical assistance, and mentorship to students. This one-on-one and group pairing will allow students to see first-hand experiences of what it is like to be a thriving college student from many of the same backgrounds and barriers as the MTM students. Direct assistance from City College interns will provide classroom management, curriculum alignment/assistance, behavioral management and mentorship, tutoring, etc.

- **Career Exploration Day (TBD)**

**Financial Justification**

This partnership is a no/low cost to the school district. The major components are allocated by participating partners. Any cost to the school district would likely be to pay for City College interns according to the school district pay scale.

- **SDUSD Pay Scales, *(Updated pay scales pending per HR)***
  - 4-6 Interns
  - $17.60/hr
  - 10 Hours/week*
  - 12 weeks*
  - (*contingent upon school program and principal/site team)

- **Teacher/Counselor Training**
  - 2hr paid Xello and Career Engagement Training
  - Teacher workshop rate $35-40/hr
  - Snacks
  - Location Fee*

- **Industry Field Trips**
  - Sponsorship for busses
  - Food & Beverage

- **Career Exploration Day/Event**
  - Food & Beverage*
  - Keynote Speaker
  - Tents/PPE
SDUSD Alignment

SDUSD CCTE Core Components - Link Learning Model

- CDE Workforce Pathways Joint Advisory Committee
- Guiding Policy Principles to Support Student-Centered K-14+ Pathways
- Essential Elements of a High-Quality College and Career Pathway
- College and Career Readiness Indicators

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<thead>
<tr>
<th>6 LCAP Goals:</th>
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<tbody>
<tr>
<td>x Goal 1: Cultivating Anti-Racist, Inclusive &amp; Restorative Schools &amp; Classrooms</td>
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<td>x Goal 2: Access to Broad and Challenging Curriculum</td>
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<td>x Goal 3: Accelerating Learning with High Expectations for All</td>
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<td>Goal 4: Quality Leadership, Teaching and Learning</td>
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<td>x Goal 5: Family and Community Engagement with Highly Regarded Neighborhood Schools that Serve Students, Families and Communities</td>
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<tr>
<td>x Goal 6: Well-Orchestrated Districtwide Support Services and Communications</td>
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- HOPE for Mt. Hope Program 7 Pillars:

| x Pillar I: Student Academic Achievement |
| x Pillar II: Juvenile Justice Intervention |
| x Pillar III: College & Career Readiness |
| Pillar IV: Wellness & Healthy Lifestyles |
| Pillar V: Safe Schools |
| Pillar VI: Safe Neighborhoods |
| Pillar VII: Professional Learning for All |

Outcomes & Assessment

In alignment with the 6 SDUSD learning objectives, Mt. Hope Chollas View program (HOPE for Mt. Hope) Pillars, the proposed partnership will deliver 4 student workshops from 60-90min duration. Students will have a pre and post-assessment of career and college expertise.
Faculty/Program will receive 2 total workshops to expand the knowledge of priority sectors and employment information in San Diego County – post-assessment to gauge the knowledge gained.

Peer Mentors – students’ wellness assessment of sense of belonging, social-emotional well-being, and academic progress (pre and post-assessment for students within intern groups)

Conclusion

HOPE for Mt. Hope partners will work collaboratively to provide career exploration and career alignment education grounded in data around San Diego’s Priority Sectors and African American achievement to allow to ensure that students of diverse backgrounds are exposed to and have the industry insight to make informed decisions about personal interests, values, and career choices.

At the conclusion of this partnership, students will have an increased sense of belonging, academic achievement, and will make informed decisions about career and college opportunities. These early and informed decisions ensure students' long-term success and ability to earn livable wages.
Item #7:  **February 17th WDB Agenda Review**

**Discussion Item (No Action Required):**

**Action Item**
1. Minutes

**Report Item**
2. CEO Report

**Action Items**
3. Membership Nomination – Connie Lundgren
4. Membership Nomination – Matt Martin
5. Membership Nomination – Mark Sutton
6. Membership Nomination – Aida Rosa
7. Career Center Services Waiver
   - *Speaker: Shaina Gross, VP of Client Services*
8. Career Center Operator
   - *Speaker: Shaina Gross, VP of Client Services*
9. Adopt a School Model
   - *Speakers: Ricky Shabazz, Sarah Burns, Sasha Knox, Sarah Vielma*

**Information Items**
10. Program / Performance Data
    - *Speaker: Shannon Moran, Chief Information Officer*
11. Fiscal Update
    - *Speaker: Peter Callstrom, CEO & Brett Stapleton, CFO*
12. Committee & Working Group Updates
    - *Speakers: Various*