

ECONOMIC DEVELOPMENT PRACTITIONERS/PROFESSIONALS

**Friday, April 14, 2000
Noon to 3:00 p.m.
Hanalei Hotel -Paradise Room
2270 Hotel Circle North
San Diego, CA 92108**

MINUTES

I. CALL TO ORDER AND INTRODUCTIONS

Wilma Owens, Chair of the Economic Development Practitioners Committee of the San Diego and Imperial Counties Regional Consortium, called the meeting to order at 12:30 p.m.

Those present were as follows:

Gail Baughman, Director, So. CA Biotech Center, MiraCosta College
Bob Cumming, Director, Workplace Learning, ED>Net
Cathleen Davis, Assoc. Director, SCBC, MiraCosta College
Marian Donahue, Econ. Dev./Mktg. Specialist, Regional Consortium
Michael Hall, Director, S.D. REBRAC, Cuyamaca College
Kay Hartig, Chair, Regional Consortium, Cuyamaca College
Gonzalo Huerta, Dean, Vocational Education, Imperial Valley College
Kendra Jeffcoat, Special Assistant to the President, Palomar College
Bobbie Jones, VTEA Specialist, CCCCCO
Paul Kelly, Dean, Vocational Technology, Palomar College
Pamela Kime, Coordinator, Regional Consortium, Cuyamaca College
Cassie Morton, Manager, Economic & Workforce Development, SDCCD
Karen Owen, Director, New Media Center, ED>Net, SDCCD
Wilma Owens, Director of Vocational Programs, Palomar College
Kathy Pulse, Economic Development Programs Monitor, CCCCCO
Rachel Ruiz, Associate Dean of Community Learning, Cuyarnaca College
Teri Safranek, Manager, Worksite Education, Palomar College
Bill Sears, Customized Training Specialist, Southwestern College
Deanna Vanwey, Interim Assoc. Dean, LEDI, Grossmont College
Bernie Weiss, State Director, International Trade, ED>Net
Mary Wylie, Dean, Economic Development, Southwestern College

Guests:

Jo Hernandez, San Diego Workforce Partnership
Mary Sabillo, Director, Career Center Network, SD Workforce Partnership

II. VOUCHERS AND THE COMMUNITY COLLEGES

- A. Mary Sabillo, Director of the San Diego Workforce Partnership's Career Center Network, updated the Practitioners regarding requirements for becoming a Voucher Training Provider on the State Employee Training Provider List (ETPL).
- B. To be eligible for the initial listing on the State's ETPL, providers must be eligible to receive funds under the Higher Education Act of 1965, provide programs that lead to an Associate or Baccalaureate degree or a certificate, and must make application to the Local Workforce Development Board.
- C. Workforce Investment Act funds may only be spent for Voucher training with training providers who are "approved" by the Local Workforce Board and on the ETPL list.
- D. The first year no "standards" need to be provided by the community colleges. The only requirement will be to complete the application process so that community colleges will be an option for individuals seeking training resources from the ETPL.
- E. The second year, performance information will be required on all voucher training students.
- F. Dr. Kay Hartig suggested that the Local Workforce Board could consult the Chancellor's Office of the California Community Colleges for an inventory of currently approved courses. Ms. Mary Wylie noted that the inventory of courses includes wage data from the time period during which the program was approved. It would need to be updated to reflect current wage data in order to be useful for the State ETPL. Dr. Hartig added that the Local Workforce Boards could obtain updated lists of approved programs by contacting the Occupational Deans Committees through the Regional Consortiums in their areas. Through that group, the Local Workforce Boards could be copied with new lists of "approved" programs.
- G. Mary Wylie suggested the State of California do a data match in Sacramento between programs and participants at Community Colleges using Social Security Numbers to cross-match and follow participants in the Voucher Programs.
- H. Mary Sabillo of the Career Center Network suggested that the State find a way to export college training program fields directly into the Workforce Partnership's "eligible " Voucher Training Provider List database (ETPL).
- I. Ms. Sabillo offered to serve on a facilitation committee coordinated by Lois Bruhn. The purpose of this committee will be to implement voucher

training referrals to the Community Colleges from the six Career Centers in San Diego County.

- J. Ms. Sabillo noted that procedures for case management and support services for voucher training students attending community colleges would have to be determined.
- K. Paul Kelly stated that referrals of voucher students would be made from the Career Centers to the Community Colleges but tracking, support services, and case management would have to be determined by agreement of all participating colleges. Mr. Kelly, suggested this be an agenda item for the May 19, 2000, Occupational Deans Meeting.
- L. Ms. Sabillo noted that a voucher system that includes referral to all area Community Colleges is a mandated requirement of the Workforce Investment Act. Ms. Sabillo added that she will assist in the development and implementation of an effective voucher training referral system between the Community Colleges and the Career Center Network.

III. APPROVAL OF MINUTES

The Minutes of the February 28, 2000, Economic Development Practitioners' Meeting were approved as written.

IV. ED>NET CONFERENCE REVIEW - AWARD WINNERS AND PROJECTS

Wilma Owens, Chair of the Economic Development Practitioners Committee, reviewed the 11th Annual ED>Net Conference Awards and announced award recipients from Region X (San Diego and Imperial Counties):

- A. **The Chancellor's Award** - This is the highest award given for the most outstanding Economic Development Initiative for a partnership project statewide. The Chancellor's Award went to Southwestern College's Perioperative Nursing Program, Marleis Vandenberg, Director.
- B. **Faculty Leadership Awards** - These awards honor college faculty who have demonstrated a far-reaching knowledge of subject matter, have the ability to plan and organize learning experiences, and promote partnerships that create opportunities for life-long learning. Three awards went to faculty in our region:
 - **Peter Davis** - of Miramar College for his work in Advanced Transportation Technology.
 - **Terry Davis** - of Southwestern College for his work in Health Care.
 - **Michael Hall** - of Cuyamaca College for his work in Environmental Technology.

V. CACT PROJECT NEWS UPDATE

Dave Alpert, of the San Diego CACT, was not available to update the Practitioners on the recent projects and future plans. Mr. Alpert phoned and offered to present at the next quarterly meeting scheduled for fall, 2000.

VI. REGIONAL CONSORTIUM REPORT

- A. Pam Kime, Coordinator, reported for Dr. Hartig. Ms. Kime updated the group on voucher training information provided by Rosemary Fellows of the San Diego Workforce Partnership at the April Occupational Deans' Meeting. Workforce Investment Act implementation meetings between the Community Colleges and Career Centers are underway. The purpose will be to design the voucher training referral processes, enabling clients at Career Centers to access voucher training resources, and attend training at area community colleges.
- B. Ms. Kime updated the group on the regional program approval process, which is being expanded to more effectively review new programs.

VII. ECONOMIC DEVELOPMENT/MARKETING REPORT

- A. Employer Marketing Brochure/Mailing - A mailing to 17,300+ employers in San Diego and Imperial Counties is planned for May, 2000. This mailing will target employers with 10 or more employees.
- B. Industry Cluster Survey - The San Diego Workforce Partnership, the San Diego Regional Technology Alliance, and the San Diego Software Industry Council are collaboratively assessing current and future employer training needs in the following industries: Manufacturing, Health Care, Biotech, Software and Engineering. Cassie Morton of the SDCCD and Marian Donahue of the Regional Consortium are serving on the workgroup designing the employer survey instrument which will first be mailed to the software industry and subsequently to the others listed above. Survey results will be published sometime in June, 2000
- C. Marketing Grant

The Regional Consortium submitted a new \$38,000 Marketing Grant Application. The purpose of the funds will be to provide marketing linkages to business featuring the services of Community Colleges. Approval notification is expected to be received in early May, 2000.

VIII. CHANCELLOR'S OFFICE UPDATE

Ms. Bobbie Jones and Kathy Pulse updated the group on recent developments at the Chancellor's Office including:

- A. California Senate Bill AB 2974 reauthorizing ED>Net will provide \$9.9 million in funds for Economic Development Projects throughout California.
- B. The new legislation calls for quarterly site monitoring visits from the Chancellor's Office to all Economic Development Projects.
- C. New grant applications are being read and evaluated April 18 and 19, 2000. Grant awards will be announced the first week of May, 2000.
- D. Quarterly Reports are due April 30, 2000.

IX. ED>Net UPDATE

- A. Bob Cumming of ED>Net announced that Bernie Weiss would be the ED>Net Representative to Region X for our Economic Development Committee meetings. Mr. Weiss will be the State Director of the International Trade Initiative.
- B. Mr. Cumming announced a new economic development partnership with JC Penney's Catalog Services to employ welfare recipients to work at home. Data has shown, he said, that people who work flexible hours at home have fewer absences, fewer childcare issues, and achieve more productivity during the hours they work. Employers also reduce overhead using this model.

X. AROUND-THE-ROOM PROJECTS

- A. Karen Owen, Director of the New Media Center, SDCCD, updated the group on a new project they are undertaking which will provide training for Web Development for Small Business.
- B. Cassie Morton, Manager of Economic and Workforce Development, SDCCD, recommended hosting regional advisory boards related to specific industries as a way to maximize use of employers' time, and heighten awareness of projects related to that industry throughout our region. She further suggested the region host a yearly or quarterly meeting featuring industry trends related to specific industry clusters in our region.

- C. Gail Baughman, Project Director, Southern California Biotech Center, recommended developing broader employer representation on advisory boards.
- D. Mike Hall, Director of the San Diego REBRAC, offered that he is dropping his local advisory board and using a regionally based advisory group to work with the REBRAC.
- E. Mary Wylie stated that the SBDCs use regional advisory boards exclusively. Ms. Wylie announced that Southwestern College will offer a CISCO Certified Network Professional course slated for June, 2000.

XI. ANNOUNCEMENTS

- A. Bill Sears, Customized Training Specialist, Southwestern College, announced the availability of a statewide videoconference to be telecast on May 11th. It may be viewed at the College of the Desert.
- B. The CCCAOE Fall Conference will be held at Disneyland Pacific Hotel in Anaheim, California, October 4-6, 2000.

XII. NEXT MEETING

Wilma Owens announced that she would announce the next quarterly meeting of this group via e-mail.

XIII. ADJOURNMENT

Ms. Owens adjourned the third quarter meeting of the Economic Development Practitioners at 2:30 p.m.