

## **MINUTES**

### **ECONOMIC DEVELOPMENT PRACTITIONERS/PROFESSIONALS**

**MONDAY, FEBRUARY 28, 2000, 9:00 A.M. to Noon**  
**Hanalei Hotel Coast Room**  
**2270 Hotel Circle North**  
**San Diego, CA 92108**

#### **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 9:35 a.m. at the Hanalei Hotel in San Diego.

Those present were as follows:

Gail Baughman, Director, S. CA Biotech Center, MiraCosta College  
Marian Donahue, Econ. Dev./Marketing 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  
Wilma Owens, Director of Vocational Programs, Palomar College  
Kathy Pulse, Economic Development Programs Monitor, CCCC  
Bill Sears, Customized Training Specialist, Southwestern College  
Deanna Vanwey, Interim Assoc. Dean, LEDI, Grossmont College  
Mary Wylie, Dean Economic Development, Southwestern College

#### **II. APPROVAL OF MINUTES**

The minutes of October 15, 1999 were reviewed and approved as written.

#### **III. WIA IMPLEMENTATION AND THE COMMUNITY COLLEGES PUBLIC HEARINGS UPDATE AND AACC GOALS**

Mary Wylie updated the practitioners on issues, legislation, and events impacting economic development in our state and provided handouts showing websites on each area where additional information may be obtained (web addresses included in paragraphs below).

- A. There will be a workforce/economic development conference in San Diego at the Convention Center hosted by CALED (California Association of Local Economic Development) from April 19-21. The California Association for Local Economic Development is a statewide association dedicated to serving professionals involved in the business of economic development. At this conference, the Regional Consortium will provide copies of our marketing brochures featuring the training and development services of our nine community colleges for businesses. For further information on CALED and to register on-line see <http://www.caled.org/>.
- B. Ms. Wylie reviewed statewide developments involving WIA and RWPEDA. The State of California's RWPEDA guidelines were outlined before WIA. In the formation of RWPEDA, an Executive Committee was formed. The Chancellor's Office would like to see the same Executive Committee included in the WIA Board for California so that there is a balance between labor interests and education interests in the preparing and administering of the State Plan. Ms. Wylie further noted that the Workforce Investment Board's Five-Year Strategic Plan, outlining the guidelines for implementing WIA, matched the Federal guidelines almost exactly. For additional information on national workforce issues visit: <http://www.usworkforce.org/asp/websites.asp>.
- C. In California, the state WIA Board, selected by the governor, is in place. For further information regarding WIA see "Key Features of WIA Compared to Current Law" at <http://www.usworkforce.org/sideby810.htm>.
- D. Following-up on the WEDCO December 1999 meeting facilitated by Dana Quittner and attended by members of this group, Ms. Wylie reported that the key elements/issues outlined at that meeting were reviewed by SDICCA and a letter from that body was drafted and sent to Victoria Morrow. The material issues outlined were reiterated in Victoria Morrow's recommendations to be included in the State Plan.
- E. Concerning the implementation of the One-Stops in San Diego County, Ms. Wylie offered that the community colleges in our region, although a mandatory partner at the Career Centers, will be involved if the Career Centers serve all residents of our region. If the Career Centers primarily focus on Special Populations and CalWORKs participants, then the involvement of the community colleges would be minimal, as these populations have not been referred to the community colleges for Voucher Training in any great proportion. Ms. Wylie offered these web addresses for additional information on One-Stops: <http://www.ttrc.doleta.gov/onestop/> and <http://www.ttrc.doleta.gov/onestop/onestopmap.html>. The article "Creating One-Stop Systems that Work," is available at: <http://www.ttrc.doleta.gov/onestop/prac.htm> An additional handout entitled "Serving Employer Customers Through California's One-Stop Career Center System," is available at: <http://www.sjtcc.cahwnet.gov/SJTCCWEB/ONE-STOP/>.
- F. Ms. Wylie noted that Tech Prep funding will now be directly funded by VTEA and will no longer be a categorically funded program. This may impact the way Tech Prep is administrated at the community colleges.

- G. Ms. Wylie noted that Voucher referrals provided through Individual Training Accounts (ITAs) will require heavy documentation to be kept on all participating students, including data such as: entered job rate, range of pay, and six-month follow-up. Although there have not been many voucher referrals to community colleges, questions remain regarding how CalWORKS students will access voucher training in our region, and how will mini-certificate programs offered through community colleges work with vouchers. Ms. Wylie, a member of the WEDCO group asked that WEDCO work on clarifying these questions locally. It was suggested by the group that a representative from the Workforce Partnership come to the next Economic Development Practitioners Meeting and explain how vouchers and secondary vouchers will work with the community colleges. It was suggested that possibly Mary Sabillo could be the representative from the Workforce Partnership.

#### **IV. INTERNATIONAL ECONOMIC DEVELOPMENT/CONTRACT EDUCATION**

- A. Bill Sears updated the group on successful international Contract Education partnerships undertaken by Southwestern College. Mr. Sears informed the group of a project in Mexico in which Southwestern College developed and taught seven customized training business modules taught in Spanish. The training was so successful that Southwestern has requests to offer it in other regions of Mexico including Monterrey, Guadalajara, and Mexico City.
- B. Mr. Sears further stated that Southwestern College has been requested to offer HAZMAT training, conducted in Spanish, for the City of Tijuana.
- C. Additional international Contract Education training under consideration by Southwestern College includes a CISCO Technician training and a possible Food Service training to be conducted in India in English. Mr. Sears explained that these are still in the development and negotiation stages.
- D. Wilma Owens updated the group on a request from Iran for training in Environmental Education, which would involve REBRAC, and PETE Programs from around the United States.

#### **V. REBRAC PROJECT UPDATE**

- A. Mr. Michael Hall, Director of the San Diego REBRAC updated the group on the activities of REBRAC in the San Diego and Imperial Counties and throughout the state. The San Diego/Imperial REBRAC has developed a new brochure featuring the expanded services available to employers providing assistance in implementing and further developing the original training a company may have received. These expanded services allow for the various types training to be more fully utilized by a business.

- B. Mr. Hall further updated the group on a statewide REBRAC initiative “Brownfields To Goldfields.” The aim of this program is to reclaim damaged, toxic property and restore it to a useable condition. This reclaiming of property and restoration to a useable condition is designed to create useable land for business that would otherwise be unavailable. Mr. Hall explained that this state effort is designed to regain commercial property that would otherwise be lost to further development, and will be undertaken as a joint project of the REBRACs, CACTs, and Contract Education.
- C. Kathy Pulse of the Chancellor’s Office commented that the Chancellor’s Office would review economic development initiatives to evaluate those that are most viable and provide the greatest impact to economic development. This year, the legislature has selected the REBRACs and the SBDCs for review. The Executive Committee will be looking at the return on investment of each initiative being evaluated. Those with the greatest impact on the businesses they have worked with will be retained. Data on the companies will be from EDD data.
- D. The San Diego/Imperial Region REBRAC has been selected as a model program by ED>Net and will be honored this year at the ED>Net Conference.

## **VI. ECONOMIC DEVELOPMENT/MARKETING UPDATES**

- A. The Marketing Grant 00-229 will be up for bid as a new grant, not a renewal, and is due to the Chancellor’s Office by March 31, 2000. The group gave input as to the types of activities that would be useful for the San Diego Imperial region to undertake in the next grant. Those present expressed a desire to see the next direct mail campaign go to employers with 10 or more employees. It was recommended that the "Looking For a Career" brochure be included in the package with a cover letter and the marketing brochure.
- B. Additional marketing activities recommended included more targeted marketing to employer groups and organizations. It was suggested that as a region, we select industry cluster or clusters and focus our marketing efforts toward those groups.
- C. Tiered marketing to employers with 100 or more employees was also suggested as a tactic to saturate companies more likely to have a budget for external training and development services.
- D. Collaborative marketing to employers partnering with the Employment Development Department’s Employer Advisory Council, the San Diego Regional Economic Development Corporation, and area Chambers of Commerce, was recommended to extend our marketing dollars and link with those entities also marketing services to employers.

- E. Evaluation of the Technology's Perfect Climate campaign to assess the return on investment was recommended in the coming year so that we may determine where to spend our marketing dollars in the next year.
- F. The group recommended continuing the 800 Number as the central point of contact used in all print and media advertising.

## **VII. CHANCELLOR'S OFFICE UPDATE**

- A. Kathy Pulse of the Economic Development Unit, informed the group of changes in the grant writing process this year and instructed grant managers to pay close attention to Articles I and II, in the "Instructions, Terms and Conditions."
- B. Ms. Pulse noted that inventory of equipment purchased with grant funds is a requirement. Such inventory lists must be available and on hand for auditing purposes.
- C. The Chancellor's Office is seeking "readers" to assist in the evaluation and rating of grants this year. Readers will be needed for two days at the Chancellor's Office in Sacramento, on April 18 and 19, 2000. The Chancellors Office will provide training on How to evaluate grants and travel and accommodations expenses will be reimbursed by the Chancellor's Office.

## **VIII. ANNOUNCEMENTS**

- A. Peggy Olivier is the new Dean of Vocational Education for the Chancellor's Office.
- B. Training on the Project Data Summary forms and electronic filing requirements will be provided at the ED>Net Conference in San Francisco, April 3-5, 2000.

## **IX. ADJOURNMENT**

Wilma Owens adjourned the meeting at 11:55 a.m. The next meeting will be on Friday, April 14, 2000, at the Hanalei Hotel in Mission Valley, from noon to 3:00 p.m.

Submitted by Marian Donahue  
03/31/00

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