

MEETING MINUTES BUSINESS & WORKFORCE DEVELOPMENT COMMITTEE

DATE: Tuesday, September 18, 2018
CALLED BY: Brian Andersen and Brian Dozer
LOCATION: Greater Irvine Chamber of Commerce
36 Executive Park, Ste. 100
Irvine, CA 92614

I. OPENING

- Meeting called to Order at 4:03 p.m., by Co-chair, Brian Andersen.

II. INTRODUCTIONS

Chairs welcome everyone to the meeting, and the Mission Statement is read. Each attendee is acknowledged and introduced.

III. REVIEW OF ECONOMIC VITALITY COUNCIL MEETING RESULTS

Linda DiMario led discussion of the top answers submitted in response to each of the 4 challenges presented at the August EVC meeting. The following were reviewed and promoted as the most attainable goals:

Question 2: Promoting Life Science/IT Job Opportunities to Students

1. Partner with organizations that already have a program in place. Feature the success stories and create a cool name for it. Promote recognition of programs. Incorporate AI & VR into the learning experience and assist with introductions to businesses with cool jobs.
2. Develop an Advisory Board made up of this age group (students) and professors hosted by Chamber.
3. Involve counselors, teachers and other people who can work with students.
4. Increase marketing efforts through posters in schools to promote less commonly known career pathways.
5. Imitate San Diego model – various organizations partnered to showcase different career pathways. Posters were placed in each school <https://workforce.org/posters>
6. Education system needs to be made aware of new tech jobs and begin training for them at the grade school level.
7. Develop a mobile lab, provide a hands-on experience (e.g., successful real-life satellite built by Irvine students, funded by 5 Points).

Lynn Stewart informed us of a Counselor's Symposium to take place on November 1, 2018. It is expected that 500 will attend the event.

It was suggested that we expand our marketing campaign to include YouTube videos of approximately 10-15 seconds each to promote alternative work pathways. Also provide school counselors data on the projected growth and expected need of candidates for alternative work pathways in the Information Technology, Life Science and Advanced Manufacturing industries.

It is anticipated that to accomplish goals 1, 2, 3 and 4, the timeline would be approximately 12 – 18 months. For goals 5, 6, and 7, it will take 2 years or more.

Question 3: Possible alternatives to a Traditional Job Fair

Several ideas were reviewed, several on-line programs were mentioned. Hands-on sessions hosted by businesses to expose students to alternative work paths, similar to the Career Discovery Day program already in place were suggested. An "Apprentice Fair" based on the German model was mentioned. Consensus was that students need immersive learning experiences. Brian Dozer reported on IEEE's game development program and the Cyber Patriots program.

Question 4: Housing Options and Talent Recruitment

- 1. Company H.R. departments do not have the resources or data to inform potential talent of what options are within 20-mile radius. Connect with them and educate them as to the options.

We have partners who have connections with local H.R. departments and Chamber members who are in this industry. We will reach out to them to see what can be accomplished.

As a result of discussions, two (2) new Task Forces will be assembled. The first will work with marketing job opportunities to students -- volunteers included Alita Salazar, Bill Cunningham (Learning Fuze) and Kristine Peters (United Way). The second Task Force will address the best practices to use in getting data and information to the various H.R. departments, Vivian Atkinson and Patricia Carlson volunteered.

IV. TASK FORCE REPORTS

- **Business Outreach** – Update provided by Brian Andersen.

This Fall we will focus on the 92618 portion of Irvine for the Business Outlook Rally. The date is set for Thursday, October 25, 2018. We are recruiting volunteers for the Task Force. Please let Brian Andersen or Pepper Russell know of your interest or go online and register at

- **Career Edge** – Update provided by Dr. Cathleen Greiner.

The next round of workshops will begin in October, 2018. Guest instructors are currently being lined up and we are discussing the possibility of a stand-alone session on social media.

- **Ethics Forum** – Brian Dozer provided an update.

The micro-pilot project at Creekside High School was completed in May and had great reviews from the 10 students that participated. Adjustments will be made to the program and it will be continued at Creekside High School in the Fall of 2018, in addition to being presented to instructors at other Irvine High Schools to locate an additional venue for implementation.

The goal is to refine the process and launch a fully fleshed out program in the Fall of 2019 both at Creekside and at one or more conventional High School campuses.

- **Financial Forum** – Brian Dozer provided an update.

The Task Force is currently discussing new leadership and moving the program in the direction of "Financial Literacy." This will allow us to introduce other financial knowledge components, i.e., how to keep a budget, open a bank account, balance a checkbook, and the keys to saving and spending responsibly. Several chamber members have volunteered to produce a curriculum and format to present to the IUSD staff for review and implementation in Fall, 2018 or Spring, 2019.

V. CHAIRS' COMMENTS AND DISCUSSION

In the interest of time, we are tabling reports from the other Task Forces until next meeting. Announcements are available at the bottom of your agenda, please take time to read them at your leisure.

VI. ADJOURNMENT

The meeting was adjourned at 5:06 p.m., by Co-chair Brian Andersen.

Minutes recorded by Pepper Russell.

Next Meeting:

October 16, 2018

4:00 pm – 5:00pm

Greater Irvine Chamber of Commerce

36 Executive Park, Ste. 100 Irvine, CA 92614

