



## Healthy Mendocino Advisory Council Minutes

HHSA, Big Sur Room January 29, 2020 1PM

### Key Highlights:

- Staff will set up SharePoint document for partners to submit programs and opportunities to the workforce development asset map.
- Key workforce development gaps: lack of county-wide plan, more support needed in outlying areas (CTE, pathway, soft skills), more promotion of opportunities
- Staff prioritized goals for a 5-month scope of work. This piece of work will be completed in concurrence with the 2020 CHIP. After June, AC will pick a long-term project. The next 5 months will sow the seeds for initiative work next fiscal year

**Present:** Roseanne Ibarra, Patrice Mascolo, Molly Rosenthal, Julie Fetherston, Megan Barber Allende, Ryan LaRue, Clara Slaughter, Richard Matens, Richard Shoemaker, Sage Sangiacomo, Victoria Kelly, Eileen Cichocki, Camille Schraeder, Jayma Shields Spence, Patty Bruder, Tammy Moss-Chandler, Dina Polkinghorne, Linda Givens, Susan Baird Kanaan.

**Off Site:** Zida Borcich, Lucresha Renteria, Julia Russ.

**Absent:** Greg Van Patten, Angela DeWitt, Carla Harris, Chloe Guazzone-Rugebregt, Judson Howe, Lindsey Spencer, Carol Mordhorst, Ann Moorman, Jennifer O'Donnell, Ted Williams, Brent Shultz, Juan Orozco, Libby Guthrie, Michelle Hutchins, William Feather, Jason Wells, Doric Jemison-Bell.

### Welcome and Introductions

Roseanne gave a recap of the first Advisory Council (AC) meeting in November: overview of the CHNA, presentation on 3 initiatives and a vote for the workforce development initiative. Presently, staff is working with Public Health and AC partners to work on the Community Health Improvement Plan (CHIP), which will be brought to the AC.

Patrice reminded everyone to please return membership agreement signed by next week.

### Advisory Council Conversations Report & Discussion

Patrice gave a synopsis of the individual AC conversations conducted by staff to collect their feedback on the workforce development initiative. The general feedback was that it was a much-needed initiative that will have a large impact in the community, some would prefer housing or mental health which would be more relevant to them.

The agencies of our partners were trying to achieve a lot with workforce development: partnerships with industries and education institutions, paid summer internships, volunteer opportunities, etc.

Valuable products that HM could produce: connecting the information together, statistics on workforce development in our county, a county-wide plan or strategy to address workforce, emotional intelligence and soft skill training coupled with hard skill training—particularly in outlying areas, a resource kit for connecting people with jobs.

AC members felt the role of HM was to be a connector, convener, to advocate for concrete solutions, and create a holistic community identity.

Discussion and Comments: Megan said we need to identify the specific needs of the funders and the deliverables they need for their work. Patty said the strategies need to be clear and to have specific outcomes and measurements.

### **Asset Map Highlights and Gaps Report & Discussion**

Molly went over the highlights for the workforce development asset map. This is a working document and staff is continually adding to it.

Highlights included: robust internship programs in high schools, community partnerships with school districts, CTE programs, adult education (soft and hard skills), entrepreneurial support and training.

Gaps identified: more pathway and CTE support in outlying areas (curriculum and teachers, transportation), more support for students searching for internships, lack of a county-wide plan to address workforce development, lack of soft skills education in outlying areas, better communication and outreach needed to promote opportunities.

Discussion and Comments: Richard Shoemaker wants to see programs that provide childcare and subsidized child care for people advancing their career through schooling, internships, etc. Lucresha would like to see childcare issues and healthcare issues and transportation included in the gap analysis. School load and tuition replacement programs should be included in the asset map. Work with Mendocino College for online classes for the outlying areas. Tammy mentioned there are many programs under CalWorks and would like to see those programs broken down by category in the asset map. Add Bruce from Workforce Alliance and the MPIC people into the map. Sage indicated some industry opportunities were missing and gave example of early medical training provided by fire departments and internships provided by City of Ukiah.

AC members recommended methods for submitting programs and opportunities to the asset map. Staff will set up a SharePoint document to capture information or avoid duplication. Staff will also create a submittal page on the website. AC members can also email staff.

### **Initiative Background: Why Workforce Development?**

Youth engagement is low. Lack of engagement in extracurricular sports and activities can be linked to lack of engagement in high schools. Mendocino County has the 2nd lowest college going rate in the state—lower than Lake County. Kids from low income families miss out on extracurricular activities because their parents can't afford the costs associated—i.e. equipment, transportation to and from.

When staff conducted listening tours, they kept hearing about lack of jobs, training, transportation, soft skills for entry level jobs, training and educational opportunities for high level jobs.

Staff looked at state and national priorities, CHNA priorities, the struggles of our partner organizations.

Staff presented the following goals and strategies as priorities for the remainder of the fiscal year:

1. Create a workforce development asset map for the county
2. Create pathways maps for education and mental health pathway
3. Promote the maps
4. Connection between work and health through storytelling and outreach

5. Help youth and potential employees identify with a progressive pathway, not just a job, through storytelling. Help shift cultural norms

**Discussion and Comments:** Workforce development is about more than just youth. Adults in the construction trade feel trapped, but they aren't trained to do anything else. Will people know how to use a pathway map. The human story element is will be important.

We talk about the age group 16-24, but why aren't we talking to the 13-14-year old's before they know they have barriers to employment?

Are there jobs that can get 15-year-olds in to get them interested in career choices?

Fifth and sixth grade is optimal time to get children interested in career paths especially for kids that don't have parents that talk to them about college or career options. It is also worth putting resources into recruiting people that went away for school to come back to mentor young kids and to work.

HM should help increase access to extracurricular activities because they build connection and soft skills. Mendocino Coast Children's Fund helps with a lot of scholarships to participate in extracurricular activities and provides vouchers for school sports. This is a model program that other parts of the county should consider adopting.

How will we map these assets in the CHIP and to the needs of the funders? There are many stakeholders in the CHIP. HM has been in the process to lead the plan, but it is also a community-driven the process. We have talked to most of the agencies on how staff can align the goals and strategies to their own. After talking to the funders, we developed the initiatives.

Pieces of the workforce development initiative are intended to be a short-term and narrow project to work on through June 2020 while the rest of the CHIP is getting developed. A longer initiative project or projects would be chosen after June. We wouldn't need to drop workforce.

Megan asked why the initiatives were proposed before the CHIP was finalized. The initiatives were informed by the community input that was received through the listening tours. This data is the basis for the CHIP that is underway.

Having a CHIP plan first helps agencies and HM to know what priorities will be worked on and the partners can align this information to their respective goals and strategies. It will be important that the outcomes from work on initiatives link back to the partners goals and strategies.

Staff received feedback from Adventist Health that they want more product versus processes.

Lucresha shared that the Federal Clinics will not be using the Healthy Mendocino collaborative CHNA and instead will be conducting their own individual community CHNAs to be very specific to their services areas.

There's clearly momentum around doing something and this is a great coalition to conserve and foster this energy.

NCO used the 2019 CHNA priorities in their Community Action Plan but did not have the CHIP to know what the specific issues would be worked on. They do not have anything in their plan on workforce since it was not listed in the CHNA. There needs to be a Plan that most of the agencies can focus on in their CHIP work. It is not the role of HM to do the full CHIP Plan.

Tammy sees the process or CHIP as a community driven plan. The current CHIP plan ended 2019. It has core components that reflects the CHNA. This body would help with the community wide input and it must link back to a strategic plan and must demonstrate that it links back to the CHNA. It can be refined to also meet other agency's needs. The original draft CHIP from last cycle was a community wide plan and broad. HM is now making it too narrow by working on only one project. There needs to be pieces of the priorities that would come together for the overall plan. One project is not a Plan. Staff needs more direction and clarity on this.

Megan said the CHIP process seems more important than the initiatives. What if the one initiative does not deliver a product that the funders can use? Staff did say the intention is to work on more than one initiative during the next 3 years. Staff should be doing the work listed in orange on the graphic on HM's Role and Capacity. After today we still need input from the partners and to assess what is of most value to them. Megan suggested staff work on goals 1, 2, 6 to finish in the next 5 months while working on the CHIP. Goal 6 would take the CHNA and CHIP out to a community meeting.

The Advisory Council agreed to permit staff to move forward with the revised goals and strategies. Staff will create an education and mental health pathway map and work with community partners to help finish the other two pathway maps that have already been started.

Staff needs guidance deciding what this body of work is going to take and staff needs to confirm what it is capable of. Staff needs more direction on these questions. Leadership Team meets every month to interface with and guide staff as they implement the goals and the new CHIP.

The AC suggested that staff should consider: Have the ACE maps that have already been created been effective? What kind of collaboration has there been with the educational sector and with MCOE and their initiatives?

Consensus was reached by the AC to scale back the work on the workforce initiative and use the next 5 months for short-term work on the initiative while working on the CHIP Plan. This will give staff time to work out how best to work on initiatives under the new configuration of HM.

#### **Next Steps:**

Staff will set up a SharePoint document for partners to submit programs and opportunities to the Workforce Development Asset Map.

Staff will work on Goals 1, 2, and 6 for the Workforce Development Initiative for the next 5 months and concurrently work on the 2020 CHIP.

#### **Workforce Development Initiative**

**Goal 1:** Create a Workforce Development Asset Map

**Strategy 1:** Create asset map as a living document to be shared with community partners

**Strategy 2:** Identify strengths, gaps and opportunities

**Goal 2:** Create Pathways to Progress Maps

**Strategy 1:** Assist the Mendocino Lake Adult and Career Education (ACE) collaborative in the completion of the Construction Trades and Business pathways maps/brochures. Using existing template, create additional maps for Mental Health/Social Worker, Education (including early childhood education).

**Goal 6:** Hold a community wide meeting to capture community feedback and input in Community Health Improvement Plan (CHIP) process. Get stories and information on asset and pathway map components.

Meeting adjourned

*Respectfully submitted by Molly Rosenthal, Healthy Mendocino*