



Operations Team Meeting Minutes

February 22, 2018

8:30 a.m. – 10:00 a.m.

490 Mendocino Ave, Santa Rosa - Manzanita Room, Suite 204

Member Attendance:

Attendance	Name / Organization
X	Dana Pedersen – Chair Guerneville School District
Absent	Dan Blake – Vice Chair Sonoma County Office of Education
X	Kelly Bass Seibel* Petaluma Health Center
X	Lisa Carreño* 10,000 Degrees
Absent	Jason Carter Santa Rosa Violence Prevention Partnership – City of Santa Rosa
X	Dan Condrón Sonoma State University
Absent	Karin Demarest Community Foundation Sonoma County
X	Angie Dillon-Shore First 5 Sonoma County

Attendance	Name / Organization
X	Susan Gilmore North Bay Children’s Center
X	Kathy Goodacre Career Technical Education Foundation
X	Anna Guzman Santa Rosa City Schools
Absent	Mike Kallhoff United Way of the Wine Country
X	Katrina Thurman Social Advocates for Youth
X	Kellie Noe Sonoma County Human Services Department
X	Jason Weiss Boys & Girls Clubs of Central Sonoma County
X	Lisa Wittke Schaffner* John Jordan Foundation

**Member arrived late*

Welcome and introductions

Dana Pedersen called the meeting to order at 8:36 a.m. and a round of introductions was conducted.

Kathy Goodacre moved to approve the agenda and it was seconded.

Member Name	Vote
Kelly Bass Seibel	Absent

Member Name	Vote
Dan Blake	Absent

Member Name	Vote
Lisa Carreño	Absent
Jason Carter	Absent
Dan Condrón	Aye
Karin Demarest	Absent
Angie Dillon-Shore	Aye
Susan Gilmore	Aye
Kathy Goodacre	Aye

Member Name	Vote
Anna Guzman	Aye
Mike Kallhoff	Absent
Katrina Thurman	Aye
Kellie Noe	Aye
Dana Pedersen	Aye
Jason Weiss	Aye
Lisa Wittke Schaffner	Absent

Kathy Goodacre moved to approve the January 25th meeting minutes and it was seconded.

Member Name	Vote
Kelly Bass Seibel	Absent
Dan Blake	Absent
Lisa Carreño	Absent
Jason Carter	Absent
Dan Condrón	Aye
Karin Demarest	Absent
Angie Dillon-Shore	Aye
Susan Gilmore	Aye

Member Name	Vote
Kathy Goodacre	Aye
Anna Guzman	Aye
Mike Kallhoff	Absent
Katrina Thurman	Aye
Kellie Noe	Aye
Dana Pedersen	Aye
Jason Weiss	Aye
Lisa Wittke Schaffner	Absent

Cradle to Career (C2C) Communications

The *Draft C2C Messaging* handout was provided. Dana Pedersen reminded the group that this draft includes feedback from last month's C2C Operations Team. The C2C Steering Committee updated the draft and Dana presented it to the Health Action Steering Committee. Dana thanked everyone who worked on the draft.

**Kelly Bass Seibel arrived at the meeting.*

Action Item: Approve updated C2C Communications Language to connect more strongly with Health Action

Kathy Goodacre moved to approve the action item and it was seconded.

Member Name	Vote
Kelly Bass Seibel	Aye
Dan Blake	Absent
Lisa Carreño	Absent
Jason Carter	Absent
Dan Condrón	Aye
Karin Demarest	Absent
Angie Dillon-Shore	Aye
Susan Gilmore	Aye

Member Name	Vote
Kathy Goodacre	Aye
Anna Guzman	Aye
Mike Kallhoff	Absent
Katrina Thurman	Aye
Kellie Noe	Aye
Dana Pedersen	Aye
Jason Weiss	Aye
Lisa Wittke Schaffner	Absent

Membership Committee

The *Cradle to Career Operations Team Membership List* was handed out. Dan Condrón reported that Mike Kallhoff followed up with all members whose terms were ending this March and confirmed their interest in continuing on the C2C Operations Team. Currently, the C2C Operations Team has 16 members and 4 openings. Dan asked the group for approval of the extension of term for members whose terms were expiring: Angie Dillon-Shore, Dana Pedersen, Kathy Goodacre, and Kelly Bass Seibel.

Action Item: Approve C2C Term Extensions

Dan Condrón moved to approve the action item and it was seconded.

Member Name	Vote
Kelly Bass Seibel	Aye
Dan Blake	Absent
Lisa Carreño	Absent
Jason Carter	Absent
Dan Condrón	Aye
Karin Demarest	Absent
Angie Dillon-Shore	Aye
Susan Gilmore	Aye

Member Name	Vote
Kathy Goodacre	Aye
Anna Guzman	Aye
Mike Kallhoff	Absent
Katrina Thurman	Aye
Kellie Noe	Aye
Dana Pedersen	Aye
Jason Weiss	Aye
Lisa Wittke Schaffner	Absent

C2C Shared Leadership

The *Draft Goal Area Shared Leadership* handout was provided to the group. Kathy Goodacre explained how this document outlines expectations of shared leadership and expresses that the group aims to have a blended backbone structure where organizations step up to lead as they have capacity and alignment with current C2C priorities. The draft has been shared with the Health Action Steering Committee.

It was recommended to add a sentence explaining the intention of the document. Example: The intention is to provide guidance for the leadership who serve in the goal areas.

Action Item: Approve document that outlines the expectations for Goal Area Shared Leadership

Kathy Goodacre moved to approve the amended action item that would include a sentence explaining the intention of the document and it was seconded.

Member Name	Vote
Kelly Bass Seibel	Aye
Dan Blake	Absent
Lisa Carreño	Absent
Jason Carter	Absent

Member Name	Vote
Dan Condrón	Aye
Karin Demarest	Absent
Angie Dillon-Shore	Aye
Susan Gilmore	Aye
Kathy Goodacre	Aye

Member Name	Vote
Anna Guzman	Aye
Mike Kallhoff	Absent
Katrina Thurman	Aye
Kellie Noe	Aye

Member Name	Vote
Dana Pedersen	Aye
Jason Weiss	Aye
Lisa Wittke Schaffner	Absent

**Lisa Carreño arrived at the meeting.*

Announcements

- Dan Condrón provided an update on the Collaborative 4 Kids. They are currently working on legislation at the state level for the special district in Sonoma County. They are also looking at other strategies for the creation of the district and hope to have the special district happen this year in 2018.
- Dana Pedersen provided an update on Cradle to Career Leadership. In April 2018, Dana will be stepping down from her role as Chair in order to focus on new projects and initiatives in her school district. She will stay on as a member of the C2C Operations Team, but cannot commit to being the Chair or the representative on the new Health Action Leadership Team. If anyone has any interest or would like to nominate someone, please notify Dan Condrón.
- Dan Condrón gave an update on the Membership Committee Recruitment. Dan thanked Dana for her leadership and expressed how it has been a joy working with her. The C2C Membership Committee is making plans to identify new leadership and has now become a Nominating Committee. Two roles need to be filled: the C2C Chair and the C2C representative on the Health Action Leadership Team. If you would like to serve in either of these roles or have a nomination, please let Mike Kallhoff or Dan Condrón know. The C2C Steering Committee will be meeting soon to review applications.

Santa Rosa Junior College (SRJC) Regional Marketing Survey Results

Kathy Goodacre presented the data from the SRJC Regional Marketing Survey Results collected from high school students, community college students, high school teachers, parents of high school students, high school guidance counselors, SRJC counselors, and hiring/industry contacts.

**Lisa Wittke Schaffner arrived at the meeting.*

Key Takeaways:

- Get the Low Hanging Fruit - Students that are signed up for Career Technical Education (CTE) classes and programs need to know what CTE is so that they can pass that information along.
- The Numbers Support CTE - While it's not *the* driving factor that lead students to choose their future, it is a strong motivator. And earnings jumped up 88.2% in 2016 from \$17.62/hour to \$24.36/hour. From 51.6% full-time employment to 66.9%. Can those numbers be compelling?
- Prepared for the Real World - It isn't just about technical knowledge, CTE works on soft skills that the Workforce Development Survey Report has shown Sonoma County employers demand.

- Swaying Parents - They have an undoubted influence on their children's future, but there's a disconnect between their stated desire for their children, their understanding of their child's education needs, and their desire to see them with a 4-year degree. Is there a way to convince them that a CTE certification doesn't mean sacrificing security?
- Blending Passion and Pragmatism- CTE can provide the path to the careers people care about without the time commitment or financial risk - especially, as student loans continue to take up a large portion of the social/political conversation - of a 4-year education.
- A Stop Along the Way - With the amount of students that will be forced to work full or part-time, can this be a smart start to make more money in preparation of attending a 4-year university (and maybe allow them to find something they love more along the way).
- Removers of Obstacles - There are so many challenges for students to reach their career goals (Money, time, motivation, uncertainty about the application of their education). We can be the option that breaks down those walls.
- Stories of Success - We have compelling stories of students who have gone on to career success that recognize the importance of the hands on experience CTE provided. And not just in the stereotypical technical fields.

If you would like a copy of the presentation, please contact Beth Dadko (Beth.Dadko@sonoma-county.org).

Lisa Wittke Schaffner updated the group on the Health Action Leadership Team. The Health Action Steering Committee has officially disbanded. There will now be a Leadership Team comprised of 8 sitting members: 2 co-chairs, 3 committees, and 3 different chapters. These 8 members will bring on up to 5 new members. C2C needs to identify a representative for the monthly Leadership Team meetings. The next Health Action Leadership meeting is scheduled for March 15, 2018.

The next Health Action Council meeting is on Friday, March 2, 2018.

Goal Area Work Time

The group proceeded to break-up and work in their goal area teams to discuss the current status of activities and tasks and plan next steps needed to advance their work.

Conclusion

Public Comment

- Diane Harrington from the Sonoma County Office of Education produced a 4-page document that might be of interest to this group. It was recommended for Beth Dadko to pass it onto the members.

The next C2C Operations Team meeting is scheduled for Thursday, March 22, 8:30 - 10:00 a.m. Agenda items include guest speakers, membership representation updates, and goal area work time. Please contact Beth Dadko if you have any pressing items.

The meeting was adjourned at 10:00 a.m.