



**Cradle to Career
Operations Team Meeting Minutes**

January 25, 2018

8:30 a.m. – 10:00 a.m.

490 Mendocino Ave., Suite 204, Santa Rosa

Member Attendance:

Attendance	Name / Organization
Absent	Dana Pedersen – Chair Guerneville School District
Absent	Dan Blake – Vice Chair Sonoma County Office of Education
Absent	Kelly Bass Seibel Petaluma Health Center
X	Lisa Carreño 10,000 Degrees
X	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	Terence Desborough John Muir Charter School
Absent	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	Judy James Comcast
X	Mike Kallhoff United Way of the Wine Country
	Katrina Thurman Social Advocates for Youth
X	Kellie Noe Sonoma County Human Services Department
Absent	Jason Weiss Boys & Girls Clubs of Central Sonoma County
X	Lisa Wittke Schaffner John Jordan Foundation

Welcome and introductions

Kathy Goodacre called the meeting to order at 8:35 a.m. and a round of introductions was conducted.

Dan Condrón motioned to approve the agenda and it was seconded.

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

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

Lisa Carreño moved to approve the November 30th minutes and it was seconded.

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

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

Cradle to Career (C2C) Communications

Kellie Noe, Human Services, gave an overview of the C2C Communications Ad Hoc Subcommittee. The members who participated in the communications group include: Dan Blake, Jason Carter, Kellie, Noe, Alea Tantarelli, and Jason Weiss.

The group engaged in a process for drafting new C2C messaging. During their first meeting, they met with new and long-time members of C2C Operations Team to review existing messaging documents, highlight important content to include in messaging, and identify “inspiring” language. At their second meeting, they met with communications specialists to review input from the first meeting and refine their messaging. Messaging objectives included: create consistent messaging, use “common” language, and articulate what C2C is and does in a realistic way. The three key ideas that emerged: connect, educate, and amplify. The “C2C Messaging Draft” handout was provided.

Draft Vision Statement: All children and youth reach their fullest potential at every stage in life.

Draft Mission Statement: Preparing all children and youth for educational, career and life success by connecting partners, educating the community, and amplifying approaches that work.

Key Strategies: Connect, Educate, and Amplify.

The next steps for the C2C Communications Ad Hoc Subcommittee include gaining approval for the new C2C messaging from the C2C Operations Team, updating the C2C website to reflect the new messaging, and developing a new brochure to reflect goals and messaging.

Feedback from the C2C Operations Team members included:

- Share the new messaging with the Health Action Steering Committee before it is published
- Adopt the same messaging language from the Health Action Framework: strategy, sustainability and stewardship
- Retitle “Key Strategies” to “Purpose.” Health Action already has strategies.
- Brand the document with the Health Action logo at top or bottom of document for reference.
- Incorporate some high-level elements of Health Action Framework in order to connect C2C to Health Action

The draft will be revised, brought back to the C2C Steering Committee on Feb 9, shared with the Health Action Steering Committee on Feb 15, and brought back to the Operations Team for approval on Feb 22.

Action Item: Vote on new C2C Communications Language

This item was not voted on.

Announcements

- Beth Dadko, Health Services, announced that Alea Tantarelli delivered a healthy baby boy.
- Dan Condron gave an update on the Collaborative 4 Kids. They are continuing to work for legislation at the state level for the creation of a special district in Roseland dedicated to helping children. They are trying to circle back with local legislatures on this effort.
- Mike Kallhoff gave an update on the C2C Membership Committee. He also welcomed Katrina Thurman, Lisa Carreño, and Susan Gilmore to the C2C Oversight Committee. Katrina Thurman and Dan Condron have stepped into the Membership Committee as Jason Weiss and Angie Dillon-Shore have stepped out. Mike thanked Angie and Jason for their service. The C2C Membership Committee will also be addressing filling the two open seats left by Jonathan Coe and Yolanda Garcia.
- Terrance Desborough shared that he will be retiring. The group thanked Terrance for all his work with the committee.

Countywide Work-based Learning E-Portal

Brandon Jewell, Director of Industry Engagement at the Career Technical Education Foundation, presented on Sonoma County Work-Based Learning (WBL) and their E-portal.

WBL is an instructional strategy that provides students with real-life work experiences where they can apply academic and technical skills and develop their employability. WBL is most effective when built into the *instructional strategy* and involves *interaction with industry professionals* that are not employed at the school.

Work-Based Learning may take place at school or on a work site and should include the following:

- A sequence of experiences that begins with career awareness and moves on to exploration and then hands-on career preparation
- Collaboration between employers and educators to enhance the relevance of the experience
- Structured assignments before, during and after, in order to reflect on the experience and how it connects to what they're learning in the classroom

3 Steps of WBL: Career Awareness, Career Exploration, and Career Preparation

Goals of County-Wide WBL System:

- To provide the best learning experience for students while preparing them for careers available in our current economy.
- A single county-wide team that cohesively represents local schools, shares best practices and shares industry connections.
- Increase student and industry engagement in relevant WBL at local schools.
- A system that does not overburden industry.
- Build an online resource for educators, students, and employers.
- Build an online connection portal.

County-Wide WBL System:

- Teachers work with Site-Based WBL Coordinators to develop activities that are aligned with Work-Based Learning goals, integrated with coursework, and have clearly defined outcomes and timelines.
- The Coordinator works with the intermediary to strategically get industry involved to enhance the hand-on activities and career relevance. Outreach to industry partners may be facilitated by the intermediary, the coordinator or both.
- All activity is tracked through an ePortal to ensure an effective and efficient system for students, educators, and employers.

WBL Coordinators:

- 13 Coordinators representing 14 Sonoma County high schools
- Middle schools that are working toward implement Work-Based Learning are beginning to work within the system

- WBL Coordinators, CTE Foundation, and SCOE meet every other month to discuss challenges and best practices

Implementation of WBL at Local Schools:

- Work-Based Learning offers high-quality experiences that help prepare students for college, career, and life.
- Schools and teachers are increasingly adopting more work-based learning in *all* classes.
- CTE Students have a 92% graduation rate vs 81% overall.

WBL ePortal: WBLSonomaCounty.org

- Public-Facing Website is full of resources for educators, students, and employers.
- Login Portal allows for WBL Coordinators to track projects and industry engagement, as well as request assistance for industry outreach.

Goal Area Work Time

The group broke up into their 3 Goal Area Teams and proceeded to complete the following tasks:

1. Review Goal Area's Action Plan and make sure team is familiar with the activities and tasks
2. Discuss current status of activities and tasks and plan next steps needed to advance work
3. Potentially use the Strategy Prioritizing Criteria as part of the conversation, if appropriate

The "Criteria-Prioritizing Next Steps" worksheet and "Health Action, Educational Attainment" spreadsheets were handed out.

Each Goal Area Team gave an update:

- Goal Area 1: They went through their action plan and are ready for the next steps.
- Goal Area 2: They have another meeting in a week and a half and will continue to work on their action plan.
- Goal Area 3: They discussed new strategies and are convening in a week or so to work on their action plan.

Conclusion

Public Comment

There was no public comment.

Next Meeting Date and Time: Thursday, February 22, 8:30-10:00

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