

**Ventura County Office of Education/VC Innovates
All County Advisory Meeting**

April 17, 2017, 6:00-8:00PM

INDUSTRY SECTOR: Business & Finance/Marketing, Sales & Services

FACILITATOR: Hilary Howard

RECORDER: Tess Davidson-Henney

PARTICIPANTS:

| Educators | School District |
|------------------|------------------------|
| Andrew Brady | MUSD |
| Cameron White | CVUSD |
| Carolyn Lantos | VCOE/OUHSD |
| Debi Kehoe | VCOE |
| Jane Carlson | CVUSD |
| Kurt Miller | VUSD |
| Michele Sveiven | VCOE/OUHSD |
| Rita/John Longo | SVUSD |
| Ruben Reyes | VCOE |
| Steve Caswell | SVUSD |
| Yiu Hung Li | VUSD |
| Zosia Blair | MUSD |

| Industry Partner | Company |
|-------------------------|------------------------------|
| Alex Lopez | Chatsworth Products |
| Anthony Estrella | Aerotek |
| Greg Van Ness | Tolman & Wiker |
| Jason Nyhan | Sports Academy |
| Karen Williams | Monsanto |
| Kaya Splies | VUSD |
| Laura Martinez | LM Consulting |
| Marc Netka | STS Education |
| Mark Lyon | Procore |
| Nick Godinez | VUSD |
| Pat Smith | Career Systems International |
| Patrick Newburn | Workforce Investment Board |
| Rick Hernandez | Syntesis Global |
| Sharon Hobba | Validyne Engineering Corp |
| Steven Sisemore | VUSD |

Agenda & Minutes

6:30- 6:45- Introductions and Industry overview (*Facilitator)

- Pat Smith** owns a company that teaches soft skills.
- Steve Caswell** came for dinner and teaches entrepreneurship.
- Short discussion of importance of soft skills.
- Review of goals and outcomes of the committee meeting for the various participants.

6:45-7:35- Reciprocity Ring

- Overview of rules of the reciprocity ring.
- Hilary** asks the business partners to harken back to the email questions prompt about trends in the industry and what industry partners might need from their future employees.
- Sharon Hobba** asked for clarification on what “trend” means.
- While industry partners are writing their “trends,” Hilary reviews the meeting norms: silence cell phones, respect people’s time.

Industry Partners:

- Mark Netka** is first up for industry partners (educational technology): future employees need to be better at communicating electronically or over the phone as the majority of their sales are not face-to-face. Need less emoji-speak.
- There was a brief discussion about whether the “answers” to Mark’s “needs” must stay within the boundaries of the participant’s role (e.g. educator/industry partner).
- Teachers need to start teaching proper email techniques. A teacher needs examples from business partners about proper and improper emails.
- Ruben Reyes:** it would be nice for industry partners to enter the classroom. They’re always dressed nicely and carry themselves well.
- Kurt Miller:** Have empathy for the person at the other end of the communication. People are short on time so be mindful. Kurt suggested Ventura Eats – students get to test out their skills by communicating with businesses to practice interviews. He would appreciate business letting his students “bug” them to help them develop their skills.
- Pat Smith:** Every large company he has worked with in his soft skills company has effective email communication training for their employees. He recommends accessing the wheel that has already been invented instead of trying to reinvent it.
- Cameron White:** If you want good customer service these days, you offer online chatting. It works out differently in this format vs. phone as you have time to think about your answer. On-demand-writing.
- Greg Van Ness:** Industry partners could provide contribution to curriculum based on business communications, verbal communication. His impression is that the generation that is entering the workforce lacks good communication skills.
- Carolyn Lantos (SVUSD/CEC):** More lessons on written communication, removing

fluff and slang, how to direct emails/memos.

-**Sharon Hobba** (business partner – pressure sensors) – Just hired a sales admin, had 45 people apply. Does a lot with interns through CSUN. The interns did not know the current sales software. The textbooks did not translate to this knowledge. The software that they're learning is not what the industry is learning.

-**Greg Van Ness**: Seconds Sharon's thought. Office Suite and Excel are big.

-**Anthony Estrella**: Thirds the general communication theme – verbal and written.

-**Michele Sveiven**: Offer trainings and invite students to attend as silent observers.

-**Hilary**: we need to figure out the right level of certifications for high school students.

-**Steve Caswell**: Granada Hills High developed business statistics – the entire course is done through Excel and students are ready to take the Excel certification test by the end of the classroom.

-**Anthony Estrella**: Listed a bunch of different programs to review MRP/CRM System. Aerotek potentially has connections that they could hook participants up with.

-**Pat Smith**: What about Lynda.com?

-**Greg Van Ness**: All students should have the opportunity to be profiled for their interests and strengths so they can effectively interview for entry level jobs.

-**Yiu Hung Li**: Possibly eliminate grades and work more on a portfolio so they graduate knowing what they're good at and what they need to work on. E.g. radar chart in video games.

-**Hilary** questioned Yiu Hung Li as to whether this is a solvable problem.

-**Sharon Hobba**: we use assessments for everyone they hire.

*At this point, everyone took a birdwalk and Hilary had to rein in the conversation.

-**John Baxter**: There should be a freshmen skill class.

-**Hilary**: get focused stay focused.

Educators:

-**Cameron White**: Lynda.com – is there a specific list of projects I can get for my students so they can learn the concepts?

-**Pat Dolan**: Do we have a consolidated needs list that industry can stamp and say

-**Greg Van Ness**: Business partners could give a loooong list but for entry level positions, they want people who have a basic skills and fluency and willingness to be trained.

-**Carolyn Lantos**: create a Google Doc that could be shared with their pathway teachers and everybody could review it. This could be the document that Pat was talking about.

-**Anthony Estrellas**: We need some degree of specificity.

-**Kurt Miller**: The issue is access to this information – it needs to be clean or easy. Like a list of companies/industries and what those companies tend to use. A profile of various businesses in Ventura and what they use. (Potential Ask)

-**Pat Longo**: Need list of prerequisites.

-**John Baxter**: Need more work-based learning. Projects from industry.

-Kurt Miller: How can I predict the software that will be used in industry when the high school students are graduating in 6 years or so?

-Kurt Miller: Intel has paid fellows that come back from retirement to help problem-solve. I'm looking for an ongoing mentor who comes in often and gets with students.

-Greg Van Ness: Senior Core of Retired Professionals (SCORE) does the same thing. It's a national organization that has chapters in various areas.

-John Baxter: Linked Learning – you really have to start with guest speakers first. You may have to go through five before you get one that wants to do more.

-Kurt Miller: I have trouble getting past that first “date” with guest speakers.

-Hilary: Steve, you're retiring. Do we need teacher mentors? Also, using SHINES as an example: industry gives real-world problems to students and checks in with them periodically over the course of six weeks. Would this be something teachers want?

-Kurt Millers: How feasible is it that business would trust students with actual problems.

-John Longo: His son connected with a friend's dad and talked to him about his profession and found it more interesting than the lectures he attends on careers.

-Sharon Hobba: We would love to talk to students have them market their pressure washers.

-Greg Van Ness: When guest speaking, business partners need to know who's interested in guest speaking and what they need the guest speaker to speak about (i.e. build guest speaker into curriculum).

-Anthony Estrella: We can use our network to connect guest speakers and educators.

7:45-7:55- Discussion Prompts

Area of growth:

John Baxter: Students go out, experience things, and realize things through experiences.

Greg Van Ness: I love to do informational interviewing.

7:55- 8:00 Wrap Up (*Facilitator)

Hilary did an overview.

Post-It Notes:

Cameron White: Have practice assessments that could meet specified criteria in relevant classes.

Greg Van Ness: Basic (business) communication classes to be offered as core curriculum in high schools. Could be delivered by industry partners

Anonymous: Lessons that require email correspondence between departments, more department memos and to-the-point written business

communications

Carolyn Lantos: Practice written communications skills in class; model (communicate directions to students via technology); Work with speech/English teachers to strengthen communication.

Greg Van Ness: We would like to see all entry-level candidates be profiled during high school on their interests & strengths, and some direction around possible careers.

Yiu Hung Li: “radar chart” of skills.

John Baxter: Get Focused, Stay Focused program in 9th grade

Carolyn Lantos: Naviance/aptitude tests

Sharon Hobba: Give all students DISC and behavior assessments

Marc Netka: With less and less sales being done face-to-face, future employees need to be better at communicating over the phone and through electronic means.

Michele Sveiven: Teachers can use sample emails to teach students appropriate style and content. If we had some good/b ad examples from industry partners, it makes it a “real world” tie in for kids.

Ruben Reyes: Have business/classroom mock trainings. It has a bigger impact coming from someone other than the teacher.

Steve Caswell: In the case of communicating, we need to show students this need so they can learn the desired behavior and act accordingly.

Kurt Miller: Create projects that require students to speak to members of the community. Create a lesson first about 1) Empathy (people short on time) 2) Format.

Greg Van Ness: We want entry-level candidates to have some knowledge and skill with Excel and the other Microsoft applications & **Sharon Hobba:** Students that apply for jobs need to be more up-to-date on current software like Salesforce & CRM's.

Michele Sveiven: When you offer a training on one of these in-house, invite students to attend – as silent observers, perhaps.

Steve Caswell: we developed a business statistics course in which students are prepped to take Excel Certification test (it's now A-G approved). Also, it would be nice to have a list of key programs like Salesforce to add basics to curriculum.

Anthony Estrella: Excel, Salesforce, SAP, ERP/MRP Systems, HRIS Systems

Cameron White: We need a specific list of projects for our students that would be necessary to complete in the workplace, regardless of what specific program or software is used.

Carolyn Lantos: maybe there could be a Google Spreadsheet that can be assembled by the employers and accessed by the teachers.

Anthony Estrella: Pick interests and base skills/training on goals and interests.

John Baxter: Give employers access to pathway “power” standards so they can create projects that hit those standards.

John Baxter: lesson planning where real world communication is part of the

lesson. Students can create videos to demonstrate proper technique of emails.

John Baxter: Website of work-based learning projects from business or any pathway-related business students have access (through teacher) to the projects. Businesses have access, as well.

Kurt Miller: I need mentors/retired professionals to follow students through the year. "paid fellow"

Greg Van Ness: SCORE – Senior Core of Retired Professionals

Kurt Miller: Could Workforce Development Board create a dynamic document that lists software used at particular businesses.

Greg Van Ness: WDB-hosted database of industry specific application software used there.