

NOTES

Flourish Kings County Advisory Committee

November 6, 2020, 9:00-11:00am

via Zoom



Attendance: Julie LeFils, Karina Casarez, Frank Ruiz, Karl Anderson, Hedy Rogers-Jones, Jeff March, Andrew Cromwell, Kathryn DeFede, Antony V Lopez, Todd Barlow, Laura Magana, Joe Neves, Amy Ward, Ana Nicks, Nina Plata, Rebecca Russell, Antoinette Gonzales, Todd & Cathy, Rosana Donez, Dan Ramirez, Darcy Pickens

Welcome & Introductions

- *Thank you to Andrew Cromwell for providing a blessing*

BLUE ZONES

*Rebecca Russell MPH, RD
Director, Adventist Health*

- Rebecca Russell presented on Blue Zones by showing a presentation and video

QUESTIONS

Can you explain more about the cost and organization behind Blue Zones?

Adventist Health has acquired the Blue Zones company

Blue Zones will be hiring members of the local community to implement the project

Funding perspective: no specific dollar amounts on actual cost at the moment. (What is the blueprint, where are we going, how much work is involved?)

Adventist is committed to partially funding this. Post Covid, finding matching funds is difficult. Will be looking for grant funding.

Need to start a readiness assessment and bring partners to the table.

Adventist cannot pay for the entire project because you need community buy-in (even if small amounts from participating organizations)

With BlueZones project, every community member will understand the project being implemented

Do businesses have to show evidence that options are added or that they merely have the options (for organizations who may have already had options previously)?

Ensuring organizations have it already and bringing that to the forefront.

How do we bridge COE with BlueZones?

This project will be the first time COE and BlueZones is bridged

COE is the project and framework and BlueZones is the action and the project itself

BlueZones will be tier-ed and will be bringing resources to Flourish Kings

Would be amazing if projects could be merged in 2022.

- BlueZones Ted Talk by Dan Buettner:
https://www.ted.com/talks/dan_buettner_how_to_live_to_be_100?language=en

ADOPT A CLASS

- 13 Classes sponsored
- Schools from Lemoore, Hanford, and Armona
- K-12th grade
- Adopt-a-Class 2021
 - We have had positive responses from the teachers and sponsors who gave their feedback. We have also had some people reach out interested in the program but it is currently closed. KPFP will be thinking about whether we should continue the project Spring 2021.
 - It was suggested by the group to get videos from the teachers and putting them together into a “commercial” like video
- THANK YOU to all who sponsored a class!!

SOCIAL MARKETING CAMPAIGNS

- Why is this important?
 - First step in building a network in Kings County composed of community organizations/businesses/etc.
 - Ability to connect with one another and bring more awareness to what is available to the community
 - Such as services, events, how they can get involved
 - Help businesses who are trying to grow and outreach to the community to do so
 - Provide connections to those who may have bigger followings to connect them to the audience they desire
 - Assist organizations and businesses in improving their social marketing presence and “keeping up with the trends”
- Projected Project Ideas
 1. Gathering content and information for “Social Marketing part 2” class
 2. Creating YouTube playlist with videos that businesses can watch
 - a. Looking at blog posts about what businesses can use to jumpstart their social media accounts or even advance the ones they already have
 3. Creating a comprehensive list of businesses/organizations/etc. in the community
 - a. This would be a directory of everything Kings County has to offer
 - i. Phone numbers, point of contact, social media, etc.
 - b. This would also help build a network within Kings County
 4. Creating a website landing page on the KPFP Website
 - a. House the Social Marketing Classes, how-to videos, network list, etc.

INTERNSHIPS

- Why Internships / Work Experience?

- To connect students with quality work experiences that deepen their academic, professional and personal development.
- Apply learning in a workplace setting.
- Test career interests.
- Gain confidence in abilities and obtain resume-building experience.
- Provide local employers with student interns who have a strong work ethic, creativity, and a desire to learn and make a difference at an organization.
- Resources & Partnership
 - Kings County Office of Education
 - Department of Rehabilitation (DOR) Transition Partnership Program (TPP)
 - WorkAbility 1
 - Job Training Office (JTO)
XLR8 Young Adults Program
 - Paid Work Experience
 - 14-24 yrs
 - Eligibility required
 - Employment Development Department (EDD)
Youth Employment Opportunity Program (YEOP)
 - 15-25 yrs
 - Job Search Assistance
 - No Eligibility requirements
 - Proteus
Youth Services
 - Paid Work Experience
 - 14-24 yrs
 - Eligibility required
 - High School Districts
Career Technical Education (CTE) / Pathway / Partnership
 - High School Students
 - A mixture of classroom instruction along with hands-on learning and industry partnership experiences
 - Unpaid Internship
 - Community Colleges
Cooperative Work Experience Education (CWEE)
Academy Programs/CTE & Pre Apprenticeships
 - Develop skills and knowledge by integrating classroom study with practical work experience.
 - Paid & Unpaid Work Experience
 - Eligibility requirements
 - Adventist Health
Discover Health Care Volunteer Summer Program
 - Eligibility Requirements

- Tulare Kings Collaborative
 - A regional collaborative of K-12 school districts, post-secondary institutions, and workforce development partners.
 - Regional strategies to further develop the talent pipeline for the region.
 - Industry Engagement Workgroup – Workbase Learning Coordinators; Industry Sector summits, & business tours.
- Advisory Boards
 - Local Advisory Boards
 - Regional Advisory Boards
- Kings Partnership for Prevention (KPPF)
 - Improve Kings County 3rd grade English/Language Arts proficiency to 60% by 2030.
 - Align Kings County job opportunities with Kings County degrees/certification programs; evidenced by decrease of workforce commuting.
- Business
 - **Understanding of Internships**
 - Legal Liabilities
 - Paid & unpaid internships
 - Injuries
 - Company policy
 - Liability for underage workers
 - **Limited Number of Businesses**
 - Time
 - Over extended
 - Competition with other Advisories
 - **Understanding of Programs**
 - Services
 - Responsibilities
- What is next?
 - Leverage our resources, partnerships and efforts to ensure students have a clear pathway to employment utilizing internships and/or work experience opportunities.

Questions for the group:

Topic: Local internships for high school and college students (training and certifications too)

1. Each participant please introduce themselves
2. **Who do we need at the table for the Internship Task Force in Kings County?**
 Internship Coordinators for each High School campus
 Representative from each Job Placement Agency (JTO, Proteus etc..)
 Business Owner
 Chamber of Commerce
3. **Currently what are the participant's businesses or agencies doing to bring in new candidates?**

Some businesses are accepting candidates and have a good understanding of internships since they have continuously worked with interns. Agencies are assisting by linking businesses who are interested in internship opportunities to local schools.

Topic: *Building the Internship Program*

1. How would you begin to grow the internship program?

Maybe start a campaign around CTE/Pathway programs and internship. Something that could shine a spotlight on the successes of internship as well as advertising for the business.

2. What do we need to grow the program?

Develop a toolbox for businesses with information that provides a better understanding of the various internships that are offered in our community. In addition, some information that explains legal liabilities. A stipend for students who successfully complete an internship. Or possibly, find a way to pay wages so students are more intrigued to take advantage of internship opportunities.

3. How do we leverage funding for youth?

Seek grant opportunities (local, federal & state)

Ask for local community support (donations)

Ask local agencies about funding that may be allocated for youth or that may provide an opportunity to co enroll into services.

Next Meeting: February 5, 2021; 9:00-11:00am, via Zoom