



Healthy Mendocino Leadership Team Meeting

December 19, 2019 1PM

Minutes

Present: Roseanne Ibarra, Jill Damien, Stacey Pollina-Millen, Menaka Olson, Johan Ramirez representing Judson Howe, Megan Barber Allende, Clinton Maxwell, Patrice Mascolo, Molly Rosenthal, Julie Fetherston.

Absent: Miranda Ramos, Victoria Kelly, Judson Howe.

Roseanne Ibarra explained that the role of the HM Leadership Team (LT) is to act as an executive committee and to provide guidance to staff. The Advisory Council (AC) will provide strategy and direction, while the LT provides implementation guidance, input on measurements, and budget oversight.

Patrice went over the new structure, guiding principles, roles and responsibilities, and the 2019 CHNA.

New Structure Discussion

Some questions arose about the differences between the AC and the LT and how the power would be shared between the two entities. The AC is made up of funders and stakeholders. The previous Healthy Mendocino Steering Committee did not have enough input from funders and stakeholders. Staff will work with the LT to draft bylaws which will define the authority of the AC and LT.

It's crucial for the LT to think through the best way to communicate among stakeholders and to the public because there's currently a lot of confusion about what is going on with Healthy Mendocino.

Expertise panels are comprised of professionals that have the passion for Workforce Development. Members of expertise panels will represent each sector we are working on to help staff set up standards and measurements, identify research and best practices. The expertise panels won't meet regularly. They are professionals in each sector that staff can go to for expertise.

Roles and Responsibilities Discussion:

Roseanne is doing some work behind the scenes to do management oversight of staff and to go over an MOU for the Leadership Team.

HM is not its own non-profit. NCO is HM's fiscal sponsor. According to the MOU, NCO's ED is responsible for spending oversight. NCO has several fiscally sponsored programs. The fiscal sponsorship agreement between NCO and HM needs to be clarified/ and is something that Roseanne will be working with NCO and Patty Bruder/Anna Rozelski (NCOs CFO) on. Her role as Leadership Team and Advisory Council chair is new to all of us.

Community Health Improvement Plan

At the first AC meeting in November, staff presented 3 initiatives: housing, mental health and workforce development. AC favored workforce because the Council recognized all organizations and agencies are struggling with retention and recruitment. In the beginning of the AC meeting, many members were for housing and after the discussion their minds were changed to workforce, with the takeaway that HM needs to hone the goals and strategies. Staff offered to send all 3 initiatives to the LT.

Adventist Corp. does a CHIP for every market, so the expectation is that their CHIP is closely aligned, but separate, to the HM collaborative CHIP. Adventist will forward it to everyone. MCHC does its own CHIP. The hope is the HM initiative will assist all partner agencies in some way. It is extremely important that the stakeholders feel buy-in and give their feedback.

Many of the solutions to workforce development are around increasing access to services, if you don't have the staffing then you can't increase services.

Financials

Financial reviewed. Jill requested a balance sheet going forward. There is a surplus in the budget that provides a small reserve to fund staffing should future funding from donors not be forthcoming.

Fundraising Timeline: Still waiting on Community Foundation Grant. Patrice asked LT to suggest any other funding partners we can engage for money. The Leadership Team suggested other logical funding partners for workforce development: Local businesses, education partners, car dealership, the college, individual school districts (may not have a lot of extra money to give but they definitely need to be included in the conversation), Chambers of Commerce, North Bay Career Alliance. This workforce development focus gives HM a chance to look broader than normal for funders.

Healthy Mendocino wants all funders to be part of the AC, LT or some committee so they have a voice. Patrice would like to start fundraising early because some of our partners start their budget early in the year. Some partners are on calendar year.

Initiative Discussion and LT Feedback:

Staff went over the details of the Workforce Development Initiative: **Promoting Pathways for Progress**

A lot of this work is being done already. Making a website doesn't seem like it's going to impact kids at all. MCOE and Mendocino College already share stories. What people are worried about is keeping these programs and institutions in place. What is Healthy Mendocino solving? The deliverables in the initiative sound like busy work.

The stories will be distributed in English and in Spanish to various outlets that will touch diverse demographics. They are intended to celebrate and amplify the work already being done to raise awareness of opportunities and the ways in which our county "grows its own." The stories and website centralize the work being done to create a broader county vision, provide linkages and resources to outlying communities, elevate the voice and presence, and change/impact the narrative in the community.

Clinton Maxwell commented that success stories would be a huge piece for the young people: stories to get to the emotional issues for the kids because kids have a small comfort zone. We need more relatable success stories to help them see themselves as being successful.

There should be a budget item for elevating this voice, aka a media budget. The audience also needs to be defined in order to create a focused communication plan. A defined audience will also determine

what the work looks like. Clarifying who the audience would be key to building the narrative and having the direct impact we want to see.

But how will we know if we are successful? What are we trying to solve? Are we trying to show them the broader world or are we strengthening the institutions that can do something about it? The only role for HM is community collaboration and communication.

Pathways Maps are great, however not everyone is a good fit for these pathways. There are young kids that would make great mechanics. Do we have the right people to address all the pathways? How do we bring it together for our existing partners? Expertise panels will speak to those pathways. We are in the process of talking to all the educators and people working on WF development to figure out the gaps.

Addressing retention issues is tricky for Healthy Mendocino because after 90 days the responsibility is no longer on the employee, it's on the employer. Clinton suggested to not even tackle poaching and job hopping because it's up to the employer to incentivize their HR departments.

The goals of the initiative were created based on research staff has done on what is already happening in the community around workforce development. If the approach is incorrect in the initiative, then that is something we can work on with the LT. A different approach other than traditional messaging is needed in order to reach kids.

The community meeting planned for 22nd of January is postponed. Get feedback from the AC about the Community meeting. Can be more about networking and stories and not about rolling out the CHIP.

Cultural competency piece combined with the soft skills are important pieces. Legal bias can sometimes be interpreted as discrimination. UVA talks regularly about how there are no jobs out there. Healthy Mendocino could facilitate communication to different pockets of the community to dissolve old narratives people are holding on to.

Bright futures has had a variety of failures. HM should be careful implementing that here again.

Changing the narrative of the job seeker: Ask employers what they are expecting versus what they are offering. Most employers say they will train a new hire if the employee can deliver the soft skills. Do you as an employer have the skills to onboard people who lack in soft skills? HM should consider telling the employer stories in addition to the individual stories. Business and private industry needs to be engaged in this process. A disconnect exists between the education and the private sector.

There is already and HR Roundtable. Through that network is where we can learn where we want the manufacturing in this county to go. If we're putting this level of human power behind this issue we need to go above and beyond what's already been done. There's a lot of value to this work.

Next Steps: Staff will work on a workforce development and education capacity map to show everything being done in the county to present at the next meeting. This map will then show the gaps. This map will be a huge help to all the agencies and professionals already working on workforce development in the county. Roseanne will work with staff to get other next steps in order and to get clarity of management and oversight of the HM project.

Next meeting date: January 23rd 1PM-3PM.

Respectfully Submitted by Molly Rosenthal, Healthy Mendocino