

CITY COUNCIL COMMITTEE

YOUTH & EDUCATION

Laura Hoffmeister, Chair
Edi Birsan, Committee Member

5:30 p.m.
Monday, April 21, 2014

Garden Conference Room
1950 Parkside Drive, Concord

- A G E N D A -

ROLL CALL

PUBLIC COMMENT PERIOD

- 1. CONFIRMATION** – of the third Monday of the month at 5:30 p.m. as the regular meeting day and time for the Neighborhood & Community Services Council Committee.
- 2. CONSIDERATION** – Proposal to Develop a New Program to Introduce Students to the Workplace. Report by John Montag, Economic Development and Housing Manager.
- 3. ADJOURNMENT**

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John Montag, Economic Development and Housing Manager
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MEMORANDUM

April 21, 2014

TO: Laura Hoffmeister, Youth & Education Chair
Edi Birsan, Youth & Education Committee Member

FROM: John Montag, Economic Development and Housing Manager

**SUBJECT: Proposal to Develop a New Program
to Introduce Students to the Workplace**

At the February 11, 2014 City Council meeting, Councilmember Birsan received City Council approval to agendaize an item to be discussed at a future City Council Youth and Education Subcommittee meeting concerning working with the Monument Business Network to bring local children to businesses to expose them to the world of work. Councilmember Birsan stated that local elementary and middle school students could visit and tour local businesses to see how those businesses operate. In addition, students would be able to connect to local opportunities. Councilmember Birsan noted that this concept may require City resources such as transportation to help implement this effort.

The Council directed this item to the Youth and Education City Council Subcommittee for further discussion. Councilmembers expressed concern that this concept may require staff time and other resources to implement the concept as described. In addition, concerns were also stated that schools have certain requirements to ensure student safety that must be addressed for this sort of off campus "field trip." These requirements may prove to be too onerous to allow implementation of such a program.

As a result of this direction, staff contacted Michael Van Hofwegen, Executive Director of Monument Impact (formerly Monument Community Partnership) to invite the Monument Business Network members to this meeting to discuss the concept. Monument Impact has been the organization facilitating the Monument Business Network's meetings. Mr. Van Hofwegen invited the Monument Business Network group to participate.

In addition, staff invited the Concord Chamber of Commerce to attend this meeting as the Chamber has had experience with implementing programs connecting businesses with students in the past. One of those past programs included the KAPOW (Kids and the Power of Work) program whereby businesses adopted an elementary school class and during a year's time a certain number of students would come to the business to tour and learn about the business. In addition, the Chamber conducted "Ethics Day" whereby middle school and high school students would engage with business leaders to discuss various real life scenarios that would test and provoke

discussion on ethics. The Chamber responded that it would attend and also invite Joanne Durkee with the Mt. Diablo Unified School District, as she is familiar with implementing programs where businesses and students interact. Staff also discussed this matter with Ms. Durkee and she plans to attend the meeting.