**P8 Coalition Meeting**

**Porterville Unified School District**

**Governing Board Room**

**Friday, April 13, 2018**

**10:00 – 11:00 a.m.**

**Minutes**

**Members Present:**  Jake Duffin (EAT); Allen Ishida (EAT), John Corkins, Myron Lord, Amy Graybehl (AH!), Jason Biagio (ESA), Stacy Phipps (ACE), Mimi Schuler, Ruben Alvarez, Martha Stuemky, Bob Merzoian (APA), Robert Dempsie (LJE), Suzanne Shearer, Felipe Martinez, Henry Lerma (MCTA), Randy Wallace, Kevin McCurdy (PAHS), John Corkins, Robert Keeley (AOE), Kyle Ladrigan, Ken Gibbs, Nate Nelson, Cindy Brown

**Members Absent:** Dustin Della (PAB); (MTA); (PMA); (AERO)

**Welcome and Introductions:** John Corkins opened the meeting at 10:06 a.m. with welcome and introduction of members present.

**PUSD Update:** Ken Gibbs announced his decision to retire effective July 1, 2018. The Governing Board selected Nate Nelson as the incoming Superintendent replacement. Dr. Gibbs introduced Dr. Nelson.

Dr. Gibbs shared that he recently attended a meeting with Assembly members regarding $10 million funding proposal to support the Porterville Military Academy. Senate has passed the allocation. Discussion will go to legislature for the full vote by end of April. These monies will fund military guardsmen, uniforms, vans, equipment and staff. Ken shared pictures of PMA construction. Completion target date is August 1, 2018.

Stakeholders can assist to carry message of PMA purpose and structure. Oakland Military Institute was created for at risk students. Which is not PUSD military academy design. PMA is adopting the HMA/Pathway design of rigorous academics, technical STEM embedded with college and career ready preparation around the pillar of leadership and civic 21st century skill building. This is the first military school in California that is built from ground up.

**Marketing Update:** John Corkins opened discussion about Pathway Marketing. Advisory Board was created to be a volunteer group and not a fundraising group. Input on next marketing steps is welcome. P8 members can message Pathway will story to new partners. Agreement that presentations need be concise and students are best marketers. Trial run could occur late summer. Plan is in fall, October, bring in first group of 20 to inform them on pathways as a whole. There are many people that do not know about pathways. First reach out to whole community and sell them on the concept.

Other areas to focus on include:

Build up more understanding with consistent message and build the Pathways “Empower the Future” brand; maintain success and quality; create/share calendar of pathway events to support other pathways and educate on all that is going in as a whole program; Include what the individual academies are doing and fold into whole pathway program concept; market the “real world” application of success in each pathway (i.e. PAHS student saving a life).

Follow the PUSD mission statement as a foundation.

It was voiced that supporting CTE Pathways “is an investment for the future workforce”, we have responsibility to help develop the upcoming workforce with the practical application and theoretical knowledge. Marketing carries more weight if talk about the investment. An idea brought up was to create short videos of success stories and bringing in the alumni group voice

Recommendation was to hold a meeting with principals and learn more from each other as a whole group.

It was agreed that Pathways Program is at a point and ready for marketing effort. Important to do it well with follow-through as a critical element and make it attractive.

We are selling PUSD as a success story. Important to mention all PUSD students that are also successful – best quality education in PUSD encompasses the entire student body.

Bill Henry stated from PC perspective, student success numbers at PC are better because of pathways. The level has jumped because of quality.

**House Building Project Update:** Ruben Alvarez started his report by thanking Henry Lerma for his management of the house building project. House is taking shape with framework and roofing with student interns work.

**WBL Update:** Mimi Schuler reminded members of the 6th annual Mentors Conference for all 10th  pathway students at Port Naz Church on Friday, April 20. Alumni, Elyse Willis will serve as keynote and the local Nelms brothers, movie director/producer team will close event. Thank you to the over 80 count business partners for agreeing to serve as breakout facilitators.

Partner/Teacher Recognition to be held immediately following the May 21 Pathways Exhibition Event at Porterville College. This event with reception will be held in lieu of May P8 Coalition Meeting. Invitation forthcoming.

Meeting Adjourned at 11:10 a.m.

Minutes Respectfully Submitted By: Cynthia Garcia Brown, P8 Coalition Secretary