

ECONOMIC DEVELOPMENT ADVISORY BOARD MINUTES

November 5, 2024

The Economic Development Advisory Board of the City of Mesa met in the board room at 120 North Center Street, on November 5, 2024, at 7:32 a.m.

BOARDMEMBERS PRESENT

Richard Blake*
Mark Drayna
Kurt D. Ferstl
Michelle Genereux, Vice Chair
Charles Gregory*
Amanda Kay
Frank Sanders

BOARDMEMBERS ABSENT

Laura Snow (Excused)

STAFF PRESENT

Jaye O'Donnell
Maribeth Smith
Jack Vincent

EX-OFFICIO MEMBERS PRESENT

Chris Brady
Sonny Cave
Sally Harrison
Jennifer Zonneveld

EX-OFFICIO MEMBERS ABSENT

Mayor Giles (Excused)
Ed Carr (Excused)
Natascha Ovando-Karadsheh (Excused)

GUESTS

Dr. Marlo Loria
Dawn Giles
Dr. Ted Wendell

(*Participated in the meeting via video conference equipment)

1. Call meeting to order.

Chairperson Zonneveld called the meeting to order at 7:32 a.m.

Chairperson Zonneveld excused Boardmembers Blake and Kay from the beginning of the meeting, they arrived at 7:35 a.m.

2. Items from Citizens Present.

There were no items from citizens present.

3. Approval of minutes from October 1, 2024, Economic Development Advisory Board meeting.

It was moved by Vice Chairperson Genereux, seconded by Boardmember Kurt Ferstl, that the October 1, 2024, Economic Development Advisory Board meeting minutes be approved.

Upon tabulation of votes, it showed:

AYES – Drayna-Ferstl-Genereux-Gregory-Sanders

NAYS – None

ABSENT – Blake-Kay

Chairperson Zonneveld declared the motion carried unanimously by those present.

4. Hear a presentation on Mesa Public Schools' College, Career & Community Readiness, followed by a discussion.

Director of Career and Technical Education and Innovative Partnerships, Dr. Marlo Loria, and CTE Innovative Partnerships Community Outreach Coordinator, Dawn Giles, joined the Economic Development Advisory Board to discuss Mesa Public School's college, career and community readiness programs. The Mesa Public School District serves 57,000+ students across 81 schools and covers 200 square miles, aiming to graduate students with essential skills and attitudes, including critical thinking, problem-solving, and community contribution. The district has seen a decline in post-secondary matriculation, prompting the introduction of a "graduation plus" model, which includes industry certifications, college credits, and work-based learning experiences. Mesa Public School's Promise is that every student is known by name, served by strength and need, and graduates ready for college, career and community. Dr. Loria highlighted the need for a more innovative and strategic approach to education, leading to the redesign of the high school system to better prepare students for college, career, and community readiness. (See Pages 1-3 of Attachment 1)

Dr. Loria discussed the implementation of the Academy model in Mesa's high schools, which involves restructuring to include block scheduling, career-connected learning, and interdisciplinary projects. The model includes five academies: Engineering Design and Production, Health and Medical Sciences, Entrepreneurship and Business, Digital Design and Creative Arts, and Public Service. Students can choose up to three academies, and while there is flexibility to switch, it is rare for students to do so. Dr. Loria also addressed the concern of students with specific interests, such as natural sciences, and emphasized that there will still be opportunities for elective classes and CTE programs. (See Pages 4-6 of Attachment 1)

Ms. Giles shared that work-based learning is intentional activities and experiences designed to prepare students for college, career, and community by expanding the boundaries of the classroom. She discussed the benefits of internships through work-based learning partners for students, highlighting that they provide hands-on experience and can lead to job offers. She mentioned that Empire Cat hired 62% of their Mesa student interns and put 13 of those into a degree program. She also addressed challenges faced when hiring 17-year-olds, such as limited system access and confidentiality issues; however, there is potential for companies to transition interns into other positions once they turn 18. She suggested that companies could consider hiring interns to build their workforce and provide valuable work experience to students in the community. Dr. Loria shared that liability coverage is provided for interns with an agreement. Additionally, business and industry engagement opportunities focus on fostering meaningful collaborations between businesses and education institutions to enhance workforce development. Dr. Loria concluded by emphasizing the positive impact internships can have on students' lives and their future careers. (See Pages 7-11 of Attachment 1)

Boardmember Ferstl shared that Boeing has nothing but good things to say about the program.

Economic Development Director Jaye O'Donnell commented that part of our workforce strategy includes an initiative to formalize an internship program within the city. Economic Development had an intern last semester who worked on a marketing effort.

Mrs. Giles shared that Visit Mesa has a student tourism exploration program where 70 students visit a different hospitality destination each month. Although it is not an internship, the program has given students a deep dive into the hospitality industry covering event planning, hotel management, and culinary arts.

Chairperson Zonneveld thanked Dr. Loria and Mrs. Giles for their presentation and commitment.

5. Hear a presentation on A.T. Still University, followed by a discussion.

Dr. Ted Wendel, president of the Mesa and California campuses of A.T. Still University (ATSU), provided an overview of the University and its future plans. The A.T. Still University of Health Sciences was established in 1892 in Kirksville, MO. In the late 1990's the University began looking for more diversity and an urban presence. The Mesa Campus was established in 2001 and the Santa Maria, CA Campus in 2020. ATSU is committed to continuing its osteopathic heritage and focusing on whole person healthcare, scholarship, community health, interprofessional education, diversity and underserved populations. ATSU focuses on training healthcare professionals to serve underserved communities through partnerships with community health centers. The Mesa Campus has three schools – School of Osteopathic Medicine in Arizona (SOMA), Arizona School of Dentistry & Oral Health (ASDOH), Arizona School of Health Sciences (ASHS) – with approximately 1,500 students and 360 full time staff members on its 54-acre campus. Dr. Wendel shared an overhead map of the Mesa campus. The university envisions developing the area as a healthcare district, potentially adding a new building and retail presence along Baseline Road to support students and the new adjacent apartment complex. Dr. Wendel aims to reconnect the University with the City of Mesa as an active partner. (See Attachment 2)

Dr. Wendel discussed the osteopathic medicine curriculum at the Mesa campus, which includes a 4-year degree and focuses on outpatient settings. He mentioned that students are assigned to community health centers around the nation during their second and third years of training. Dr. Wendel also acknowledged the role of naturopathy and homeopathy in the curriculum, but noted they are not a main component. (See Attachment 2)

Economic Development Director Jaye O'Donnell inquired about recruitment and where most students enroll from. Dr. Wendell replied that ATSU recruits from all over the United States, with about 10-15% of enrollment coming from the greater Phoenix area and a third from California. The students enroll for one to four years and become part of the community, positively impacting Mesa's economy. Approximately half of ATSU students go into family practice upon graduation, which is a significant need in the country.

Chairperson Zonneveld thanks Dr. Wendel for his presentation and commitment to Mesa.

6. Economic Development Director's current events summary including conferences attended.

Economic Development Director Jaye O'Donnell highlighted the 10th anniversary of Phoenix Startup Week which will be held at The Studios in November; the opening of Nucleus Radiopharmaceutical's new facility in Mesa; and the success of the Mesa Chamber of Commerce bus tour. In addition, details for the November 23 Mesa City Hall's Open House were shared as well as an upcoming ribbon-cutting ceremony for JX Advanced Metals.

The Office of Economic Development won two Golden Prospector Awards of Merit at the Arizona Association for Economic Development (AAED) Fall Forum for the Business Advocate e-Newsletter and the Asian District Mesa AZ brochure. The newsletter's subscription base grew from 5,000 to 9,000 subscribers last year.

Economic Development staff attended various conferences including Arizona Association for Economic Development (AAED) Fall Forum and the Arizona Air Mobility Summit. Upcoming conferences include the Electric Vertical Take-off and Landing Show (EVTOL), Area Development Magazine Executive Summit and Economix.

7. Introduction of new business to be discussed at a future meeting.

None.

8. Schedule of meetings.

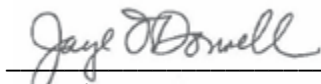
The next Economic Development Advisory Board meeting is scheduled for December 3, 2024.

9. Adjournment.

Without objection, the Economic Development Advisory Board meeting adjourned at 8:41 a.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Economic Development Advisory Board meeting of the City of Mesa, Arizona, held on the 5th day of November 2024. I further certify that the meeting was duly called and held and that a quorum was present.

Submitted by:



Jaye O'Donnell
Economic Development Director

ms
(Attachments – 2)

Marlo Loria

CTE & Innovative Partnerships
Director

Dawn Giles

CTE Innovative Partnerships
Community Outreach Coordinator



MPS Promise

Every student in Mesa Public Schools is known by name, served by strength and need, and graduates ready for **college, career and community.**



Portrait of a Graduate



ESSENTIAL ATTITUDES

Ethical

- Acts with character
- Is of service to others
- Takes responsibility for one's words and actions

Inclusive

- Finds common ground
- Invites and seeks to understand the ideas of others
- Sees strength in differences

Resilient

- Adaptable
- Learns from mistakes
- Is willing to risk trying again

ESSENTIAL SKILLS

Collaborator

Learns from and contributes to the learning of others while working toward a common goal

Communicator

Listens and shares ideas clearly and effectively, keeping the audience and purpose in mind

Community Contributor

Brings people together and contributes to the community and world

Creative Thinker & Innovator

Uses curiosity and imagination to inspire new ideas or build upon existing ones

Critical Thinker & Problem Solver

Investigates, learns and sees more than one way to solve a problem

Graduation **PLUS**

Robust academic skills +

Technical skills +

Employability skills =

**Competitive advantage in
current and future workforce**



Industry
certifications

Work-based
learning

Earned college
credit

Advanced diploma
designations

College/career
action plan

Ensuring College, Career, and Community Readiness

Elementary

- Development of foundational academic skills
- Career awareness

Junior High

- Development of strong academic and social skills
- Identification of aptitudes and interests
- Career exploration

9th Grade Academy

- Small cohorts of learners
- Freshman Seminar course focused on career exploration & life skills
- Intentional focus on workplace skills
- Interdisciplinary project-based learning

High School

Grades 10-12 Academies

ACADEMY A

PATHWAY

ACADEMY B

PATHWAY

ACADEMY C

PATHWAY

- Small cohorts of learners
- Interdisciplinary project-based learning connected to academy career theme
- Embedded work-based learning

Graduation Plus

Academic competency

Work-based learning

Portrait of a Graduate



College & Career Academy Themes

Engineering, Design & Production

Emphasizes **innovation**, **collaboration**, and **design thinking**. Learning linked to multiple sectors, including aerospace, engineering, design, construction and advanced production technologies, while also fostering essential employability and **leadership** competencies.

Health & Medical Sciences

Provides students with an immersive educational experience, offering a deep dive into various healthcare fields, including patient care, medical technology, and health sciences. Fosters technical proficiency and compassionate care, while emphasizing **critical thinking**, **teamwork**, and **leadership** in the dynamic and ever-evolving healthcare industry.

Entrepreneurship & Business

Equips students with the skills and knowledge needed to thrive in the competitive world of business, finance, and entrepreneurship. Exposes students to corporate environments, small businesses, or their own entrepreneurial ventures, fostering **creativity**, **problem-solving**, and **strategic thinking**.

Digital Design & Creative Arts

Immerses students in the dynamic world of digital media, communications, and creative arts, offering hands-on experiences in areas such as graphic design, video production, animation, and web development. Academy fosters **innovation**, **storytelling**, and **visual communication** expertise.

Public Service

Exposes students to impactful careers in public safety, human services, and civic engagement, fostering a sense of duty, **problem-solving abilities**, and a **commitment** to making a positive difference in society.



Mesa Public Schools

College, Career & Community Readiness Framework

MPS Promise: Every student in Mesa Public Schools is known by name, served by strength and need, and graduates ready for college, career and community.



What is work-based learning?

Intentional activities and experiences designed to prepare students for college, career, and community by expanding the boundaries of the classroom. Experiences and activities connected to career awareness, exploration, preparation, training and will begin as early as preschool and continue through high school and beyond.

Transactional  Relational				
Financial donation	Classroom speaker	Project-based learning	Job shadows	Internships
	Facility tours	Externships	Mentorships	Business Community Council
	Career Exploration Fair		CTE Advisory Group	Hiring graduates
	STEM events			

FIND THEIR **INSPIRATION**



Work-Based Learning Partners



Honeywell





Business & Industry Engagement Opportunities

Focuses on fostering meaningful collaborations between businesses and educational institutions to enhance workforce development. This model involves active participation from industry partners, educators, and students, creating a dynamic ecosystem where industry needs align with educational outcomes.

Industry Education Council

Executive level representatives from industry and education meet regularly, create measurable goals aligned to MPS college, career & community readiness framework, and provide support to BCC, Academy and CTE committees.



Elementary, Junior & Senior High

Business Community Council (BCC)

What: Industry partners work with K-12 schools within a high school feeder system to provide work-based learning opportunities to students.

Who: Industry partners, school admin, CTE staff, parents, teachers, and other community members.

When: BCC determines the frequency of meetings.



High School

CTE Program & Academy Advisory Councils

What: Industry partners provide specific feedback to CTE and academy teachers, connected to specific career paths; provide work-based learning opportunities.

Who: Industry partners, teachers, CTE staff.

When: Meet quarterly.

Internship Program

- A ***part-time job*** for high school **seniors** aligned to their career interests and goals.
- Designed to gain real-world exposure to businesses and industries relevant to their technical program of study.
- Students earn class credit while acquiring practical insights into their chosen field.



Internship Program

- **Benefits of Hiring an Intern**
 - Students are eager to learn
 - Cost-effective labor
 - Talent pipeline
 - Community engagement
 - Liability insurance
- **Employer Responsibilities**
 - Provide meaningful work experiences
 - Provide feedback and guidance on work performance
- **Intern Responsibilities**
 - Work minimum 10 hours per week
 - Be reliable, prompt & communicate
 - Be an asset to the employer
- **Program Duration & Structure**
 - One semester to one year
- **Hiring 17-Year-Olds**



PARTNER WITH MESA PUBLIC SCHOOLS

Help provide real world learning experiences to qualified high school students

Partnership Opportunities

- ✓ Join a Business Community Council
- ✓ Grow your workforce by providing part-time internships and job shadows
- ✓ Engage with 1000+ students by participating in Career Fairs
- ✓ Share business expertise as a guest speaker

Scan here to join us:



A. T. Still University

Mesa Campus



132 Years of Healthcare Preeminence

Founding College of Osteopathic Medicine in Kirksville, MO
Mesa, AZ Campus established in 2001
Santa Maria Campus established in 2020

ATSU Mission

A.T. Still University of Health Sciences serves as a learning-centered university dedicated to preparing highly competent professionals through innovative academic programs. The University is committed to continuing its osteopathic heritage and focus on whole person healthcare, scholarship, community health, interprofessional education, diversity, and underserved populations.

Educating the Healthcare Team in Mesa

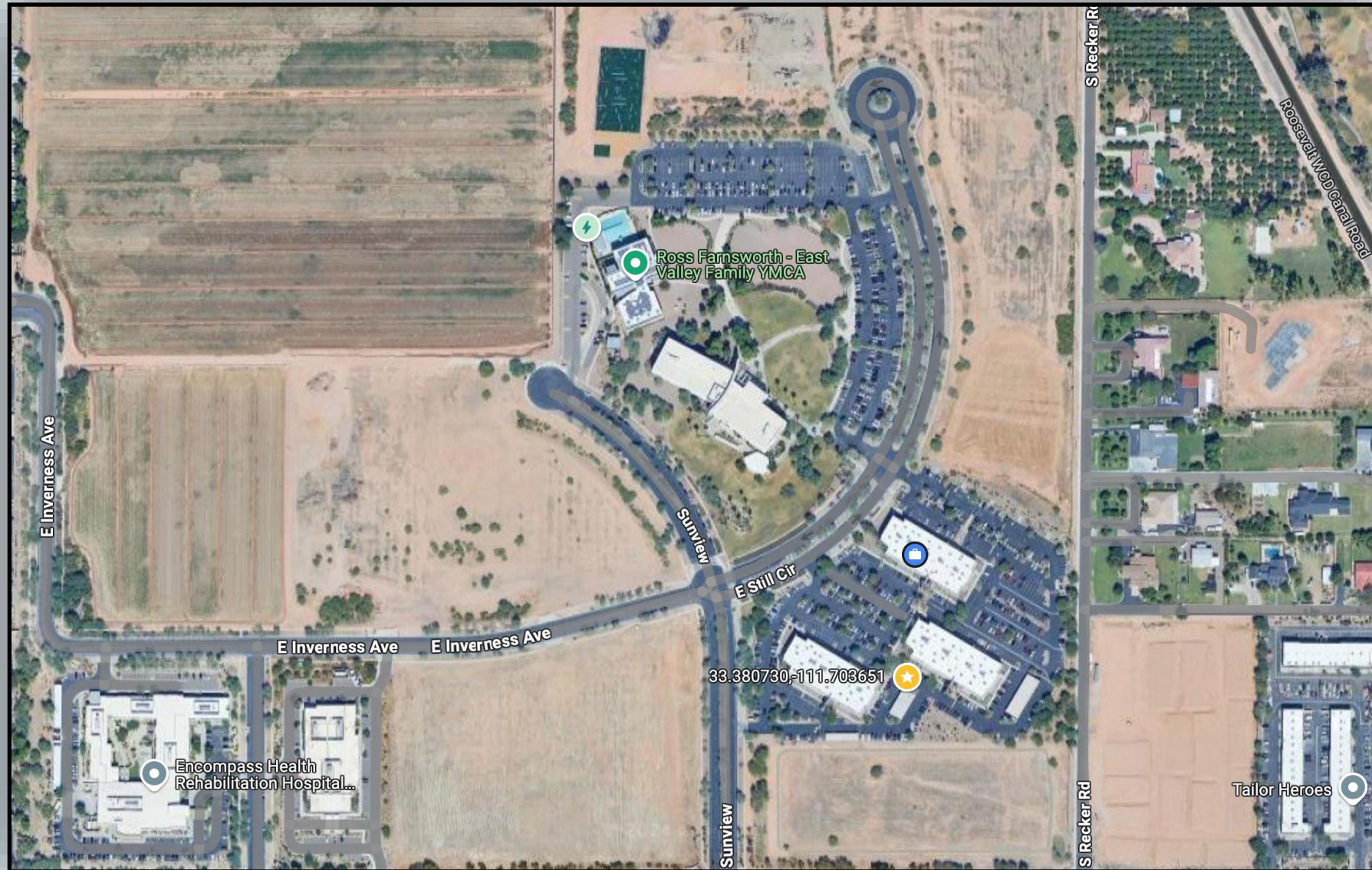
School of Osteopathic Medicine in Arizona (SOMA)

Arizona School of Dentistry & Oral Health (ASDOH)

Arizona School of Health Sciences (ASHS)

Physician Assistants, Physical Therapist, Occupational Therapists, Audiologist,
Speech Language Pathologists, Athletic Trainers

Mesa Arizona Campus



Our People

Full-Time Employees: 360

Full-time hourly: 112

Full-time salary: 88

Full-time faculty: 143

Full-time faculty admin: 17

Part-Time Employees: 272

Adjunct faculty: 206

Part-time hourly: 39

Part-time salary: 2

Part-time faculty: 25

Students

1500 full and Part time students



Our Future

Our “Neighborhood”

Power Education Corridor
Health District
Banner Hospital
Encompass Rehabilitation Center
Mini Emergency Room

Our ATSU Campus

New Buildings
Retail Frontage

