



Healthy Mendocino Roundtable Minutes

June 10, 2021 1PM-3PM

Zoom Call

Present: Miranda Ramos, Roseanne Ibarra, Patrice Mascolo, Molly Rosenthal, Clinton Maxwell, Mary Kate McKenna, Angelica Figueroa (for Ryan LaRue), Mary J Norris, Jennifer O'Donnell, Sage Sangiacomo, JoAnn Saccato, Ted Williams, Emily Morgan, Jessica Grinberg, Julie Fetherston, Paul Davis, Victoria Kelly, Mary Anne Petrillo, Camille Schraeder, Tammy Moss Chandler, Lucresha Renteria, Lynn Scuri

Absent: Angela DeWitt, Ann Moorman, Clara Slaughter, Jayma Shields Spence, Julia Russ, Libby Guthrie, William Feather, Susan Baird Kanaan, Donna Schuler, Juan Orozco, Michelle Hutchins, Linda Givens, Jackeline Orozco, Tim Karas, Eileen Cichocki, Dina Polkinghorne, Una Wirkebau, Annie Liner, Jill Damian, Paul Anderson, Chloe Guazzone- Rugebregt, Judy Leach, Jennifer O'Donnell, Michelle McMillian, Greg Van Patten, Judson Howe, Johann Ramirez, Richard Matens, Patty Bruder, Megan Barber Allende

Welcome & Introductions

Miranda welcomed the new members of the Roundtable:

- **Judy Leach**, President of Adventist Coast Hospital, Vice President Adventist Health
- **Jackeline Orozco**, Mendocino College High School Equivalency Program Manager, Periódico al Punto, UVA
- **Lisa Fredrickson**, Senior Program Manager Public Health Nursing, Mendocino County Maternal Child Adolescent Health & Home Visiting
- **Jessica Grinberg**, President, Mendocino Coast District Hospital Board, Owner, Align Orthotics and Prosthetics
- **Alyssum Wier**, Executive Director, Arts Council of Mendocino County
- **Mary Anne Petrillo**, CEO, West Business Development Center
- **Visitor: Joann Saccato**, Community Engagement Coordinator for NorCal 4 Health, Health is Wealth Work Group

Patrice screened a couple of vaccine PSAs created by the DEI Task Force

[Link to YouTube channel with all the videos](#)

Funding & Fundraising Update

- Healthy Mendocino is doing well with fundraising. Patrice is still in the midst of talking to funding partners individually and has commitments from most funding partners. HM has \$115,650 committed, including \$100K from Public Health.
- HM applied for a second round of the Community Foundation Non-profit Relief Grant for the amount of \$7,500. Still waiting to hear back.
- HM is looking at a little over \$155K for the upcoming fiscal year. We don't have enough for 2 FTE but we do have enough for 1.5 FTE.
- Molly Rosenthal will be moving on to a new position in NCO as Project Coordinator III. She will be helping different NCO programs build out grant-funded projects and help foster inter-agency collaboration. Her position has already started, but she will still help HM up to 5 hours a week with editing, writing and special projects support. Patrice will be hiring a new coordinator within in the next month. The hope is that Molly's replacement will be located on the coast, as NCO now has a larger coast office that can accommodate a second person.

Current Healthy Mendocino Projects

Website Update

- There is a survey up on the website to gather information on the HM site usability and relevancy. Patrice asked the Roundtable to urge people to take the survey. One of the responses indicated they would like more data about businesses and the economy in the county. That was interesting because private business and economic development are sectors HM would like to engage more.
- New projects: HM is beginning to be recognized as a longtime trusted organization in community health and the website is becoming more of a valuable resource for organizations. Community groups have been approaching HM to collaborate on some new projects because of this elevated awareness.
 - Tribal Recognition Project: historical, geographical, cultural, contact information for any sovereign nation who would like to participate.
 - Ford Street Project: Governors 100-day Homeless Challenge. HM will host this project's data collected on homelessness and housing insecurity in Mendocino County.
 - ACEs Community Resilience Team: ACEs and trauma informed and resilience collaboration tools resource page.

2020/2021 Annual Report

Annual report is out. An electronic version with links is available on the website.

https://www.healthymendocino.org/content/sites/mendocino/Annual_Reports/Healthy_Mendocino_Annual_Report_2020-2021_E.pdf

Webinar –A Conversation on Youth Mental Health: Response, Recovery Resilience

- HM, in collaboration with League of Women Voters, is hosting a webinar called **A Conversation on Youth Mental Health: Response, Recovery, Resilience** on June 16th from 12PM-1:30PM. We hope you all will be able to join. The panel will be a blend of youth advocates and services providers:
 - **Bonnie Lockhart, MSW:** Tribal Youth Diversion Project Coordinator, [Sherwood Valley Rancheria](#)
 - **Anastacia Brodetsky:** Youth Advocate, [Project Sanctuary](#)
 - **Terri Rathbun, LMFT:** Clinical Manager, [Mendocino County Youth Project](#)
 - **Ren Ramos:** Youth Advocate for transgender and LGBTQ rights
 - **Nanette Barker:** Restart Counselor, [Mendocino County Office of Education](#)

Avenues to Wellness Presentation

- HM will be giving a presentation for Avenues to Wellness on Equity and the SDOH in the time of COVID. This presentation will be recorded and editing and shared out to our network.

Presentation from Clinton Maxwell and Emily Morgan, MCOE -- Building

Homegrown Labor Force Pipelines

https://www.healthymendocino.org/content/sites/mendocino/Agendas_and_Minutes_PDFs/Advisory_Council/Healthy_Mendo_-_K12_industry_advisories.pdf

- Federal legislation has changed and requires CTE to have advisory councils of industry in order for CTE to conduct a needs assessment of industry and adequately prepare students to join the workforce or a career pathway. MCOE reached out to HM to partner for networking on this since the program has a long history of conducting needs assessments.
- Emily and Clinton reviewed problems that industry is having and the problems withing K-12. Many of the issues are the same. There are commonsense partnerships that exist because of the overlapping of need.
- We have a community-wide need post covid: connecting youth to purpose.
- CTE programs are controlled on the district level. High quality CTE has required components and standards identified by industry councils. CTE is not just one-off electives, when it comes to grant funding, there are specific elements and expectations—one expectation is industry collaboration.
- MCOE wants to established industry meetings 2-3 times a year to get input from industry but it's a struggle for industry to show up and be engaged. Another pivotal piece to CTE is work-based learning to help contextualize the subjects for students.
- Components: "Career Ready Practices": Soft skills are foundational to all CTE pathways. Anchor standards are standards that drive through all industry. Pathway standards.
- Potential partnership opportunities between Industry & Education: Industry Advisory Councils, work-based learning (most important) opportunities, financial and in-kind support
- Clinton and Emily's role is to solicit and engage you, industry partners, and make sure it's the wisest use of investing your time. They would like to know your work so we can know how to best use your time.

- If any Roundtable members would like to explore these partnerships with MCOE, please contact:
 - Emily Morgan, M CCD k12 Pathway Specialist (hosted by MCOE) emorgan@mcoe.us
 - Clinton Maxwell, MCOE College and Career Specialist: cmaxwell@mcoe.us
 - Google Form to sign up:
<https://docs.google.com/forms/d/e/1FAIpQLSf12eNnj4PpuE0579xJdOgNZI6-ovYARY118gc3jR4QZUIwOA/viewform>

Comments from the Roundtable

Mary J. Norris—We went into COVID with 7 positions open for our tribal government. California gives more incentives for not working (unemployment) than to work. We can't always offer a lot of money to entice workers as we work under grants. In remote Mendocino County we have no housing and there are no places for employees to live. Industry got together to generate 50K after the fires and had construction students volunteering to rebuild houses after the fires. Home grown talent may be the only realistic long-term solution to our workforce and housing issues. K-12 needs to do better to serve industry because that is serving our students.

Clinton Maxwell --The systems to support this will never be scalable to our need, we need to create our own systems.

Ted Williams--Who are the partners helping explain the cannabis industry to high schoolers and the reality of the industry? Black market cannabis is not a viable pathway anymore.

Clinton Maxwell, MCOE—We do outreach to the industry and go back at talk to the youth. We find a skill someone may have in cannabis and help them see how it transfers to another industry. We also assist the adults in finding the phrases they need to refute the narrative that cannabis is a viable career pathway. MCOE is writing a grant and needs to rally industry partners to help MCOE present youth something that is shiny and brighter than the false story. Vilifying the industry passes judgements on their parent's choices.

Camille Schraeder, RQMC—We need a funding stream from Medicaid to actually employ those under 18 youth.

Mary Anne Petrillo, West Business Development Center-- West has serviced over 170 business across the county for the last year. We are seeing the workforce issue hugely right now. There are foundational skill components to everything: for example, technology and customer service. West is launching a program that has students that create their own mock businesses. So much of our county is small businesses. How about a scholarship where outsiders pay high school

students to go to businesses and work for summer. The students will get paid and obtain job skills, and the burden of paying the student will not be on the small business.

Julie Fetherston, First 5 Mendocino—The early learning environment is so important to workforce development and purpose. Childcare supports every other industry. First 5 has part of a pathway built around childcare and could provide some training and stipend money to get the pathway going.

Clinton Maxwell, MCOE--Ukiah High School has a child development pathway. We have a lot of youth with challenging relationships, who will be parents soon. Shouldn't we be preparing our youth to have a background in child rearing?

Sage Sangiacomo, City of Ukiah –The City of Ukiah partners with UUSD to offer summer school to make up educational opportunities lost during the pandemic. It's a half day but is now a \$1 million dollar program going back into youth wages. More than 150 kids are now employed through that program.

Roundtable Discussion

Please describe your process for recruitment, training and retention of employees and any changes or obstacles you are having since COVID? Do you have an onboarding process for volunteers and interns? What are your current recruitment strategies that MCOE can support?

Lucresha Renteria, Mendocino Coast Clinics: HR hasn't received a receptionist application for 2 weeks. That has never happened before. We always get some kind of interest for entry level positions. Our staff is having to either modify their schedules or try to cover positions of those that have left. Young families are leaving the area because spouses' jobs have been negatively impacted by the pandemic. We've always had a tough sell with licensed clinicians and advanced practice providers—housing is one of those problems. MCC has rental housing to help new hires from out of the area land while they look for a place to live. We just had a licensed clinician turn down an offer because she could not find housing in 10 days. We can't find medical, dental assistants. If we get back to a new normal that involves kids being able to go to school 5 days a week and there are afterschool programs, our workforce can return to normal schedules. MCC is looking at pushing up our starting wage and giving people increases and more staff recognitions to keep people motivated

Camille Schraeder RQMC—RQMC is experiencing the exact same. We are concerned about audit risk, and we are going to have to increase clinical salaries to attract licensed clinicians. It is going to get worse because school- based mental health is getting 4 million dollars. Money coming down in initiatives that is funding programs not included in established scope of work. This is the worst RQMC has seen it.

Miranda Ramos, HM Leadership Team Chair---These recruitment issues make the retention that much more pressing. Mid-manager roles, or who the frontline employees are reporting to-- are so crucial to retention of employees.

Julie Fetherston, First 5 Mendocino—First 5 just re-did salary schedules and professional development plans. First 5 is a much smaller organization than MCC and RQMC and have had two successful recruitments but knows that that ongoing retention is always an issue.

Clinton Maxwell, MCOE—MCOE has been very sensitive about how to find the new balance. If we go back to imposing the old, that is going to create emotional repercussions on the staff. MCOE directors are identifying what new workflow team effort strategies need to be put in place.

Lucresha Renteria, MCC—MCC has an employee referral program-- if you refer an employee refers a friend or relative for a job and they are hired, we pay the employee a bonus.

Sage Sangiacomo, City of Ukiah: The City of Ukiah also has a referral program. We pay out employee incentives for those that have successfully recruited new talent. The City is building in a mentorship program so the new hires stay with them and create a connection with the agency beyond just coming through the door.

Meetings will be the second Thursday on the last month of the quarter.

Next meeting is September 9th 2021, the last month of each quarter.