



Minutes City Council Education, Technology & Economic Development Committee February 5, 2008

Minutes of the Council Education, Technology and Economic Development Committee held on February 5, 2008, 2:00 p.m., at the Tempe Historical Museum, 809 E. Southern, Tempe, Arizona.

Committee Members Present:

Councilmember Onnie Shekerjian, Chair
Councilmember Barb Carter

City Staff Present:

Jennifer Adams, Dep Pub Wrks Mgr	Jan Hort, City Clerk
Kathy Berzins, Dep Comm Svcs Mgr	Gene Obis, ITD Mgr
Tom Canasi, Comm Svcs Mgr	John Osgood, Dep Pub Wrks Mgr
Maryhelen Giustizia, Solid Waste Supvr	Sheri Partridge, Council Aide
Kate Hanley, TCC Exec Dir	Dr. Alex Smith, Tech Dev Spec
Don Hawkes, Water Util Mgr	Lynette Stonefeld, TCC Comm in Schools
Shelley Hearn, Comm Rel Mgr	Sheri Wakefield-Saenz, Econ Dev Mgr
Ted Hoffman, Deputy IT Mgr	Amber Wakeman, Govt Rel Dir

Guests Present:

Steve Adolph, TUHSD Superintendent
Amanda Burke, ASU, Associate Director of the Office of University Initiatives
Chris Bustamante, VP, Rio Salado College
Brandon Coakley, Williams & Associates
Sharon Doyle, TUHSD Foundation, TIE Foundation
Sue Henderson, UPSI, ASU
Darryl Jacobson-Barnes, City Council Candidate
Zita Johnson, TUHSD
Barbara Khalsa, Rio Salado Community College
Stephanie Salazar, ASU
Elaine Stover, ASU, Career Services

Chair Shekerjian called the Technology portion of the meeting to order at 2:05 p.m.

Technology

Agenda Item #1 – Public Appearances

None.

Agenda Item #2 – IB Marketing Update

Sheri Wakefield-Saenz summarized that without the school district bond issue passing, there are financial issues going forward for next year, and staff has been meeting to determine the appropriate level of sponsorship and the appropriate level of opportunity for the private sector should they wish to participate from the private sector, whether that means internships, lectures, fellowships after graduation, etc. The meetings were effective, and we have had more conversations since then on how best to present the program and the City's role. Next steps will be to schedule a meeting to talk about a strategy for approach to the private sector. Staff has contacted Medtronic and they have agreed to take a meeting. They seemed open to the concept and currently help with the HOPE program. They are the first on the list of about 35 corporate targets.

Councilmember Carter asked about Med-Air.

Ms. Wakefield-Saenz responded that Med-Air is a Tempe company that provides medical coverage to private companies for their executives as they travel internationally. That would be a great partner.

Councilmember Shekerjian added that the school district will need to know how much help they can expect going into their budgeting process for next year. We don't want the program to impact the school district budget and we want to help them find the money outside the school budget.

Ms. Wakefield-Saenz added that the program was well-received by Medtronic. By next month, the majority of the 15 top target meetings should have taken place. She added that the meetings would include a representative of Tempe High, Councilmember Shekerjian, Councilmember Carter and someone from staff. She distributed an initial marketing piece. Registration for the program is going well, with as many as 30 students for next fall.

Sue Henderson added that yesterday Mesa Public Schools announced that they are doing an IB K-12 at Frost. She asked whether that has any impact.

Councilmember Shekerjian stated that in Tempe, the high school will start the program. In their strategic planning for FY 09/10, the Tempe Elementary School District plans to start a middle school IB to feed into that program. There has been no interest so far in an elementary IB program. There's a market place for the IB high school program and it is well-recognized. By next year, she hopes the Committee can start to provide the basics for the middle school program so they don't have to try to access funds in their budget.

Ms. Wakefield-Saenz added that, ideally, the goal of the program is to create a managing board that could coordinate programs.

Agenda Item #3 – Technology-Based Educational Best Practices

Dr. Alex Smith summarized an article in *Science Books and Films*, an offshoot of *Science Magazine*. They put together book reviews, curriculum updates, and annual book awards. The Tempe Library has 6 of the 17 books listed. He summarized that:

- The key thing for science reading in young children is that the reading skills help learners compensate for deficits in science education.
- Students who receive a higher number of stimulating tasks increased reading comprehension, and that goes forward to create a lasting interest.
- Best practices close to home
 - The Tempe Library already has 3 programs for youth science education.
 - Science programming principles are: reading based, small class size, hands-on and interactive, collaboration, inquiry and discovery, art/craft integrated, take-home extension activities
- Current Programming Themes
 - Kinderscience (5-6 yrs)
 - Nature Detective (7-9 yrs)
 - Saturday Science (9-12 yrs).
- Partnerships and Support
 - Cornerstones of Science Organization
 - Target Community Grants
 - Friends of the Tempe Public Library

Councilmember Shekerjian asked what advertisement is done in the schools so they are aware of these programs.

Dr. Smith responded that he didn't know, but the classes are always full. Information is available on the Library website and in the Community Services Program guide.

Sharon Doyle suggested that since they are always full, maybe there should be more classes.

DIRECTION: Staff to talk to Tom Canasi and Teri Metros on how to promote the groups and how the Committee can help with potential growth and advertising.

Agenda Item #4 – Future Agenda items

Sheri Wakefield-Saenz stated that she had talked to Peter Hodgkin at ASU regarding the American Marketing Association (AMA) program. They have a meeting scheduled and are looking at ways to get a career fair organized. It is still on target for a spring event, and there could be as many as 30 to 100 companies represented. The interest will be huge. The direct line to students for internships isn't always clear, and this is a way to go direct to the students.

- Update on AMA internship fair
- Update on promotion of science groups at Library
- Update on KITE situation - Gene Obis

The Technology Advancement portion of the meeting was adjourned at 2:20 p.m.

Chair Shekerjian called the Education portion of the meeting to order at 3:00 p.m.

EDUCATION

Agenda Item #1 – Public Appearances

None.

Agenda Item #2 – Approval of Minutes with changes for November meeting, December meeting

Councilmember Shekerjian requested that additional information be read into the record and an administrative memo be filed with the November minutes referencing the February minutes. She read the following additional information referencing Item #5 of the November 6, 2007, Council's Education, Technology and Economic Development Committee meeting minutes regarding the ABEC Scholars Program, page 8:

“She [Ms. Cassano] indicated that she had spoken with Mary Ann Miller, President/CEO, Tempe Chamber of Commerce, about the Arizona Academic Scholars Initiative and the role the Chamber might play as the lead business organization. Ms. Miller was unable to make this meeting, but is quite interested in pursuing this idea further. Ms. Cassano indicated that previous experience has shown Chambers of Commerce are an excellent use of a lead business organization for such a collaborative.”

Councilmember Carter moved to approve the December 4, 2007, minutes. Second by Councilmember Shekerjian. Motion passed.

Agenda Item #3 – Career/Education Fair Update

Karen Poole was unable to be present, and Councilmember Shekerjian summarized that there will be an East Valley Career Fair in October or November of 2008. It will most likely not be in Tempe, but in Mesa. The University will have the opportunity to play a role in that fair and hopefully in 2010, the citizens and students of Tempe will have an opportunity to have the benefits of a career expo in their own city.

Agenda Item #4 – Mayor's Youth Advisory Commission Requests

Amber Wakeman summarized that the Mayor's Youth Advisory Commission has recommended programs and she outlined the federal and state legislation concerning those recommendations. She noted that Brenda Copeland helped complete this information.

Driver Education Programs for Teens.

For State legislation, there are bills for text messaging, cell phones, hands-free, and fines. There are many several different versions. H2398 provides that Class G licensees (between 16 and 18 years of age) shall not use a cell phone or personal digital assistant while driving a motor vehicle. It is expected that this or some form of cell phone text messaging will be passed.

Tobacco, Alcohol and Drug Abuse Awareness Campaign

For State legislation, S1319 specifies that if a person placed on probation for the personal possession or use of a controlled substance or drug paraphernalia is a parent, guardian or custodian of a child under 18 years old, the judge shall order the person to take parenting classes as a condition of probation. The goal of the education classes would be to prevent that behavior from passing on to the next generation.

Internet Safety Program

On a national level, S.2237 establishes programs and national task forces to combat child exploitation over the internet. On the State side, H2129 makes it unlawful for a person 18 years

old or over to knowingly misrepresent his/her age to a minor over the internet. HCM2001 urges Congress to take action to help stop children and employees from accessing internet pornography, and to facilitate a technology-based solution that allows parents and employers to subscribe to internet access services that exclude adult content.

Councilmember Shekerjian asked if these items are part of the City's state and legislative agenda approved by Council.

Ms. Wakeman responded that these are approved and are being tracked.

Lynette Stonefeld added that through the City of Tempe Community Services Department, Police Department and the "No Parent Left Behind" Program (funded through various agencies and working with the City), there are workshops offered in the following areas: Internet Safety, Tobacco, Alcohol and Drug Abuse Prevention, Theft and Shoplifting Awareness, Driver Safety and Driver Training for Teens and Parents.

Shelley Hearn distributed a copy of a website entitled "Parents, The Anti-Drug" which is geared to help parents monitor internet use.

Councilmember Shekerjian stated that this website is probably the best source of information on what to do as a parent. She presented a copy of an article on "Tools to Aid Parents with Digital Monitoring." This is something that could be used with some of the programs funded by the City. It might be useful in school newsletters, as well, and serve as a resource for the "No Parent Left Behind" program.

Ms. Stonefeld added that kids want their parents to get educated. They want their parents to know the things they know. Our workshops reach hundreds of parents, but miss thousands of others. How can we do a better job?

Tom Canasi added that the concept is to make sure we link existing services with the efforts for state and federal funding as well as any other local funding. As Ms. Wakeman tracks these bills, if there are other bills that might affect or support the programming we are trying to put into place, that would be great to know so that we could move in that direction. There are a number of efforts, such as the "No Parent Left Behind" program and workshops by City staff. Many of those have been reflected in the Mayor's Youth Advisory Commission's report and recommendations. In addition, the Police liaison officers in the schools have run internet safety programs in all of the middle schools and high schools, as well as some substance abuse programming in those schools. We have a great partnership with the Tempe Union High School District and have counselors in all the high schools providing service for ten hours per week and they are programming group sessions for kids and working with families, as well. Last year, over 600 participants went through programs on substance abuse, and over 163 groups were offered in the high schools. That is all part of grant funding coming from federal dollars to the state to the high school district to the City. That is a great example of partnerships.

Councilmember Shekerjian asked Mr. Canasi to prepare a report to the Mayor's Youth Advisory Commission letting them know what we are doing, what we have available currently, and what we are monitoring at the state and federal level. That would be a good way to get the word out. She asked him to come to the next meeting with other ideas on getting the word out.

Darryl Jacobson-Barnes added that there is no publication in Kyrene and it is important to get the word out. The program done with the “No Parent Left Behind” program, including the children, had more impact than anything. The average person has 600 friends in their “My Space” account.

Agenda Item #5 – IB Update

Sheri Wakefield-Saenz summarized that the IB program is important to employers in the community. One of the issues with the last bond issue not passing is that there is not funding for the entire program. A role the committee could play with some of the members from Tempe High would be to go out into the business community and talk about the IB program, highlighting the advantages to the students in the community and also to the employers, and then selling the assets of the IB program to these businesses as sponsorship opportunities. Staff has had several meetings with the Tempe High team and a marketing piece has been put together. Our first meeting with Medtronics is set. We need \$30K by June. There are 35 to 50 targeted businesses in the community.

Agenda Item #6 – JAG Program Update

Kate Hanley summarized that she has met with principals from Marcos de Niza and Tempe High who have expressed interest in having the Jobs for Arizona Graduates (JAG) program return to the Tempe Union High School District. Staff is willing to submit a proposal to get funding for the first year for half the program, which would be about \$100K. They are willing to submit a proposal to get \$50K. This is a program that reaches out and includes young people who may not be the best students in the traditional setting. The Police Department programs that fund anti-gang, anti-drug, staying in school and peer development seem to be a good match. Using those programs to leverage dollars from the community and businesses seems like a good plan to get those dollars into the community so the program can be re-launched on the Marcos de Niza campus and started anew on the Tempe High campus. They are working toward that end.

Councilmember Shekerjian added that the JAG has a high rate of success. Well over 98% of their students graduate. The students chosen for the program are those that would otherwise end up on the streets. They also have a success rate in long-term retention with college, military service or jobs. Long term means three years or more. They have an incredible scholarship program for those students who enter JAG for college. It has bipartisan support at the national level. It would be good to have this back into the community.

Councilmember Carter added that the program was at Corona del Sol in the 1980's but funding went away. She asked about gaming money and whether they require matching grants.

Ms. Hanley responded that they can get the \$50K for the first year as start-up money, so they only need to find a \$50K match for the first year, and then find \$100K for the second year.

Councilmember Shekerjian added that the Gila River Indian Community and the Salt River Pima Maricopa Indian Community could also be approached.

Ms. Wakeman added that any requests would be due by July.

Ms. Hanley added that it would be necessary to be looking at the second year.

Councilmember Shekerjian added that Ms. Hanley and Ms. Stonefeld have said they will take the lead on this and anything the Committee can do would help.

Agenda Item #7 – Recycling Program Update

Councilmember Shekerjian stated that she and John Osgood met with Phoenix Councilmember Greg Stanton to look at some recycling ideas. This committee got approval from the school districts to look into battery recycling.

John Osgood summarized that Mary Helen Giustizia will be spearheading the outreach and education efforts. Staff has been brainstorming these issues and looking at partnership opportunities.

Mr. Osgood continued that the Tempe program is fifteen years old this month. A new recycling processor has been selected and they are excited about expanding materials for the blue barrels. Outreach and education will be important. Staff is considering a rigid plastic program. The plastic grocery bags are recyclable, but need a separate collection process. Multi-family options are expanding. Jennifer Adams is also working with internal employee options. Staff will be pursuing a grant for a mobile information education center through ADEQ that could travel to various events. The new vendor will put together an education center at their facility which will be state-of-the art. It might be possible for classrooms to visit to see the process.

He continued with some of the ideas being considered:

- Non-disposable bag might be a third option to paper or plastic.
- Think sustainability.
- A staff person at each district to work with the City.
- Possible Kid Zone activity.
- Use City's resources to support an existing school curriculum.
- Green waste program to capture and create mulch to be used in the community

Councilmember Shekerjian summarized that staff is asking to form some kind of subcommittee with representatives from ASU, the community colleges, and the school districts to meet with staff to brainstorm what kind of partnerships could be created. The Committee would never ask for money or class time from the schools. She suggested seeing where there might be cross-overs in support of curriculum and cross-overs in terms of support of student groups.

Chris Bustamante added that ASU representatives met with Rio Salado College leadership council. They would be a great resource in terms of what they are doing in sustainability. Instead of reinventing the wheel, there are a lot of sustainability efforts already taking place. Everyone is in search of answers. He will send a contact.

Mary Helen Giustizia added that she met with ASU to discuss sustainability efforts. They have a green waste program similar to what staff wants to create. Discussions with Greg Stanton of Phoenix are in the beginning stages for an event at a bordering grocery store to distribute information on their grocery bag program. They would like Tempe to partner with them and extend the program into Tempe. There would also be a possibility to set up battery collection.

The City also has the Nike shoe program to collect shoes and redeem those for credit toward sports complex surface materials. Staff has a lot of ideas to get out into the community.

Councilmember Shekerjian added that some of the ideas discussed at the meeting with Councilmember Stanton focused on the education piece for this committee, but Councilmember Ellis' committee deals with sustainability issues, so we will be working in conjunction with her committee on a regular basis. The focus of this committee will be on how we can bring into the schools the concept of "think before you throw." She asked Mr. Osgood if a mobile unit could be brought to Kid Zone or to the Library.

Mr. Osgood responded that it could. Tempe is the "event capital", and many events could utilize it.

Steve Adolph added that their governing board recently passed a new strategic plan for the district and one of their goals is to go "green", so a subcommittee is being formed. The district would love to work with the City on this.

Councilmember Shekerjian suggested that Tom Canasi ask the Mayor's Youth Advisory Commission to work on a recycling program for next year.

Mr. Osgood added that the Community Relations staff has worked on a comprehensive marketing look for all pieces of information for the recycling program, and it will feature less "don't" and more "can." This flyer will include pictures, phone numbers, and will be in Spanish and English.

Councilmember Shekerjian asked staff to report back on the subcommittee next month.

Agenda Item #8 – Battery recycling program update

Don Hawkes summarized that the Water Utilities Department manages the Household Collection Center (HPCC) where the batteries would ultimately go. The HPCC has been prepped and is ready for collection. An outreach program for service clubs and other organizations through the City has begun. There are green buckets for collection and many ideas have been generated on the pitching of this program. There is one tiny snag, however. Collection of batteries can be a problem. Some of these batteries can be dangerous and they can melt and cause burns. Staff wants to be sure that before this program rolls out, everyone is on board. He would like a contact name from each of the school districts for either a risk management representative or attorney so everyone is aware of this very small risk. The ways around it are education and a very tight procedure for collection.

Mr. Hawkes continued that Rechargeable Battery Recycle Corporation (RBRC) is the end user of these batteries. They have lesson plans built for teaching battery recycling in schools. Once we get through this hurdle, we can roll out the program. The first piece would be education before batteries are brought to school. Staff will work with the schools to roll the receptacles out and staff hopes it will be the school's responsibility to bring those batteries to the HPCC for the sorting. RBRC does not accept alkaline batteries and about 70 to 80 percent of the batteries collected will be alkaline. They are not recyclable and they can't be land-filled. The choice at the HPCC is not to landfill but to bulk pack them into 55-gallon drums and send them

to the incinerator. RBRC does not charge for the recycling. Earth Day (April 22) is targeted as the official roll-out day.

Chris Bustamante noted that Interstate Batteries picks up their batteries, but RBRC is the end user.

Councilmember Shekerjian suggesting checking to see if they could pick up for the schools, as well. She will provide the contact information to Mr. Hawkes.

Agenda Item #9 – Tempe 11 Partnership Possibilities

Shelley Hearn summarized that a number of years ago, staff had a conversation with some of the districts about using Tempe 11 to show some of the programs that they have available. Nothing came to fruition, however. She had thought about having a class team up to get messages out from schools about the good things that are happening, but in talking to the School of Journalism at ASU, they said that none of the high schools had video production studios. There are a lot of options available, however. She suggested brainstorming ideas for partnerships to get messages out.

Councilmember Shekerjian asked if there is anything through the community colleges.

Chris Bustamante responded that Scottsdale Community College has an MCTV, a 24-hour information program on Maricopa Community Colleges and they do have a studio.

Ms. Hearn thought there might be a way to utilize students to do the production, or maybe a partnership with a class on a program.

Mr. Bustamante suggested asking Karen Poole for information. She coordinates among all the colleges and would have that information.

Another suggestion was made regarding the possibility of EVIT, since a number of Tempe Union High School District students attend EVIT. They have a TV production department and they made a video last year. Maybe tapping into some of those students would be beneficial.

Ms. Hearn clarified that Tempe 11 is being offered as a resource, so if there are messages or programs to get out, they could be aired.

Sharon Doyle asked if it would be appropriate for the foundation for the school districts to have information on Tempe 11.

Ms. Hearn responded that it would be appropriate.

Stephanie Salazar added that Channel 2 is aired in the ASU resident halls and she could put Ms. Hearn in touch with the director.

There was also a suggestion to run the school announcement packages on Tempe 11.

Ms. Hearn added that she will serve as a contact. She reminded the group that the items will need to be things that can re-broadcast.

Councilmember Shekerjian added that she thought it would be great to get a tape produced by students that would celebrate and promote all the good things that are happening within the community in terms of education.

Agenda Item #10 – Bridges Update

Tom Canasi summarized that Bridges is a cognitive skill development program being considered for implementation in the Kid Zone program. Five components have been set out to analyze:

- Feasible for the Kid Zone program? This would be a new expansion to the Bridges program and after significant staff review, it is felt it would be feasible and would be well received by many parents.
- Does the structure fit within Kid Zone? Staff determined the structure would fit. It would run for two 16-week sessions, three sessions per week, with about 15-20 kids for 30-45 minutes.
- Are there partnerships within the school district to allow the program to come forward? Those partnerships are in place.
- Program Evaluation. Staff would expect a statistical and analytical approach to measure kids' progress and determine any improvements being made. Staff is working on this point.
- Cost. Can the cost be reduced? It is a beta site and as such, it would be of great value to have a track record of success.

Three of the five components are addressed, and staff is working on the fourth which should be resolved in the near future.

Mr. Canasi continued that at this point, staff doesn't have an idea what the cost will be. It may be free. Staff will assume the instructional portion.

Councilmember Shekerjian summarized that the program has a great deal of history and has phenomenal results in the classroom. It takes 40 years of special education therapies accepted for special education and applies them to a different population. They help to remediate the pathways in the brain so that the kids can learn more easily. The idea is to use our after-school program. The after-school Bridges program is relatively new, so no data exists. We would like to try it out in Kid Zone in exchange, to some extent, for the cost to try it. A whole new market could be exposed to their business if they are willing to work with us to collect that data for them.

Agenda Item #11 – Announcements

Lynette Stonefeld announced that Tempe has been a three-time winner of the "100 Best Cities for Young People." Staff is working with Scottsdale and Chandler, who are also three-time winners, to put together an event with the governor to recognize that Arizona does have model communities that are doing great things for young people. She also presented information on the Tempe Youth Showcase. Auditions will be on February 23rd at the old Performing Arts Center on Sixth Street.

Agenda Item #12 – Future Agenda Items

- Adult Based Partnership

- Update on Recycling Subcommittee

Meeting adjourned at 4:20 p.m.

Prepared by: Connie Krosschell
Reviewed by: Shelley Hearn

Jan Hort
City Clerk