A. Welcome
B. Strategic Plan
C. Pathways to Work
D. Children’s Mental Health Initiative

*CAB In Attendance:* Chris Nicastro, Chris Randall, Dan Henrich, Francell Jackson, Jay Scherder, Jim Bilhorn, Judith Arnold, Julie Russell, Milt Wilkins, Rick Dorsey,

*Nine Staff In Attendance:* Angie Carr, CeCe Wolfner, Jana Donovan, Stephanie Lafleur

A. Welcome and Intro.
B. New Strategic Plan: click [here](#) to view
   a. Ensuring we understand ourselves within our role in the community
   b. Core purpose: Magnify and deepen understanding so our region can thrive
   c. Core values: community, trust, equity, learning
C. Pathways to Work
   a. Midcareer individuals – about 10 years in the job sector
   b. Helping individuals find a career path/constellation in high demand, skilled careers that require less than a college degree (especially in manufacturing, IT, healthcare)
   c. Nine PBS is in a listening phase with:
      i. Individuals that made a career change after 27 years old: how did you decide, what motivated you, how did you know it was an opportunity, how did you manage/succeed?
      ii. Training partners: what is your training like, how is it relevant, how is it meaningful and forward-moving?
      iii. Employers: how do you partner with training programs, are you seeing plenty of qualified folks, what do you need as an employer to fill this role?
   d. Types of listening opportunities:
      i. 1:1 conversations, small focus groups, opportunities to get out into the community and listen in unique ways
   e. Continuing to learn what the community needs, how to present our findings to the community
f. CAB Questions:
   i. Community college partnership?
      1. Response:
         a. Their unique focus on workforce makes them an essential and valuable community partner
         b. Listening sessions/focus groups with students and grads
         c. Recorded and built stories around SLCC State of the Workforce Report annually
   ii. Manufacturers conversations around living wage/pay scales?
      1. Response:
         a. We ask them what ways they’re getting creative about recruitment? What does their retainment look like?
         b. Employers are shifting because they are sensitive to the fact that they need to keep the people they train.
iii. High school partnerships? Emphasizing that 4-year degrees are not for everyone
   1. Response:
      a. Nine PBS has been in this space for ~6 years
      b. Our starting point was around HS graduation rates, gradually shifting to workforce dev as grad rates improved
      c. We spent many years leading an initiative designed to improve high school graduation rates that then transitioned to the importance of high demand skilled careers. We are now playing a partner role and sharing these important stories rather than leading an initiative.

iv. What are people saying relative to why they’re not taking jobs?
   1. Response:
      a. We are researching national trends and comparing it to what we’re learning locally within our convenings
      b. Most people we talk to are in the camp that they are sending out dozens of interviews/resumes but just can’t land a job
      c. We are responding by looking at how individuals can translate/apply skills in interviews and we’re talking with employers to evaluate their hiring processes

v. Mental health linkage between younger generations and their success in school (whether it’s 4-year, 2-year, training, etc.) and their success in their career
   1. Anxiety and depression seem to be increasing and have a huge impact

D. Children’s Mental Health Initiative
   a. Multigenerational, multiplatform approach to help increase understanding of children’s mental health resources/support and how to access
   b. Holding a listening convening with experts Thursday, 4/20/23
      i. Identifying challenges the community is facing regarding children’s mental health
      ii. Informing how we use our platform to increase access to resources, increase representation, increase understanding of resources
   c. We have heard our partners when they say they need content/stories around children’s mental health – we are meeting that need
      i. Thinking about families, caregivers, teachers, and children’s mental health as our starting point
      ii. Encouraging hard conversations, Nine PBS staying a neutral educator (no advocacy)
   d. Question to CAB: What are you hearing in the community?
      i. Stigma prevents seeking support and achieving sound mental health
      ii. Finding access to affordable mental health resources is a massive barrier
         1. Even with insurance, there are hoops to jump through that cause confusion and even block access
      iii. It seems the need for affordable/accessible mental health support is greater than the capacity of community organizations/resources
iv. Lack of representation in mental health professionals can cause barriers to treatment
v. Support needed in relation to specific instances of trauma (nurses during the pandemic, teachers in relation to low pay/high expectations and scrutiny)
vi. Boils down to: access, de-stigmatization, community support
e. What are some solutions?
   i. Is there room for peer-led conversations? Looking at the model of AA and NA with sponsors and group conversations around a shared experience and/or illness
   ii. Culturally-competent and culturally-responsive
   iii. Informing people on warning signs in their loved ones’ behaviors