



Business Department

Industry Advisory Board Certificate of Homeless Service Work

Thursday, October 27, 2022
1-3 p. m.

The first Industry Advisory Board (IAB) meeting was held in-person on Thursday, October 27, 2022, at Santa Monica College (SMC). Dr. Patricia Ramos, Vice Chair of Academic Affairs at Santa Monica, called meeting to order at 1:20 p. m.

INTRODUCTION OF MEMBERS

All members introduced themselves as well as staff & faculty. The following board members were in attendance:

Amber Roth, LCSW, Executive Director, Worker Education and Resource Center (WERC)
Celina Alvarez, Executive Director, Housing Works (HW), CA
Corri Planck, Strategic Initiatives Manager, City of West Hollywood
Dana Nasser, JD, Chair, Business Department, SMC
Dr. Nancy Greenstein, Member, Board of Trustees, SMC
Eden Sarkisian, Supervisor Training and Development Supervisor, Los Angeles LGBT Center
Frank Dawson, Chair, Communication & Media Studies Department, SMC
Jane Paul, Faculty Member, Antioch University Los Angeles (AULA)
Leslie Clarke, PhD, Trainer, Executive Coach and Consultant
Lisa Bethel, Individual with Lived Expertise
Shari Davis, Adjunct Professor, Political Science, SMC
Vanessa Rios, Senior Advisor, Workforce Development, Los Angeles Homeless Services Authority (LAHSA)

OVERVIEW

Welcome – The meeting was opened by Dr. Greenstein. She gave IAB members a historical overview, stating that the program discussion had its origins in 2018, with longstanding colleague, Meredith Berkson. Adding Meredith was working at Los Angeles County Chief Executive Office (CEO) during that time.

Introduction – Dr. Ramos highlighted the history of the relationship between SMC, Corporation for Supportive Housing (CSH), HW, LAHSA, and the CEO's. She also discussed some of the early project challenges, such where the curriculum will be held at the college. The project was thought to have the potential to be assigned to several departments. The illness of a crucial content advisor further delayed the process.

Department – Dana conveyed the Business Department's enthusiasm and support for the suggested program outline. She continued by saying that to address the problems the homeless sector is facing a certificate of this kind is needed.

Background – Vanessa gave a brief overview of the homeless services sector. Its past, present, and future. She presented information from a study done by KPMG, a national firm that offers technological solutions and analytics to assist develop stakeholder trust and long-term value. They worked on doing a workforce study and making suggestions, namely. Vanessa emphasized important discoveries. She also discussed areas for development with the group that sought to train and recruit Gen Z workers and create a strategic marketing campaign to combat negative perception about the work.

Curriculum – Celina provided information on the work that went into developing the proposed program, including the collaboration and participatory development with service providers and frontline workers. She went over the specific topics that each course would cover during her presentation, including topics ranging from an introduction to housing policies to the Creation of the homeless services sector in the 1980s. She addressed the need for creating a robust mentoring program that offers ongoing assistance as she wrapped up her presentation.

ACCOMPLISHMENTS

N/A

ITEMS FROM THE FLOOR

Amber had to depart early. She expressed enthusiasm in her support for this project and states she looks forward to supporting this initiative in any way she can.

Jane congratulated SMC, Celina, and Vanessa on the progress of this effort. She also spoke to the benefit of considering a universal design for learning (UDL) based on experience working with student at Antioch University Los Angeles (AULA).

Lisa illustrated part of her life story by speaking to being a person with lived expertise and one of the first people served at Housing Works under the Housing for Health program (LA. Dept. of Health Services) that helped saved her life during a difficult time. She expressed excitement and gratitude for this effort and looks forward to the ongoing discussions that will take place. Lisa has a degree in Project Management from the University of Arizona.

Leslie congratulated the team and expressed interest in helping, teaching, and anything else that is needed and for which she can be supportive.

Shari spoke to some of the work she has done with CORO.

Frank noted he stopped by to observe, adding that he remembers being part of the initial conversations that took place in 2018.

Corri expressed deep sentiment about the project and the willingness to help in any way possible. Shortly after, Corri called a motion to approve curriculum. Nancy seconded the motion along with Jane.

NEXT STEPS

Host a second Industry Advisory Board meeting in January or February of 2023 to allow input from those who could not attend and to give an update on the program application. We will also move forward with an affirmative vote for our foundational 4-course curriculum and program, Non-Profit Management in Homeless Services (working name).

Continue to develop course content and in designing student wrap around via the area of mentorship.

Vanessa will identify funding within the housing and homelessness sector.