

Our January meeting was well-attended, as we packed the community room at the Sylvan Learning Center in La Mesa. We'd like to thank Sylvan's Somer Hall and LeDreda Lewis for their hospitality and their delicious snacks and Starbucks' coffee. We were pleased to have these new members in attendance:

David Johnston
Trevor Polischuk
Tanya Bulette
Thomas Carr
Rhonda Taylor

Guild Mortgage
Assemblyman Joel Anderson's Office
CTE Counselor, GUHSD
St. Madeleine Sophie's Center
Principal, Lakeview Elementary School

We were also **very pleased** to have these community, business, non-profit and legislative members in attendance, in addition to our education attendees:

Somer Hall
Ladreda Lewis
David Johnston
Forrest Higgins
Thomas Carr
Ellen Malin
Trevor Polischuk
Scott Tuchman
Al Haven
Roger Roberts
Doug Deane
Bill Weaver

Sylvan Learning Center of La Mesa
Sylvan Learning Center of La Mesa
Guild Mortgage
Boys and Girls Clubs of East County
St. Madeleine Sophie's Center
Sen. Dennis Hollingworth's Office
Assemblyman Anderson's Office
Alpine Web+Video
Institute for Instructional Management
Prudential California Realty
DSD Business Systems
Retired Engineer

Ethics in Business Event

Our annual Ethics in Business event is on the morning of Thursday, February 18th at the Ronald Reagan Community Center in El Cajon. The program began in 1992, and it has won recognition from the State Chamber. Annually, 40-50 business members of the Chamber participate in this 3 ½ hour program, along with 100-150 GUHSD seniors. This year's keynote speaker will be San Diego County District Attorney Bonnie Dumanis, and I'm also pleased to say that **Eric Lund**, Executive Director of the San Diego East Visitor's Bureau and GCCCD Instructor, will be videotaping our keynote presentation.

We always need facilitators for this event, and this year is no exception. We have attached a Facilitator Information Sheet above. Please note that there are two facilitator training sessions this year, for your convenience. Business people AND educators make great facilitators, so please help us out if you can.

Please contact **Judy Dreis** at judyd@eastcountychamber.org or **Doug Deane** at dougd@dsdinc.com or **Bill Weaver** at bill.weaver@usa.net if you can volunteer.

Career Awareness Day

Although we are still trying to organize this event, it may not be possible to hold it this year due to conflicts in the various districts' calendars. Last year, we were very lucky with scheduling, and we were the benefactors of the kind generosity of Grossmont College. We are not so lucky this year, and it has become obvious to all of us that because of the size of the event, we must schedule it the year before, after the involved districts have pinned down the next year's school calendars.

This is a temporary setback, but we are determined to resurrect the event again for the 2010/2011 school year. It may also be possible to conduct smaller job fairs this year. Stay tuned.

Business Education Committee's Annual C. Allen Paul Award

At the East County Chamber's annual gala, one deserving recipient is honored with the Chamber's C. Allen Paul Award, which honors the one person in the East County who our committee believes did more in the past year to bring the business and education communities together. The award's namesake, C. Allen Paul, was one of the original founders of Grossmont College, and was the first Dean of the college's Business Department.

We are accepting your nominations for the award. Please e-mail your thoughts to **Doug Deane** at dougd@dsdinc.com or to **Bill Weaver** at bill.weaver@usa.net. Please include some detail concerning why you believe your nominee to be deserving of this recognition. Past honorees have come from both the education and the business communities. Last year's honoree was GUHSD **Superintendent Bob Collins**.

Update on the Race to the Top Initiative (and Charter Schools)

We talked briefly about the Race to the Top (RTT) funds, and **Ellen Malin** was kind enough to give us a brief update. One of the major aspects and points of contention associated with this legislation is the placing of limits on the number of charter schools in the state. In California's RTT Federal Application, the issue of charter schools is talked about in detail in Section (F)(2) "Ensuring Successful Conditions for High-Performing Charter Schools". This is a confusing issue for your business community because charter schools in our region are generally higher performing than schools under the districts' control, yet they receive resistance from various groups.

This committee will make it a priority to investigate the pros and cons of charter schools in our districts, with the goal of developing a Chamber position statement expressing support, neutrality, or opposition to the creation of additional charter schools in our area. We will solicit the opinions of district staff, teachers, the County DOE and the staff of some charter schools in our area. If the Committee comes out in support of, or in opposition to the creation of additional charters, we will present that position to the Chamber Board for their endorsement.

Look for this investigation to be calendared sometime during this school year. If you have an opinion on this topic, or would like to be involved in our charter school discussions, please let one of the Committee Co-Chairs know.

It is also interesting to note that only about half our school districts will be applying for RTT funds. Some of our very largest districts, including the GUHSD and the San Diego Unified district, have opted out. Among their reasons are:

- These are one-time only funds and are not sustainable.
- There are too many remaining questions regarding the "strings" attached to these funds for them to be able to make a commitment at this time.
- They believe that the amount of funding will not be substantial enough to offset the disruption to their districts caused by the funding requirements.

Of course, the Business Education Committee doesn't have a position on this issue. We depend on our local districts to do what they think is right for their constituents. However, this specific issue has caused some polarization across the state, as evidenced by today's U-T editorial titled "Paradox in Race to the Top / Half of local school districts just say no":

<http://www.signonsandiego.com/news/2010/jan/17/paradox-race-top-half-local-school-districts-just-/>

Business Education Committee 2010 Strategic Planning

Your Committee Co-chairs have been conferring with each other, and with members of our various districts and of the business community, in order to set our strategic plan for 2010. In a nutshell, it is as follows:

- Continue to conduct Ethics in Business and to improve it incrementally.
- Continue to conduct Career Awareness Day and to improve it incrementally
- Pair up an East County automobile dealership with each of the high schools in the GUHSD, for the purpose of launching a SADD Chapter at each high school. **Kyle Nyswonger** of DCH Honda of Lemon Grove was the prototype for this program, and our goal is to bring it to all the schools in the GUHSD who want to participate.
- Embrace and support programs that will aid gifted and talented education (GATE) in our districts. 2010 will be a time of investigation, and it is our goal to take action in late 2010 or 2011.

- Using the new website created by **Scott Tuchman** of Alpine Web and Video, we will populate the Chamber's Speakers and Volunteers Bureau in 2010. It will be made available to all our education and non-profit partners.
- It is the Committee's intent to investigate a new annual event which will tentatively be called the "Fund-Raising Challenge". This event will bring teams of students together to compete for the funding of their own fund-raising event for a non-profit. The four winning teams will be given funding to conduct their proposed fund-raising event, which will raise money for charity.
- Learn more about and support the efforts of the GUHSD in the building of the newest high school in Alpine. The Committee will be a strong advocate for the community's, for our business members', and for our education partners' interests in the formulation of that high school's curriculum, and format. We will work collaboratively with the GUHSD in the design of the new school.

GUHSD Proposition H/U Site Construction Tour – January 30th

In our member updates, **Elana Levens-Craig** informed us of the Proposition H/U Citizen's Bond Oversight Committee construction tour that is coming up on January 30th at 9:00 AM at Grossmont high School. There will be a bus to transport all interested parties to various high school locations. Please check out the attachment. We encourage our business members to see how the GUHSD has been using our tax dollars to make dramatic improvements to their schools' facilities and infrastructure.

Protecting Your Children from Sexting, Cyberbullying and Sexual Predators – January 27th Event

Elana also told us about an event being jointly hosted by the GUHSD and SafetyNet on January 27th at West Hills High School in Santee. This event will begin at 5:30 PM and will last until 8:00 PM. It is free to the public, there is free childcare for children under the age of 12, Spanish and Arabic translations will be provided, and the GUHSD will even provide free transportation to the event from various high schools in the District. Thanks to the GUHSD for sponsoring this important event! Please see the attached flyer for more information.

Brandman University

John Slatinsky, Director of Brandman University's San Diego campus, gave us an informative presentation on Brandman's course offerings, and in particular, on its programs for the teaching profession. John described his school's Inside Track program, which gives a great deal of coaching and mentoring to each of Brandman's students, and he gave us a brief description of his school's teaching-oriented course offerings. Of particular interest were:

- Multiple and Single Subject Teaching Credentials
- Mild to Moderate & Moderate to Severe Teaching Credentials M/S & S/S Levels 1&2
- Autism Authorization
- Pupil Personnel Services Certification
- School Psychologist Certification
- Administrative Services Credential Tier 1 & 2
- California Teacher of English Learners(CTEL)
- Professional Reading Certification
- Masters of Arts in Education:
 - Special Education
 - Curriculum and Instruction

- Educational Leadership & Administration
- Leadership in Early Childhood
- Teaching and Learning
- Instructional Technology
- Reading education
- School Counseling
- School Psychology

You can learn more about Brandman by checking out the attached presentation handout, and by looking at their website by clicking on:

<http://www.brandman.edu/sandiego/>

Sylvan Learning Makes Free Resources Available to Teachers

The Committee wants to thank Sylvan Learning Center in La Mesa for its kind hospitality in hosting our meeting. We heard from Center owner **LaDreda Lewis** and Center Director **Somer Hall** about some of the many programs that Sylvan sponsors. Many of these programs are free to educators in our region, and they can provide valuable additional curriculum material for our local educators. Some of the programs that they offer are:

- School Math Prep:
 - FREE website for schools
 - Contains 2,000 videos that are organized into 750 lessons
 - Each lesson contains practice problems, a sheet describing the concept being taught, and a self test
 - Includes powerful textbook search and keyword search features
 - Pre-Algebra, Algebra 1, Algebra 2, Geometry, SAT & ACT Prep is available
 - Available from 8:00am to 3:00pm
- Book Adventure:
 - Book Adventure is a FREE reading motivation program for children in grades K-8
 - Children create their own book lists from over 7,000 recommended titles
 - Take multiple choice quizzes on the books they've read
 - Earn points and prizes for their literary successes
 - Easy reporting for parents and teachers
- Free Seminars:

- Forgotten Math for Parents - Help overcome math fears. Travel from station to station to revisit some of the math skills that may have been forgotten. It's a fun way to 'freshen up on fractions' and other skills. Homework time won't be quite so scary.
- Test Stress: A Parent's Real Guide to College Test Prep - Great for parents of teens preparing for the PSAT/SAT/ACT. Get tips and advice from experts to help you help your child handle the stress of taking the test and develop a high school action plan.
- Algebra Spoken Here - Math is a language that everyone can and should learn. Hear some of the latest math trends and news. Learn tricks on how to incorporate math into everyday life and discover that the foundation for algebra actually starts in Pre-K.
- Middle School Transitions - Learn about the changes and challenges children face as they reach middle school – academically, socially, and psychologically. Parents receive advice on how to help their teens cope during this tumultuous time.
- High School Transitions - Teens state that their parents have the most influence on their actions, more so than their peers. Know what to expect as your teen enters high school and how to help them through the changes. Hear from real life parents, teens and experts in a short video as they share their stories
- SAT/ACT Diagnostic Days
 - FREE Practice Tests for both the SAT
 - and ACT at any location.
 - Real test situation
 - Reduce anxiety
 - Boost scores with more exposure
 - In depth analysis of results
 - Can be used as a fundraiser
- Fairy God Mothers
 - Sylvan chooses local schools and makes unexpected special deliveries of much desired supplies.
 - Schools/teachers can email them a list of needed supplies, and 4 times a year they choose 3 schools to make their wishes come true.

There are some outstanding resources here, that are **FREE** to educators. See the attached "Sylvan Community Presentation" for more detail. There is also an attached Sylvan brochure that describes in more detail how Sylvan Learning partners with the educators in our region.

Nicole Thren's Mock Interviews

We'd like to thank one of our Committee members, **Somer Hall** of Sylvan Learning Center of La Mesa, for stepping up at the last minute to fill a gap in **Nicole Thren's** mock interview schedule, caused by an interviewer cancellation. Thanks, Somer!

GUHSD Student is One of the BBB Torch Award Essay Contest Winners

Priscilla Schreiber, a GUHSD Trustee, just reminded us that one of "her" students, Matthew Plummer (also the student representative to the GUHSD Board) recently won one of the five scholarships given by the Better Business Bureau of San Diego at the Torch Awards event on December 8th.

One of your Co-Chairs, **Doug Deane**, also was a Torch Award Finalist at that same event, and he remembers being very impressed with Matthew's essay.

We will obtain a copy of Matthew's winning essay and attach it to a Committee update in the near future. A belated congratulations, Matthew!

A New Role For Community Colleges?

Assemblyman Marty Block, D-San Diego <http://signonsandiegotopics.daylife.com/topic/San_Diego> , has prepared a bill that would allow community colleges to offer four-year degrees in disciplines such as nursing, biotechnology, education and public-safety management.

We thought that you'd like to read more about this at:

<http://www.signonsandiego.com/news/2010/jan/11/new-role-community-colleges/>

We assume that this idea has been met with mixed reactions from the education community, which has prompted this editorial reply from the U-T:

<http://www.signonsandiego.com/news/2010/jan/17/marty-blocks-fully-community-colleges-should-stick/>

We would be most interested in hearing from our friends in the GCCCD, in order to get their perspective on this.

Study: Students Now Have More Mental Health Issues

A new study has found that five times as many high school and college students are dealing with anxiety and other mental health issues as youth of the same age who were studied in the Great Depression <http://signonsandiegotopics.daylife.com/topic/The_Great_Depression> era.

The findings, culled from responses to a popular psychological questionnaire used as far back as 1938, confirm what counselors on campuses nationwide have long suspected as more students struggle with the stresses of school and life in general.

Read more at: <http://www.signonsandiego.com/news/2010/jan/11/study-youth-now-have-more-mental-health-issues/>

Public Forum To Discuss Closing District School

A public forum will be held tomorrow to discuss a proposal to close an elementary or middle school in the Lemon Grove School District because of budget troubles. The forum will be held at 6 p.m. at the Lemon Grove Middle School, 7866 Lincoln St., Lemon Grove.

More details are available at: <http://www.signonsandiego.com/news/2010/jan/18/public-forum-discuss-closing-district-school/>

Ecocenter May Have To Close

An award-winning educational program that has taught thousands of Southern California school children about renewable energy and energy independence could shut down soon because of a lack of funds.

Read more by clicking on this link: <http://www.signonsandiego.com/news/2010/jan/18/ecocenter-may-have-close/>

Grossmont Hoop Star Sprouts From Talented Baseball Family

Long before Grossmont High senior Jake Haar established himself as one of the premier basketball players in the Grossmont Conference, his father, Matt Haar, was a left-handed pitcher at Helix High noted for pinpoint pickoff moves in the 1980s.

Read more about this local basketball standout at:

<http://www.signonsandiego.com/news/2010/jan/14/grossmont-hoop-star-sprouts-talented-baseball-fami/>

Should I go back to school?

The job market is tight and the competition is fierce, so you're thinking that adding some new skills might be just the thing to give your career a boost. Knowledge might be power, but it (usually) isn't free. Because going back to school can be time-consuming and costly, you want to choose wisely. Not sure how to embark on your prospective continuing education mission? Here are some tips on what to consider.

This is an interesting article on adult education that you can read more about at:

<http://www.signonsandiego.com/news/2010/jan/16/should-i-go-back-to-school/>

Grand Opening of the Cuyamaca College Business and Technology Building

This is the last of Cuyamaca College's four new, spectacular, state-of-the-art buildings we've built under Prop R.

Information about the college can be found at: www.cuyamaca.edu <<http://www.cuyamaca.edu/>>

The link to directions and maps can be found at: <http://www.cuyamaca.edu/map&directions.asp>

The building will house the following disciplines:

Business

Business Office Technology

Computer and Information Science

Computer Science

Economics

Graphic Design

Paralegal Studies

Real Estate

We'll see you there!

Next Meeting

The next Business Education Committee meeting is on **Friday, February 19th at 8:00 AM at the Chamber of Commerce office in El Cajon.**

We hope that you'll be able to join us!

Doug Deane

Co-Chair, Business Education Committee

President, DSD Business Systems

Director, San Diego East County Chamber of Commerce

Bill Weaver

Co-Chair, Business Education Committee

Chair, Alpine H.S. Citizen's Committee

Past chair, Alpine Chamber Business Education Committee

The San Diego East County Chamber of Commerce's Business Education Committee believes that education is the cornerstone of our region's economic health and is key to the well-being of all our member businesses and residents. The Mission of the Business Education Committee is to bring school districts, colleges and member businesses together in order to:

- o *Share information and ideas in order to avoid duplication of effort, and to foster an environment of collaboration.*
- o *Make the resources of our business community available to our educators.*
- o *Sponsor and conduct annual education-related events.*