

**CITY OF DELTONA, FLORIDA  
ECONOMIC DEVELOPMENT EDUCATIONAL & MEDICAL  
SUB-COMMITTEE MEETING  
FRIDAY, OCTOBER 10, 2014**

A Regular Meeting of the Economic Development Educational & Medical Sub-Committee was held on Friday, October 10, 2014 in the 2<sup>nd</sup> Floor Conference Room at 2345 Providence Blvd., Deltona, Florida.

**1. CALL TO ORDER:**

The meeting was called to order at 10:00 a.m. by Chairperson Demeter.

**2. ROLL CALL AND DETERMINATION OF QUORUM:**

Chairperson	Rick Demeter	Present
Vice-Chairperson	Mel Levendorf	Present
Sub-Committee Member	Carlos Valderrama	Excused
Sub-Committee Member	George Voll	Present
Sub-Committee Member	Christina Payler	Excused
Sub-Committee Member	Fuller Haring	Present
Staff Liaison	Jerry Mayes	Present

Chairperson Demeter welcomed Member Haring to his first Sub-committee meeting.

Member Haring stated it is a pleasure to be here and he looks forward to serving with the Sub-committee.

**3. PLEDGE OF ALLEGIANCE**

Chairperson Demeter led the Sub-committee members in the Pledge of Allegiance to the Flag.

**4. REVIEW AND APPROVAL OF MINUTES:**

**A. Request for Approval of Minutes of August 8, 2014.**

**Motion by Member Voll, seconded by Member Levendorf, to approve the minutes of the August 8, 2014 meeting.**

**Motion carried with members voting unanimously.**

**5. WELCOME TO PUBLIC SECTOR PARTICIPANTS, GUESTS AND PUBLIC ATENDEES:**

- None

**6. CITY LIAISON REPORT:**

- **Office of Economic Development (OED) report was reviewed.**

Mr. Mayes stated the two page written report is in the packet and once reviewed he would be glad to answer any questions.

Members reviewed the report. Mr. Mayes stated he will start including items of interest. This report included an item on the new subdivisions that are being worked on at this time and a newspaper article from the News Journal titled "Deltona Mayor's Fitness Challenge Draws 100." Mr. Mayes stated the challenge drew closer to 150 people and is still going on. There is an invitation from the Enterprise Preservation Society for Saturday October 18<sup>th</sup>. They are having a dedication of the museum which was the old schoolhouse. It is worthwhile to go and support our neighbors. He stated Enterprise is not an incorporated City but it is a part of what our community is about. A lot of adults in this City and their children went to Enterprise Elementary and now their children's children are going there. Mr. Mayes stated this historical facility falls into the other Sub-committee's assignment looking into a Performing Arts and Historical Facility.

**7. OLD BUSINESS:**

- **Invitation to guest speakers:**
  - 1. VCSD Academy**
  - 2. VCSD Career Education**

Chairperson Demeter welcomed the guest speaker Kate Vandervoort from the Volusia County School Board.

Ms. Vandervoort stated she will be giving a Power Point presentation on the Career and Technical Education Programs and Career Academies. She handed out an overview for the high school showcase in December where schools come to show their career training programs. Ms. Vandervoort stated they are part of a national consortium called Ford Next Generation Learning which is the educational innovation of Ford auto. She stated this program is on the verge of becoming a national model where other school districts will come in to tour the academies, speak with the administration and talk to community partners. Ms. Vandervoort discussed the overview of Current Technical Education (CTE) which used to be known as vocational education. They work with the business community and bring the needs of businesses into the classroom. Business workshops have indicated employers are in need of employees with soft skills, i.e. someone who will show up on time, dress appropriately, etc. She stated a part of every CTE course is the real world and interview skills. She administers programs for health science, internet technology, science, technology, engineering and mathematics (STEM), criminal justice, digital media, web development and has 84 teachers that reach about 8,000 students. Ms. Vandervoort stated in Volusia County there are over 60 CTE programs with 200 program teachers and approximately 20,000 students (one-third of Volusia County school students) enrolled in a CTE class. A CTE program is a series of courses

that the Department of Education states at the end of the program a student will have met an entry level position in a certain field. She went on to give examples of a visual media/multi-media design program and stated the level one skills that are being taught match the Adobe Photoshop industry certification. The second level will be In Design and the third level Illustrator. By the time the students graduate from this program they will have a high school diploma and three adult level industry certifications.

Mr. Mayes asked what is the earliest grade this course is offered and at what school. Ms. Vandervoort replied next year it will be offered to the Middle School students.

Member Voll asked how many students within Volusia County are estimated to graduate with all three level certifications. Ms. Vandervoort replied approximately 2,000 students are registered in level one through level four courses but industry certification is not appropriate for all students. GPA, completed work and pre-exams are looked at by the teachers to determine if a student is ready for the industry certification. Member Voll stated as a company, he adds one additional employee per year in this category. He asked if a business can bring projects to the program and in turn offer scholarships to a student. Ms. Vandervoort replied yes and stated last year the program participated in three major logo contests. A student won from Seabreeze High School and the marketing department from Embry-Riddle Worldwide was blown away at the student's industry certifications.

Vice-Chairperson Levendorf asked if there are externships in Health Sciences. Ms. Vandervoort replied yes there is On the Job Training (OJT) in place for each program and internships with the academies.

Mr. Mayes stated the City of Deltona is working with Volusia School District on several projects. One is with a local entrepreneur, Larry Kent, called Making a Digital Difference (MADD) the MADD Kent Project. Academies from high schools are producing digital productions of different things happening in the community and are shown in restaurants or medical offices. The health academies are participating in the Mayor's Get Fit for '15 Challenge because Florida Hospital Fish Memorial and Halifax Health have united with the City to put this program on. He stated the overall graduation rate in Volusia County is 62% but the graduation rate for the students in the academies is 95% and as an Economic Developer that is exciting. Ms. Vandervoort stated the academies out-perform Volusia County schools on discipline, attendance, FCATs, learning gains, SATs and graduation rates. Ms. Vandervoort stated Florida is leading the charge in innovation and a national model.

Member Haring asked if this program is available to any student in Volusia County or specific schools. Ms. Vandervoort replied the CTE programs are available to Middle and High School students and she explained some of the programs at the different schools. An IT Academy has been started at Deltona Middle School and students actually get to pull technology service tickets. She stated "these kids are digital learners. They have been playing with electronics since they were babies." Students are learning basic computer trouble-shooting and customer service at the Middle School level.

Ms. Vandervoort stated a group of students from Creekside Middle School attended a national robotics league and she showed a video of the trip where they made a hot air balloon. She explained some of the industry certifications that are offered through the CTE programs. Ms. Vandervoort went on to explain the academies and stated different teachers work as a team and are meeting to establish standards. They create an integrated curriculum and build units where language arts principles are learned in the different programs. For example, students in the academy of law and government are conducting mock trials. A student's interest is harnessed in a particular area to leverage learning. There are currently 33 academies in Volusia County, 33 student ambassadors and 18 business sponsors. Ms. Vandervoort stated Mr. Mayes is one of our outstanding business partners and an advocate for Volusia County schools.

Member Voll asked what it takes to become a business partner. Ms. Vandervoort replied "call our office. I will give you cards and will be happy to work with you." Usually a CTE classroom has 150 plus students so if a business partner is interested we will get you in a classroom where you can make a difference. She stated academy team planning was completed the week before pre-planning and Mr. Mayes came in to speak and work with our directors and teacher teams and stated "he was a hit." Ms. Vandervoort went on to explain the 12 standards for the academies and stated each year the academies are evaluated on these 12 standards and no other academies across the nation are doing this.

Member Voll stated he thinks this is awesome and asked how we are encompassing this for future companies coming into the county. Mr. Mayes replied from the Economic Development perspective and recruiting aspect the graduation rate is number one. He immediately supports the academies when asked about the Volusia County School District. He explained the four logos at the bottom of his emails and stated the fourth one is the Ford Certification and this is sent out on every one of his email. He stated "we need to get the word out" and businesses in the area need to start an academy and named several companies that make major contributions in the community. Career Source Flagler Volusia applied for and received a grant to bring a manufacturing academy to Pine Ridge High School. He asked where Deltona could place a CNC machine tooling and an HVAC repair and installation training facility. Member replied the old Winn-Dixie plaza. Mr. Mayes stated the CNC machines would require a special industrial floor, wiring, etc. and this is something this Sub-committee needs to look at it.

Ms. Vandervoort played a video of ninth graders from the Health Science Academy at New Smyrna Beach High School doing a crime scene investigation. She stated in Biology they learned evidence collection using fingerprints and bite mark impressions, there was an accounting part with financial documents and in Language Arts they were reading *Of Mice and Men* and the students held the trial that was in the story. The culmination was the crime scene and the group had to figure out who killed who in the story. She went on to explain the designation of bronze, silver and gold ratings and the 2014 event of inducting the ambassadors to the academies.

Chairperson Demeter asked if there is follow-up with the students that graduate. Ms. Vandervoort replied that is a new piece and she is planning on bringing back the alumni at the Sanborn Center in Deland on September 28<sup>th</sup> next year.

Ms. Vandervoort played a video of Summer Moon a Biomedical Academy Ambassador and Valedictorian and thanked the Sub-committee for their time.

Chairperson Demeter thanked Ms. Vandervoort and stated he would like to invite her back toward the end of the school year for a progress report. Ms. Vandervoort replied "I would love to do that." Chairperson Demeter asked if a student wants to be part of a program but it is not offered at their location, is transportation provided or can that student provide their own transportation to another school. Ms. Vandervoort replied the academies were initially conceived as magnet programs but once budgets were cut transportation was eliminated. Standards now state there cannot be more than 50% of academy students out of zone. She encourages students to apply to any academy they are interested in and stated "where there is a will, there is a way" but the student will have to provide their own transportation.

Mr. Mayes stated we just had the presentation from Ms. Vandervoort on the VCSD Academies. He has been talking to Dr. Daniel Cox who heads up the VCSD Career Education and asked if the Sub-committee would like to invite him in as a guest speaker. The Sub-committee members agreed.

#### **8. NEW BUSINESS:**

- **Determine if Sub-committee wants to meet in December.**
- **Present the Sub-committee Q3 Commission Report.**

Chairperson Demeter stated the Sub-committee can determine if they want to meet in December. Mr. Mayes stated there is a November meeting. There was discussion among the members on the following meeting date. Chairperson Demeter recommended canceling the December meeting and starting again in January with the second Friday.

Mr. Mayes stated the Sub-committee needs to recruit some new members. Harry Wilkins resigned to go to another board. Christina Payler has also resigned due to work and a new Master's course she cannot dedicate the time. There are now five members and he stated it would not hurt to have an extra two, three, four, ten or twenty members. He stated the DEDAB By-laws state you either have to be a citizen of Deltona, have a business in Deltona or own commercial property in Deltona. Mr. Mayes stated EdMed needs a new challenge and aligning with VCSD on the academy side could be an excellent one. Ms. Vandervoort stated the Health Science course wants to expand their industry certification for EKG but equipment purchase is an issue with two to three machines necessary per school. She stated there is a Medical Academy at Pine Ridge High School and a Health Service Academy at Deltona High School. This would impact the hospitals and facilities in this area.

Chairperson Demeter stated on November 3<sup>rd</sup> 2014 he will present the Quarterly Report to the City Commission. Mr. Mayes stated the Quarterly Report is in the member's packet. It has been approved by Mr. Demeter as Chairperson of DEDAB and both Sub-committee Chairpersons.

#### **9. PUBLIC COMMENTS: None**

**10. MEMBER COMMENTS: None**

**11. SCHEDULE OF NEXT MEETING DATE AND TIME:**

January 9, 2015 at 10:00 a.m., 2<sup>nd</sup> Floor, Conference Room.

**12. ADJOURNMENT:**

**Motion by Member Voll, seconded by Member of the Sub-committee, to adjourn the meeting.**

**Motion carried with members voting unanimously.**

There being no further business, the meeting adjourned at 11:04 a.m.

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Rick Demeter, Chairperson

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Sandi Jackson, Recording Secretary