

# INNOVATION 2.0

# REGIONAL STEM ACTION PLAN



# Innovation **2.0** Regional STEM Action Plan

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**Developed by the East Bay Economic Development Alliance's Employer Advisory Committee for the Congressional Innovation 2.0 Leadership Group**

## **Goal**

**To provide a business-led, cross-sector and comprehensive action plan that fulfills the objectives outlined from Innovation 2.0 for early math education, collaboration with educators, and building pathways beyond internships for the purpose of developing the future workforce aligned with changing technology and innovation.**

The East Bay Economic Development Alliance acknowledges Congresswoman Barbara Lee, Congressman Eric Swalwell and Congressman Mark DeSaulnier for their leadership and commitment toward STEM education.

The East Bay Economic Development Alliance also thanks the members of its Employer Advisory Committee for their dedication and work in developing the Innovation 2.0 Regional STEM Action Plan.



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# Background

In an effort to sustain and grow innovation strategies as a nation and sustain our global competitiveness, Congress created an “Innovation 1.0” agenda in 2007 as a framework for leading regions and organizations to foster and develop innovation related policies, resources and programs. The convening initiated the development of 21 legislative items outlining pathways to improve business tools for innovation, provide affordable broadband, promote energy independence and foster future innovators.

To continue the process of the agenda, Congress launched an “Innovation 2.0” revisit. In the East Bay, this effort was led by Congresswoman Barbara Lee, Congressman Eric Swalwell and Congressman Mark DeSaulnier. In April 2016, leaders from private industry, government and nonprofit organizations were invited to discuss concerns and ideas to improve and foster innovation, and to ensure that local talent needed to support the advances that innovation brings to business and service would be developed and sustained. Dialogue from the Innovation 2.0 convening focused on the importance of math and science for youth, supporting an effective teaching environment, building on cross-sector workforce development efforts, and providing opportunities for youth to build industry experience.

Participants from the Innovation 2.0 convening expressed a desire for more local cross-sector discussion to identify action-oriented strategies to address some of the concerns raised. The East Bay Economic Development Alliance’s (East Bay EDA) Employer Advisory Committee, which includes several members who were part of the Innovation 2.0 convening, had been planning a similar activity to develop a regional STEM action plan to address the impact of technology and advanced manufacturing on workforce needs. East Bay EDA was asked to coordinate a reconvening of the organizations that participated in the April Innovation 2.0 discussion, and to solicit more specific information that would lead to the formation of a regional Innovation 2.0 platform, with actionable steps and metrics for success. East Bay EDA was also tasked with creating an Innovation 2.0 platform document, under the guidance of their Employer Advisory Committee.

In October 2016, Congresswoman Lee, with representatives from the Offices of Congressmen Swalwell and DeSaulnier, joined 33 leaders from business, education, research and youth development for this reconvening opportunity. The facilitated discussion was organized to solicit input on early math, partnering with educators, and strategies that go beyond internships.

# Committee Leadership

East Bay EDA is driven by member leadership and Committees to inform involved partners on business, workforce and economic development priorities for the region. Committees are composed of members and strategic partners providing the organization with policies, priorities and direction for work, and metrics for success. East Bay EDA supports eight leadership Committees driving research, recommendations, advocacy, programs and services.

East Bay EDA’s Employer Advisory Committee effectively engages private sector executives in education and workforce development, while it promotes and supports employer-led best practices, develops partnerships with educators, brings resources to the region to enhance job readiness, develops sustainable employment, and champions the importance of STEM education from cradle to career. This Committee is appropriate to create and lead the strategic implementation of Innovation 2.0 for the East Bay region.

# Action Plan

With advisement and direction from regional Congressional Representatives, business organizations, educators and the Employer Advisory Committee, the following plan is identified for 2017-2018:

## Action Plan #1 0-8 Early Math Education

Primary Work	Metrics and Outcomes for Success
<p>1. Develop a clearinghouse of resources, best practices and credible partners to promote early math education, support effective programs and scale impactful models.</p>	<p>Establishment of a virtual resource to access early math tools, with online directory access, development of physical “tool kits” and resources for encouraging early math accessibility for parents and caregivers – including role model development, and alignment of early learning metrics with First 5 Kindergarten School Readiness Initiative and early learning metrics.</p>
<p>2. Create a multicultural and multilingual public campaign for parents and caregivers of Pre-K children with business leaders, community and education leaders and elected officials to promote the importance of early math education; similar to “Talking is Teaching: Talk, Read, Sing” literacy campaign.</p>	<p>Implementation of Early Math and STEM promotional events and coordinated public campaign targeting families and children between 0-5 with cross-sector stakeholders to promote the importance of early math to reach 500 families within one year.</p>
<p>3. Advocate and promote regional and state legislation to emphasize the importance and allocation of resources for early math education in pre-schools, child care centers, libraries, communities and places of work.</p>	<p>Development of legislative concepts and language promoting financial resources for early math accepted for review by legislators, and endorsed by East Bay EDA.</p>
<p>4. Find financial support for effective programs and scaling models.</p>	<p>Acquisition of grants and other sources of cross-sector financial support for effective programs and scaling models.</p>

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## Action Plan #2 Partnering with Families, Educators and Educational Institutions

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Primary Work	Metrics and Outcomes for Success
1. Scale and implement an internship-to-hire model through project based learning, on-the-job training and mentorship opportunities for high school and college students.	Local businesses working with schools, community colleges, neighborhood organizations and regional/national programs to engage in internship-to-hire programs.
2. Support educators and workforce development providers to develop veteran-specific training programs for high demand industries.	Veteran-specific training programs – promotion of best practices, replications and new models.
3. Support other successful workforce development STEM based programs, replication of quality programs and development of new models.	Business participation in career orientation at school-based facilities and community based resource centers – FabLabs, CIRCLe Labs and Code Next Lab.
4. Begin discussions with school districts on expanding facilities for career and workshop development.	Strategy meetings with County and District Superintendents.
5. Identify best practices that expose youth to non-tech jobs in tech environments.	Inclusion in the clearinghouse of resources.
6. Find financial support for effective programs and scaling models.	Acquisition of grants and other sources of financial support for effective programs and scaling models.

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## Action Plan #3 Strategies Beyond Internships

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Primary Work	Metrics and Outcomes for Success
1. Develop a clearinghouse of STEM-based programs and projects implemented by adult schools, regional centers, community colleges and four year institutions for investment and enrollment opportunities.	Establishment of a virtual Post-Secondary STEM Resource Center through CSU East Bay's Institute for STEM Education, with online directory access.
2. Support the continuation and expansion of STEM Career Awareness Days and increase business participation.	Implementation of 2-3 STEM Career Awareness Days in the East Bay that reach a minimum of 350 students and engage local businesses.
3. Begin to develop relationships with startups, smaller companies and incubators/accelerators for internships with project-based learning opportunities for college students.	Begin meetings and discussions to identify internship opportunities through incubators/accelerators; Berkeley SkyDeck, i-GATE, ICA Fund Good Jobs and The Gate 510.
4. Find financial support for effective programs and scaling models.	Acquisition of grants and other sources of financial support for effective programs and scaling models.