ECONOMIC DEVELOPMENT COMMITTEE

The Economic Development Committee met on April 25, 2018 at 2:00 p.m. with Mayor Christiansen presiding. Members present were Mr. Hudson (City Manager's designee) and Mr. Hugg. Mr. Hare, Mr. Cole, Ms. Evans, and Mr. Hammond were absent.

AGENDA ADDITIONS/DELETIONS

Due to the lack of a quorum, the agenda was not adopted.

Mayor Christiansen stated that the rules would be suspended to allow Mr. Mike Carney, Development Director, Junior Achievement of Delaware, to provide an overview of the Junior Achievement (JA) Program.

Overview of the Junior Achievement Program - Workforce and Economic Development Benefits (Mike Carney)

Mayor Christiansen noted his daughter had been to Junior Achievement (JA) with a fifth grade class from William Henry Middle School, and she had suggested finding a way to bring the program to Dover. He stated that he thought a local JA location would be a great success. Mr. Mike Carney, Development Director, Junior Achievement of Delaware, explained that JA is working on a plan to bring the program to Sussex County, which would allow those in Kent County to participate in either Sussex County or Wilmington.

Responding to Mr. Kirby Hudson, Assistant City Manager, Mr. Carney stated that the JA Office is located near Route 13 in Wilmington and suggested that Mr. Hudson visit the facility.

In response to Mayor Christiansen, Mr. Carney stated that JA has a great relationship with Delaware State University (DSU). He advised that he had been to DSU earlier in the day in regard to JA's Get Set Program. Mr. Carney explained that this program has 80 students with intellectual difficulties, high on the autism spectrum, who were working on job skills, such as setting tables, sorting coins, shredding and separating mail, stocking shelves, etc.

Mayor Christiansen suggested that Mr. Carney speak with Ms. Donna Covington, Dean, College of Business, DSU, and Mr. Carney stated that they had had that conversation and DSU has a finance kiosk in JA's Finance Park simulation.

Mr. Carney provided a handout entitled, Junior Achievement/Delaware Pathways Career Funnel **(Attachment #1)** and explained that JA has a Financial Literacy track, where students learn about checkbooks, credit scores, credit, buying a car, and obtaining mortgages and insurance. Mr. Carney advised that students attend 12 weeks of classroom sessions at their own schools taught by JA teachers using JA's curriculum. He indicated that DSU was going to integrate some of their students into this program and work with JA. Mr. Carney stated that after the 12 weeks students attend JA and have to balance a 21 line item budget using a tablet. He explained that students are given different scenarios, for example, someone with a salary of $100,000 and three (3) children, someone with a salary of $40,000 per year with two (2) children, or someone with a salary of $120,000 with one (1) child. Mr. Carney advised that students have different personas and perspectives and go through the line items on the tablet. He noted that they have to buy groceries, buy or rent a car or take public transportation, and buy a house or be declined on a mortgage.

Mr. Dave Hugg, Director of Planning and Community Development, asked if students who come through the program have special needs and requirements. Responding, Mr. Carney stated that the JA event at DSU that he had referred to was a special event; however, JA serves everyday elementary through high school students up and down the State and had been serving them for 60 years. He noted that JA has a lot of relationships with schools, who automatically bring their students every year, and the whole class attends. Mr. Carney explained that JA's Finance Park pathway is for seventh graders.

Mr. Carney informed members that JA's BizTown pathway is for fifth and sixth graders, who come to JA after 12 weeks of lessons in the classroom and learn how to run a business. He indicated that each operation has a Chief Finance Officer (CFO) and a Chief Operating Officer (COO), and students learn about company culture, what it's like to work there, what's expected, and what some of the different salary packages are, and they run a business. Mr. Carney explained that in the classroom students go through newspaper want ads and apply for and get a job. He stated that a student may come to JA as a water person from Tidewater Utilities, with a hard hat and a jacket. Mr. Carney advised that Tidewater Utilities has a kiosk, and this student takes water readings from all the kiosks in BizTown, takes them back to the office, turns gallons into dollars, and sends everyone in the different kiosks a bill. He stated that there is an attorney, a prothonotary, a mayor, and a city council, and they take votes. Mr. Carney advised that the News-Journal, iHeartRadio, New Castle County Public Safety and Recorder of Deeds, and a print shop are all at BizTown, and different businesses are sponsored by like businesses.

Responding to Mr. Hugg, Mr. Carney stated that not every fifth grader in the school district goes through this program but just those schools that have signed up. He stated that JA would like all students to attend and is working with Delaware Technical and Community College (Del Tech) and the Department of Education to get all students in eighth grade to go through Finance Park, noting that this is JA's first benchmark.

Mr. Hugg stated that it is amazing how many young people graduate from high school and don't know how to write a check or make change, or don't have a bank account. Mr. Carney advised that young people do not understand debt, credit, or what it's like to get a loan. He indicated that young people and a lot of adults do not know what a credit score is, noting that those who have never borrowed money may never come across this.

Responding to Mr. Hugg, Mr. Carney stated that in order to bring the program in a more intense manner to Kent County they would need available space and financial support to build out a space similar to what they have in Wilmington, but less elaborate. He indicated that they plan to go to Del Tech in Georgetown in Sussex County and set up small kiosks with office partitions in a stretch of rooms there. Mr. Carney advised that there could be 10 different finance agencies, banks, and home repair businesses, and sponsors to back them up, such as Goldman Brothers for home improvements, Delmarva Power for energy, and Delaware City for gas. He advised that JA's big push is to go to Sussex County and they are waiting to hear about a grant they had written to the Longwood Foundation. Mr. Carney stated that the cost would probably be a couple of hundred thousand dollars. Mr. Hugg asked if this would be a one-time or an annual investment. Responding, Mr. Carney stated that this is a two-year arrangement and JA would have to carry it from there

through sponsorship. He noted that the Capital School District pays JA an amount per student when their students go through the program.

Mr. Hugg stated that infrastructure seemed to be available at the DSU University Center for Economic Development and International Trade (UCEDIT). He noted that DSU, Wilmington University, Wesley College, and Del Tech had all created job-focused pathways and were interested in assuming a greater role in Delaware. Mr. Hugg advised that they felt isolated from the greater community and were reaching out to establish an identity and purpose. He expressed his belief that getting something like JA to happen in Dover would not be all that difficult.

Mr. Carney suggested coming to see what JA has in Wilmington and thinking about what it would take to scale it back, noting that space is a consideration. He advised that different kiosks have to be added and dressed up, and there is a need to make sure volunteers are there every week. Mr. Carney explained that when an elementary school comes to BizTown, they bring five (5) or 10 parents and three (3) or four (4) teachers, and JA volunteers and staff help manage the event for four (4) hours.

Mayor Christiansen advised that Kent County Levy Court had put space aside for a business incubator for the Kent Economic Partnership (KEP) that was not being used. He indicated that it may be possible to use the incubator space for a small version of JA so that JA would have a permanent presence, noting that the program could possibly be included as part of the role of the KEP.

Responding to Mr. Carney, Mr. Hugg stated that he was unsure of the size of the incubator space, which was designed for small business and is divisible into little pods. Mr. Hugg advised that this location has the advantage of having parking, is easy to get to, and is a public building with security.

Mr. Carney stated that they could arrange to look at it. He noted that JA pathways were already being created with Del Tech and they want to make sure that students are engaged with programs from bio-pharmaceuticals to diesel mechanics, finance, marketing, power plants for jet engines, framing, and processing plants. Mr. Carney noted that these careers pay well and not every student is cut out for a university or college. He indicated that a bad job is done of guiding and counseling students, and school counselors tell students they must go to a four-year college. Mr. Carney advised that students come out of a college or university with a $150,000 payment and cannot invest in the market or a house since they have invested in the education that is already behind them.

Mayor Christiansen suggested that he, Mr. Hugg, or both of them assist Mr. Carney in going to look at the space at the Kent County incubator.

Mr. Carney provided a handout entitled, "2016-17 Students Served by County" **(Attachment #2)** and pointed out the schools that JA serves in Kent County. He stated that he was sure there was room for growth from the almost 2,400 students currently being served in Kent County to 5,000 or 6,000. Responding to Mayor Christiansen, Mr. Carney stated that JA does not serve Kent or Caroline Counties in Maryland. He advised that Cecil County, Maryland, is their franchise district and they also serve the three (3) counties of Delaware and Salem County, New Jersey. Mr. Carney

stated that Salisbury has JA; however, he was unsure what this program is called and where it is based.

Mr. Hugg noted that there were a number of students participating from the Capital School District. Mr. Carney stated that JA could probably serve more schools in Smyrna. He indicated that they are currently serving 2,400 students in Kent County who do not mind the drive up to Wilmington and JA must look at the up side and what they would get if JA was in Dover.
Mr. Hugg noted that the Kent County building is only 10 minutes away from most local schools. Mr. Carney indicated that there would be advantages to having all three (3) counties represented by JA, but JA would have to weigh where to locate it. Mayor Christiansen stated that a local location might pick up students from Sussex County, Georgetown, Rehoboth, Sussex Central, Woodbridge, Laurel, Seaford, and Indian River. He noted that Caesar Rodney and Lake Forest School Districts are also in Kent County districts.

Responding to Mr. Carney, Mayor Christiansen stated that Georgetown Del Tech is approximately 38 miles and an hour from Dover. Mr. Hugg indicated that Del Tech's Owens Campus in Georgetown is a good central site in Sussex County but is a long way from Smyrna. Mr. Carney noted that there would be advantages to having all three (3) counties represented and JA had to weigh where would be the better place for their program. He indicated that his boss has already determined that they wanted the Georgetown location. Mr. Carney stated that a program could be put in Dover; however, it would take resources to get that done, and space would be one (1) of the biggest parts of that.

Responding to Mr. Hugg, Mr. Carney stated that JA would be looking for donated or sponsored space. Mayor Christiansen stated that the County and KEP had already sponsored the incubator space and would be able to say that they were sponsoring Junior Achievement if it were there. Mr. Carney stated that this would be incredible and that they could get every school here to participate, including not just fifth graders but sixth through eight graders, and there may also be the ability to merge the program into the high schools. He suggested obtaining some numbers for his supervisor regarding all of the elementary, middle, and high schools that JA could reach.

Mayor Christiansen noted that the Capital School District has a elementary school program called Mini Society for first, second, third, and fourth graders where students develop a product, marketing, and sales. Mr. Carney compared this to the JA Company program. He estimated that this program has approximately 400 students in the current year and advised that JA wants to have 1,000 students in the program by 2021.

Mayor Christiansen asked Mr. Carney to work with Mr. Hugg to schedule a date to review Kent County's incubator space. Mr. Hugg stated that he would try to obtain information about the size of the incubator space and requested that Mr. Carney send an email regarding the figures he needed regarding local school populations. Mayor Christiansen requested that Mr. Hugg communicate with Mr. Mike Petit de Manage, Kent County Administrator, regarding this matter.

Meeting adjourned at 2:32 p.m.

Robin R. Christiansen
Chairman

RRC/JS/jt

Attachments

Attachment #1 - A handout, entitled "Junior Achievement/Delaware Pathways Career Funnel," provided by Mr. Mike Carney

Attachment #2 - A handout, entitled "2016-17 Students Served by County" provided by Mr. Mike Carney

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JUNIOR ACHIEVEMENT/DELAWARE PATHWAYS CAREER FUNNEL



2016-17 Students Served by County

County	School	Number of Students Served
Cecil	Bohemia Manor High School	175
	Elkton High School	285
	North East High School	300
	Rising Sun High School	225
	Tome School	94
		1,079
Kent	Allen Frear Elementary School	20
	Caesar Rodney High School	45
	Campus Community School	103
	Central Middle School	575
	Clayton Elementary School	145
	Communities In Schools	53
	DAPI Camden	10
	Dover High School	96
	Early College High School at Delaware State Unive	199
	East Dover Elementary School	75
	John S. Charlton School	90
	Milford Central Academy	35
	Positive Outcomes Charter School	12
	Providence Creek Academy	78
	Smyrna Middle School	24
	Star Hill Elementary	140
	Sunnyside Elementary School	126
	Towne Point Elementary School	43
	W. Reily Brown Elementary School	108
	W.B. Simpson Elementary School	115
	W.T. Chipman Middle School	44
	Welch Elementary School	91
	William Henry Middle School	163
		2,390
New Castle	A.I. duPont High School	9
	A.I. duPont Middle School	100
	Albert H. Jones Elementary	80
	Alfred G. Waters Middle School	330
	All Saints Catholic School	204

Appoquinimink High School	24
Bancroft Elementary School	40
Brader Elementary School	90
Brandywine Springs School	638
Brennen School	20
Brick Mill Elementary	116
Brookside Elementary School	67
Bunker Hill Elementary School	118
Cab Calloway School of the Arts	127
Caravel Academy	15
Carrcroft Elementary School	80
Carrie Downie Elementary School	78
Cedar Lane Elementary School	197
Charter School of Wilmington	15
Christ the Teacher School	61
Christiana High School	8
Claymont Elementary School	319
Concord High School	160
Conrad Schools of Science	181
DE Academy of Public Safety and Security	75
Delaware Adolescent Program	15
Delaware Design-Lab	155
Delaware Military Academy	140
Dickinson High School	5
Downes Elementary School	164
Etta J. Wilson Elementary School	196
Forwood Elementary School	110
Gallaher Elementary School	78
Glasgow High School	17
H.B. duPont Middle School	27
Hanby Elementary School	100
Heritage Elementary School	107
Holy Angels School	41
Howard High School of Technology	46
Independence School	72
Islamic Academy of Delaware	24
Jennie Smith Elementary School	91
Junior Achievement of Delaware, Inc.	541
Keene Elementary School	114
Kingswood Academy	67
Kirk Middle School	35

Kuumba Academy Charter School	48
Lancashire Elementary School	303
Las Americas ASPIRA Academy	100
Leasure Elementary School	82
Linden Hill Elementary School	195
Lombardy Elementary School	75
Maclary Elementary School	184
Maple Lane Elementary School	44
Marbrook Elementary School	163
McCullough Middle School	183
McKean High School	31
McVey Elementary School	68
Meadowood Program	9
Meredith Middle School	351
Middletown High School	39
MOT Charter School	97
Mount Joy United Methodist Church	66
Mt. Pleasant Elementary School	172
Mt. Pleasant High School	17
Networks School/Entrepreneurial Sciences	17
Newark High School	241
North Star Elementary School	226
Oberle Elementary School	110
Odyssey Charter School	278
Old State Elementary School	173
Olive B. Loss School	230
P.S. duPont Middle School	38
Pleasantville Elementary School	106
Police Athletic League of Wilmington	22
Prestige Academy	52
Project Search	7
Pulaski Elementary School	65
Red Lion Christian Academy	103
Redding Middle School	250
Richardson Park Elementary School	133
Sarah Pyle Academy	8
ServiceSource	9
Shue-Medill Middle School	181
Silver Lake Elementary School	143
Skyline Middle School	57

	Southern Elementary School	125
	Springer Middle School	198
	St. Peter Cathedral School	122
	Stanton Middle School	130
	Stubbs Elementary School	50
	Tatnall School	86
	TeenSHARP	33
	The Wallin School	14
	Thomas A. Edison Charter School	53
	Thurgood Marshall Elementary School	139
	Tower Hill School	53
	Townsend Elementary School	75
	UrbanPromise School	12
	Warner Elementary School	270
	West Park Place Elementary School	44
	William Cooke Jr. Elementary School	124
	William Penn High School	153
		11,654
Salem	Alloway Township School	32
	Elsinboro Township School	36
	Lower Alloways Creek School	19
	Mannington Township School	32
	Oldmans Township School	33
	Quinton Township School	77
	Salem County Christian Academy	5
		234
Sussex	Georgetown Elementary School	139
	H.O. Brittingham Elementary School	258
	Lighthouse Christian School	80
	North Georgetown Elementary School	52
	Rehoboth Elementary School	22
	Scope Alternative School	30
	Southern Delaware School of the Arts	58
	Sussex Central High School	17
		656
	Total:	**16,013**