



**Advisory Council Small Group Lunch
Hosted by Clorox
September 28, 2018**

Minutes

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Attendees: (name + organization)

Steve McCoy-Thompson, PPIE
Sarah Baer, PPIE
Nichelle Rachal, Clorox
Lori Strazdas, Clorox
Annie Ragusa, Clorox
Tim Mui, Clorox
Melanie Sadek, Valley Humane Society
Jennifer Young, Road Trip Nation
Marc Barkdull, PJMB Commercial
Dan Beneviste, StartUp Genius
Karla Brown, Pleasanton City Council
Jill Buck, Go Green Initiative Association
Caryn Evangelista, Pleasanton Resident
Ted Huntington, UNCLE Credit Union
Kathy Narum, Pleasanton City Council
Herb Ritter, Pleasanton Planning Commission
Amy Robbins, Tri Valley ROP
Jerry Thorne, Mayor, City of Pleasanton
Neetu Trivedi, Select Medical

Discussion Summary: The Advisory Council had an excellent meeting with a focus on how to address high levels of stress among Pleasanton students while also preparing them for a fulfilling and meaningful future. Hosted at the Clorox campus in Pleasanton, the lunch featured speakers from the Valley Humane Society and Roadtrip Nation who presented differing programs to address this complex issue. Proposed next steps and recommendations are highlighted below.

Steve McCoy-Thompson, Executive Director, PPIE provided an overview of recent accomplishments. PPIE increased donations to Pleasanton Schools by 23% over last year for a total of \$644,000 and has continued growth this year with record levels of parent participation. PPIE funded supplemental staff and teacher/student STEAM grants at all 15 district schools (see Pleasanton Weekly article [here](#) for details). In addition, PPIE implemented an Advisory Council recommendation to host a 'speed interview' session where 100+ high school students had mock interviews with business leaders – see [Pleasanton Weekly article](#) for details. The goal of the Advisory Council is to foster business, community and education collaboration to prepare students for a positive, productive and healthy future.

Nichelle Rachal, Director, Corporate Philanthropy, Clorox. Nichelle highlighted that Clorox has provided \$111 Million in cash grants to the community and also matches employee contributions. Clorox has a long history of community engagement in Oakland and a significant program in Pleasanton with a focus on making science more accessible to students. Two of Clorox's Science Ed team leaders, Annie Ragusa and Tim Mui, shared Clorox's work with Pleasanton schools and the entire Clorox team was enthusiastic about engaging Clorox employees to promote science education at all grade levels. The group also discussed the potential for utilizing Pleasanton schools new telepresence capacity, implemented by Tri Valley ROP, to enable staff to more easily engage with Pleasanton school classrooms.

Melanie Sadek, Executive Director, Valley Humane Society. Melanie provided an overview of Valley Humane Society's outreach programs and how they partner with our school district. This work includes educating our youth about compassion for animals through their humane education program. Instilling compassion for animals at a young age helps create great animal caretakers in the future. Valley Humane Society also provides an incredible service to the PUSD community through their Canine Comfort Pet Therapy program, where 200 certified therapy dog teams provide services to our students like Paws to Read (helping young children build their literacy skills), crisis support on campuses, special day classroom visits, and stress relief during finals. To learn more about Valley Humane Society's programs or get to involved, please click [here](#).

Jennifer Young, Director of Partnerships, Roadtrip Nation. Jennifer noted that Roadtrip Nation has educational resources that enable students to explore a broad range of career path options and career profiles of relatable people who have found success through often-nontraditional routes. Roadtrip Nation has a licensing agreement with Naviance, which is a college readiness application currently used by Pleasanton schools, but the RTN content is relatively underutilized by students. PPIE is working with RTN to promote the program with Pleasanton school counselors so that more students can explore careers that match their interests through hundreds of searchable career profiles and videos. Jennifer explained that Roadtrip Nation has also developed project-based learning curricula for middle school and high school students that are completely separate from the content on the Naviance platform, and offered to arrange a demo if there is interest. Jennifer also introduced Share Your Road- a digital storytelling platform where everyday professionals from all walks of life can share their career journeys with students and career seekers across the country. Advisory Council members are encouraged to complete a career profile so that students can see the variety of career path examples in our own community – [visit here](#) to easily create your own career path profile.

Action Items/Next Steps – As always, we try to transform these meetings from discussion to action, as with the following proposed next steps.

- Build on success of 2018 speed interview session for next year – include both DECA and AVID students, and expand to Amador Valley High School. Plan to hold

upcoming sessions in the spring. **Contact PPIE at mail@ppie.org if you and/or your organization are interested in participating.** Integrate speed interviews with Roadtrip Nation – participating students should be actively introduced to RTN features, curriculum, etc.

- Provide training on Roadtrip Nation to high school counselors so they can more effectively evangelize this tool to help high school students explore career path options.
- **Encourage ALL Advisory Council members to complete career path profile on Road Trip Nation for Pleasanton and other students to see** – Visit here - <https://roadtripnation.shareyourroad.com> - to complete
- Work with PUSD leadership and Road Trip Nation to promote this platform and related education among middle and elementary school students who may be more receptive in exploring careers.
- Coordinate with business programs, such as at Clorox, to reach out to Pleasanton schools on science education and other areas.
- Coordinate with business programs, such as at Workday, to address stress, depression and anxiety in the workplace as a model for students to de-stigmatize their own issues
- Continue to work with Tri Valley ROP to incorporate telepresence for the 2018-2019 school year
- Explore pilot program for Challenge Success in PUSD, including formation of Challenge Success Clubs in high school
- NEXT LUNCH – planned for early December (location TBD)