



# Digital NEST



Connect • Transform • Create



# What is the NEST?

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Digital NEST **CONNECTS** youth to a skill-building community that **TRANSFORMS** them into professionals who can **CREATE** successful careers, innovative solutions, and prosperous communities

# How we develop those skills

**All education at the NEST is hands-on and based on doing projects.**

## Contributing Member Groups

### CMGs

Volunteer hours  
Soft Skills

Connect Crew (PPL)  
E-Unit (PPL)  
Tech Squad (WIT)  
Media Creators (DAT)

## Career Focus Areas

### CFAs

Field Trips  
Meetups  
Trainings

PPL  
WIT  
DAT

## bizzNEST

### Consultanc

Work Experience

Graphic Design (Logos,  
Flyers, Business Cards)  
Websites  
Videos

# Contributing Member Groups

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**Connects youth to hands on professional experiences that transform them into empowered individuals that can create a thriving learning environment.**

## Connect Crew

Community  
Management



## Tech Squad

IT Department



## Media Creators

Communications  
Department



## E-unit

Event Coordinators



# Career Focus Area or Departments

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## Workplace/Life

### Skills

#### PPL (People,

#### Projects +

#### Leadership)

- Teamwork & Collaboration
- Problem solving
- Growth mindset
- Project Management
- Using productivity software
- Public speaking
- Resume-writing
- Personal branding
- Design thinking
- Good interview skills

## Digital Arts + Tech

### DAT

- Creativity Thinking
- Graphic Design
- Photography
- Video Production
- Music Production
- Project Management for creatives

## Web + Information Tech

### WIT

- Curiosity
- Patience
- Computational Thinking
- Web Design & Development
- Coding
- Information Technology (IT)

# How long does it take to become competitive in the workforce?

**It generally takes around 2 yrs, plus ~1 yr experience in bizzNEST**

## People, Projects + Leadership

### PPL

**Year 1** Fall -Summer  
Coordinate events for NEST and partners, work on NESTflight

**Year 2** Fall-Summer  
Lead a team on event coordination for the NEST, partners and NESTflight

## Digital Arts + Tech

### DAT

**Year 1** Fall- Summer  
Take most of your trainings + work on a summer production

**Year 2** Fall- Summer  
Take your remaining trainings + lead a summer production  
**Fall- Work in bizzNEST!**

## Web + Information Tech

### WIT

**Year 1** Spring- Fall  
Take most of your trainings

**Year 2** Spring -Fall  
Take your remaining trainings + get practice clients  
**Fall- Work in bizzNEST!**

# Solid Partnerships in Watsonville

## **K-12**

**PVUSD- Pajaro Valley High  
School District**

## **Community College**

**Cabrillo College**

## **Industry**

**Launch Brigade- Web  
development company**

**Looker- Web-based data  
platform**

# bizzNEST & Other projects

## People, Projects + Leadership

### PPL

Watsonville Film Festival

Live @ the NEST

NESTflight:

<https://www.youtube.com/watch?v=po9oErv3NxE>

## Digital Arts + Tech

### DAT

Coverage of Watsonville  
Film Festival

Service with a Smile

Loteria Oscura

## Web + Information Tech

### WIT

Impactathons  
YVPT

Games:  
NEST Salinas Bday!  
April 14

Websites:

<https://www.bluewater.limo/>



# Members who got gigs

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## PPL Trainees



***Josue Sanchez***

Social Media Manager  
Watsonville Pawn Shop



***Marisa Upson***

Marketing Assitant  
Private Real Estate Agency



# Members who got gigs

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## DAT Trainees



***Carlos Campos***

Video Member Consultant  
bizzNEST



***Remy Rodriguez***

Video Member Consultant  
bizzNEST



***Angel Diaz***

Video Member Consultant  
bizzNEST



***Marcuz Cisneros***

Video Member Consultant  
bizzNEST



# Members who got gigs

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## WIT Trainees



**Alex Chavez**

R&D Engineer.  
Bouy Labs.



**Sara Birns**

UI/UX Designer  
Juji Inc.



# Members who got gigs

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## Former CMGers



**Ana Cardenas**

Human Resource Intern  
Sunridge Farms/Falcon  
Training Company



**Enrique Morales**

Intern  
Adobe Digital Academy Program



**Mayra Ruiz**

Graphic Designer  
bizzNEST



# Members who got gigs

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## Work at the NEST now



**Jane Tobias**  
*DAT Coordinator*



**Diana Hernandez**  
*Front Desk*



**Monica Villanueva**  
*Community Curator*



# Members who got gigs

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## Former NEST staff



***Nathan Campos***  
Marketing Assistant  
Misionero



**MISIONERO**®

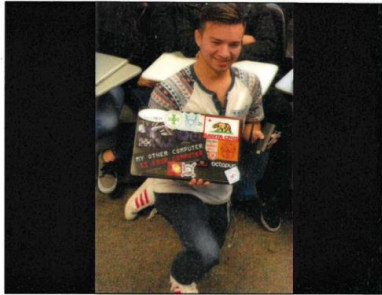
The image shows a man, Nathan Campos, sitting at a desk in an office environment. He is wearing a grey jacket over a dark shirt. The desk has a yellow surface and is equipped with two computer monitors, a keyboard, and a multi-line office phone. The background shows office cubicles and a framed picture on the wall. Below the photo, his name is written in a stylized font, followed by his title and the company name. At the bottom, there is a logo consisting of a stylized 'M' and the word 'MISIONERO' with a registered trademark symbol.



# Members who got gigs

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Straight to bizzNEST or a job hookup through the NEST



**Luis Ayala**

Webapps Engineer Intern  
File Open Inc.



**Isaiah Rodriguez**

Research Assistant  
ETR



**Alejandro Garcia**

WEB Member Consultant  
bizzNEST



# Members who got gigs

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## Hustlers who opened their own business



***Gabriel & Aniceto Gonzalez and  
Jesus Carreno***  
Co-Owners  
Fast Clean



We got them connected to SCORE and they got business advice that helped them out!





# Pedagogy & Challenges



Soft Skills are the base of everything.



# Challenges

**Time**

**Retention**

**Baseline soft skills**

**Trainer training**

**Progress tracking**

# Baseline soft skills, Trainer training, Progress tracking

Cultivating soft skills is about giving feedback about others' behavior and receiving feedback about your own. Upon giving and receiving feedback, both parties work on improving using a specific practice. The feedback loop is the system that holds everyone accountable.

**Energy**

**Attitude**

**Follow-  
through**

**Coping Skills**