

program, called the schools and had to be very persistent to win school attention and participation. The program has been in place for about two years.

Ms. Power said that if these are the type of outcomes contemplated, the schools must be involved, and there must be a good deal of thought about how to make the discussions collaborative and positive.

Councillor Maher said that, as has been discussed in meetings of the University Relations Committee, there are some systemic barriers in the schools to significant assistance from either the universities or the business community. Right now there is no central coordination of requests and opportunities for outside assistance. As a result, particular individuals – principals, curriculum coordinators, teachers, with personal relationships or longstanding collaborations with university or corporate individuals – successfully seek outside assistance for their individual projects, but there is no overall system-wide assistance or intervention.

Councillor Reeves suggested considering short-range and long-range goals. In the long-range, the City and the universities and business educators need to become more involved with the schools. In the short-range, perhaps this committee could be instrumental in creating the awareness in the community of the need for more education in this area.

Mr. Parravano expressed his belief that the discussion that this committee began with the Enriquez forum is a bit different from the public education discussion; it is somewhat broader, with a focus on the culture of the community.

Mr. Marsh said that what is being discussed is not the emergence of a particular new dominant industry, such as biotechnology or high technology, but rather the reorganization of our economy on a knowledge-based innovation model. The innovation model is resident in Cambridge, but it represents a new paradigm for the Cambridge community as a whole. Grasping a new paradigm takes four stages:

- Stage 1: Awareness – educate ourselves about the situation
- Stage 1: Comprehension – understand the possible implications of the situation
- Stage 3: Goals – where we would eventually like to be regarding the situation
- Stage 4: Actions – specific steps regarding how we get to our goals.

Mr. Marsh said that he believes that we are in stage one, where the focus must be on engaging the stakeholders. There are important messages for workforce development, public education and town/gown relations.

Councillor Maher said that these issues should be addressed in the next review of City Council goals. He also suggested asking five or six biotech companies to hold open houses for tours for members of the public. He further suggested that the Neighborhood and Long Term Planning Committee and the University Relations Committee consult with the Mayor to arrange for a conversation with the new superintendent of schools as soon as possible.

Ms. Johnson described her participation in discussions of the New England Taskforce workforce development group. That group is very concerned with having more people in the schools who understand the jobs in the City of Cambridge. It is possible that this committee could work with that group in terms of long-term strategies.

Councillor Maher noted that, for him, information about this taskforce raises the issue of whether there are other people who are working on this issue about whom the committee should know.

Councillor Reeves agreed with the importance of keeping long-term goals and networking in mind. He added that the committee might have the opportunity to take some small but significant short-term actions as well. He had hoped to have more teachers, especially science teachers and high school students in the audience at the Enriquez forum. Perhaps Professor Enriquez would be willing to speak at the high school to an audience of teachers, students and parents. In addition, further consideration should go to some of the ideas set forth at this meeting, including tours of biotech labs and facilities, arranging a meeting with the new superintendent and the biotech industries, developing, through the superintendent a target audience of Cambridge public school teachers.

Ms. Powers suggested that perhaps the next step would be to engage the public in mapping out the awareness of the connections in a process that describes all of the dots and facilitates making the links.

Councillor Reeves said that a small group conversation with the superintendent to investigate his interest and ability to be engaged in this area is needed in the near future. He thanked all present for their participation, and informed them that the City Clerk would be working to schedule a meeting at the end of August if possible. The meeting was adjourned at 10:40 a.m.

For the Committee,

A handwritten signature in cursive script that reads "Kenneth E. Reeves" followed by a small "MD" in parentheses.

Councillor Kenneth E. Reeves, Chair

City of Cambridge

NEIGHBORHOOD AND LONG TERM PLANNING**COMMITTEE MEMBERS***Councillor Kenneth E. Reeves, Chair**Councillor Marjorie C. Decker**Councillor E. Denise Simmons*

In City Council September 8, 2003

The Neighborhood and Long Term Planning Committee held a public meeting on July 23, 2003, beginning at 9:45 a.m. in the second floor conference room at 238 Main Street. The purpose of the meeting was to discuss the next steps in the committee's effort to increase public awareness of the opportunities and challenges of the ongoing and fast-moving changes in the knowledge-based economy and culture of Cambridge.

Present at the hearing were Councillor Kenneth E. Reeves, Chair of the Committee, (conference call), Councillor David P. Maher and City Clerk D. Margaret Drury. Also present were Susan Glazer, Deputy Director of the Community Development Department (CDD) Estella Johnson, Director of Economic Development, (CDD), Mary Power, Senior Director of Community Affairs for Harvard University, Victoria Shannon, Fellow in the Office of the President of Harvard University, Steve Marsh, Managing Director of the Real Estate department, MIT, Paul Paravano, Co-Director of the Office of Government and Community Affairs, MIT, and Tom Lucey, President of the Cambridge Chamber of Commerce.

The meeting began with a review of the recent public presentation featuring Professor Juan Enriquez and a panel discussion of Cambridge's knowledge-based economy. It was agreed that Professor Enriquez gave a stimulating and provocative presentation that captured the interest of those present, and that the event was well attended.

Councillor Reeves said that his major concern remains that most of the residents of Cambridge are not aware of the profound changes in the economy of Cambridge, let alone the particular entities fueling this new economy. Does East Cambridge know Vertex; does Vertex know East Cambridge. He would like to see Professor Enriquez in a second forum for a difference audience, perhaps at the Christian Life Center or the Cambridge Rindge and Latin High School auditorium. He added that the forum and a recent open house that David Clem hosted for the new Vertex building made it clear to him that the most important educational assistance Cambridge can seek from its biotech industry is not money but scientists to take an active role in Cambridge classrooms and a stream of younger children exposed to the industry by tours of the cutting edge laboratories housed in these buildings.

Councillor Maher said that Jim Mullen, CEO of Biogen, would be a helpful resource in that regard. Biogen has created a wonderful exchange program, in which kids are exposed to the science and labs in a four to six week program. Biogen thought of the

Committee Report #4

A communication was received from D. Margaret Drury, City Clerk, transmitting a report from Councillor Kenneth Reeves, Chair of the Neighborhood and Long Term Planning Committee, for a meeting held on July 23, 2003 to discuss the next steps in the committee's effort to increase public awareness of the opportunities and challenges of the ongoing and fast-moving changes in the knowledge-based economy and culture of Cambridge.

In City Council September 8, 2003

**REPORT ACCEPTED
PLACED ON FILE**