

**TO: Workforce Investment Board**

**DATE: 1/24/02**

**FROM: Education & Employer  
Committee**

- For Action**
- For Information**
- Meeting Notes**

**SUBJECT: Youth Employability Card**

**PROPOSED MOTION(S): Approve the concept and implementation of a County wide Youth Employability Card for High School Students. Approve a Budget of \$12,827 for Marketing the Youth Employability Card.**

**DISCUSSION: In January 2001, the members of the Education and Employers Committee began to discuss the idea of developing an Employability Card for high school students in Merced County. The Employability Card is a pre-screening tool that businesses can use in their selection of high school students for employment. The purpose of the Employability Card is to verify that a high school student has met minimum levels of competency in those skills considered important for employment. There are several benefits from the establishment of an Employability Card. One of these is that students would begin to understand the relationship between school and work. They would see that they must meet certain competencies in order to be selected for a job.**

**ATTACHMENT(S): Youth Employability Card History, Criteria, Marketing and Implementation Plan and Budget.**

***EMPLOYABILITY CARD PROJECTED BUDGET***

<b><u>Item</u></b>	<b><u>Quantity</u></b>	<b><u>Cost</u></b>	<b><u>Total Cost</u></b>
Poster/Employer (11x14)	500	\$1.00 Each	\$ 500.00
Poster/Students (11x14)	250	\$1.00 Each	250.00
Poster/Employer (8.5x11)	250	\$ .75 Each	187.50
Poster/Students (8.5x11)	100	\$ .75 Each	75.00
Point of Sales Counter Cards	600	\$ .90 Each	540.00
Post Cards	1000	\$ .25 Each	250.00
Static Cling Decals	250	\$2.50 Each	625.00
Card Print/Lamination			400.00
Radio Advertising			4,000.00
TV Advertising			2,000.00
Newspaper Advertising			<u>4,000.00</u>
		<b>TOTAL BUDGET</b>	<b>\$ 12,827.00</b>

*This budget is based upon Merced College, Merced County Office of Education, and Private Industry Training Department doing the creation and publishing of the posters, cards and flyers. The media advertising will be a co-op with the various businesses.*



## Employability Card



In January of 2001, the members of the Education and Employers Subcommittee of the Workforce Investment Board of Merced County began to discuss the idea of developing an Employability Card for high school students in Merced County.

The Employability Card is a pre-screening tool that businesses can use in the selection of high school students for employment. The purpose of the Employability Card is to verify that a high school student has met minimum levels of competency in those skills considered important for employment. Often times, employers must make a decision to hire a student without having any knowledge of a student's Employability skills. With the necessary information in hand, an employer would be able to make an informed decision about hiring a student.

The Education and Employers Subcommittee members believe that students, as well as the business community and educators, will benefit from the establishment of an Employability Card program. These benefits include:

1. Students will begin to understand the important relationship between school and work. They will see that they must meet certain competencies in order to be selected for a job.
2. The business community will realize that educators understand what competencies are prerequisite for successful employment. The business community will also benefit in that businesses will have the necessary information to decide whether to hire a high school student.
3. Educators will be able to strengthen the bond that they have with businesses. Educators can use the Employability Card as a motivator for students.

Members of the Youth Council of Merced County were invited to become involved in the development of the Employability Card program for high school students. The members of the Youth Council endorsed the proposal of developing an Employability Card. A Work Group was then established with members of both the Education and Employers Subcommittee and the Youth Council to develop the criteria for a Merced County Employability Card.

Several school districts in California have adopted Employability Certificates or Employability Cards to meet the need to verify student competency. The Employability Card Work Group reviewed many of these cards and the criteria

that had been developed for each one. In reviewing the Employability Cards, the Work Group realized that student competency could be evaluated by a number of different criteria. Some of the criteria shown to be important in verifying Employability skills were: attendance, grade point average, test data, citizenship grades, activities, the ability to work well with others, and basic reading, writing, and math competency.

The Employability Card Work Group decided that the Employability Card developed by the Madera Unified School District most closely met the needs of the business community, students, and educators of Merced County. The Employability skills identified for the Merced County Employability Card were:

**2.0 GPA**  
**Regular Attendance**  
**Works Well With Others**  
**Punctuality**  
**Completion of Assigned Tasks**

The principals of all Merced County High Schools were invited to a Work Group meeting to discuss the eligibility criteria for the Employability Card. It was decided that the Employability skills would be measured by the following criteria:

**GPA**  
2.0 GPA in overall subjects with no Fs  
**Regular Attendance**  
The student must have no unexcused absences and 6 or fewer excused absences over the previous semester  
**Works Well With Others**  
The student must be able to get along with fellow students and adults  
**Punctuality**  
The student must have 3 or fewer tardies over the previous semester  
**Completion of Assigned Tasks**  
The student must complete tasks assigned and required by instructor

Each of the student's teachers must verify student competency in all of the Employability skills. The Employability Card will be revoked for any major disciplinary problem. The Employability Card will be issued on a semester basis, and the expiration date will be listed on the card. The majority of a student's teachers must agree that a student "Works Well With Others" in order for the Employability Card to be issued. **The qualification time period for issuing the Employability Card will be from January to January or June to June of each year.**



## **Employability Card**

### **November 2001**

Education and Employer Subcommittee approves motion to send to WIB  
Education and Employer Subcommittee approves Marketing and  
Implementation Plan  
Speak to Jim White, MCOE, to see if ROP can administer program at school  
sites  
Determine if ROP can develop marketing tools  
Review of Implementation Plan and Marketing Strategy by high school principals  
Meet with principals to finalize Employability criteria

### **December 2001**

Submit Employability packet (History, Criteria, Marketing, Implementation Plan)  
to WIB Executive Committee

### **January 2002**

Employability Card presented to WIB—ask for funds for marketing  
Meet or E-mail members of the Employability Work Group  
Recruit volunteers for marketing campaign  
Recruit business community members who employ youth to support program  
Explore possibility of trial program with ROP students and Dos Palos High  
School students

### **February 2002**

Begin marketing campaign with Schools and Business Community  
Articles in school newspapers  
Articles in all Chamber newsletters  
Classroom presentations  
Door to door campaign to businesses  
Flyer in all city utility bills  
Guest editorials in Merced Sun-Star, Modesto Bee  
Mail Employability Card Marketing packets  
Posters in classroom  
Public Service Announcements—KYOS, HOT 105  
Speak to teachers  
Speak to school assemblies  
Speaking engagements with local business  
associations / chambers / service clubs  
TV commercials (ESPN, Lifetime, MTV)

**March 2002**

Marketing campaign continues

Meet with ROP staff for implementation of Employability Card

**April 2002**

Marketing campaign continues

Employability Card applications to Dos Palos High School and ROP staff  
by April 15

**May 2002**

Marketing campaign continues

Students may begin to pick up applications for Employability Cards

Verification of eligibility for Employability Card begins

**June 2002**

Verification of student eligibility for Employability Card continues

First Employability Card issued to Dos Palos High School students and  
ROP students

**August / September 2002**

Employability Cards issued to students in all participating high schools

# Marketing Strategy

## Employability Card



The Marketing Strategy for the Youth Employability Card must include marketing plans to allow educators, the business community, and students to become aware of the Youth Employability Card. All marketing materials must emphasize the fact that the possession of a Youth Employability Card will enhance a student's chance for employment.

Public Service announcements, posters, flyers, brochures, and postcards for mailing need to be developed. PITD staff or ROP students may initially be involved in developing ideas for the marketing program.

### ***How to Reach Students, Educators, and the Business Community***

#### **Students**

Posters in classrooms and other locations around the school  
Public Service announcements  
ROP TV program

#### **School assemblies**

School newspaper  
Speakers in classrooms  
Teachers instruct students on program

#### **Educators**

All high school principals on board  
Flyers  
Letters to teachers explaining program  
Posters in the classrooms  
Presentations at school staff meetings  
Small group discussions with teachers  
Support by Merced County ROP program

#### **Business Community**

Articles in all Chamber newsletters  
Develop Information packets (brochures, flyers, etc.) for businesses  
Door to door marketing campaign by Work Group members  
Flyer in all city utility bills  
Guest editorials in Merced Sun-Star and Modesto Bee  
Individually recruit members of the business community to participate

Letters to businesses

Newspaper articles

Point of sale signs (8.5" by 11" signs to set on countertops next to register)

Posters

Public Service announcements (KYOS, HOT 105)

Radio interviews (KYOS morning show) by members of the Employability  
Card Work Group

Speakers at Service clubs, Local Associations, and Chamber of  
Commerce

TV commercials (ESPN, Lifetime, MTV)