

TO: Workforce Investment Board

DATE: 1/24/02

**FROM: Education & Employer
Committee**

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

SUBJECT: Youth Employabiity 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 Employabiity 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

<u>Item</u>	<u>Quantity</u>	<u>Cost</u>	<u>Total Cost</u>
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>
		TOTAL BUDGET	\$ 12,827.00

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)