

TO: The Workforce Investment Board

DATE: 1/25/01

**FROM: Marketing and Partnership
Committee**

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

SUBJECT: WIB Talking Points

PROPOSED MOTION(S): Approve the five take aways to be used to define the WIB. The five take aways or talking points are:

- **The WIB is a private/public organization or entity.**
- **The WIB is the convenor (coordinator, facilitator, influencer) of the system and the standard setter.**
- **The WIB establishes and promotes education and skill standards.**
- **The WIB generates new resources (dollars) to the community for innovative programs.**
- **The WIB serves the needs of Merced County employers (ask the employer what they need and respond to their needs.**

DISCUSSION:

The Marketing and Partnership Committee developed five take aways to be used by WIB members to explain who they are and what their purpose is. This is the initial step in marketing the WIB in the community and having talking points that all WIB members can use.

ATTACHMENT(S):

