

**Workforce Investment Board
Program Planning and Development Committee
Department of Workforce Investment
690 West 16th Street, Merced, CA
March 24, 2004, 3:00 – 4:30 P.M.
Working Group Notes**



Members Present: Paul Alderete, Don Bergman, Sharon Cresswell, Peter Fluetsch (Vice Chair), Anne Newins, Rick Osorio (Chair), Al Romero

Members Absent: Andrea Baker, Harry Dull, John Fowler, Scott Galbraith, Carol Greenberg, Gisela Malone, Ana Pagan, Thomas Tsubota

WI Staff Present: Elaine Craig, Dave Davis, Eddie Harding, B. J. Hannah, Dee Knight, Jackie Walther-Parnell

Others Present: Sarah Greene, Penny Sawyer and Dr. John Spevak of Merced College

1. Call to Order and Roll Call: It was noted at 3:10 p.m. that the regular meeting would be canceled due to lack of a quorum, and the Chair would convene a working group of those present to discuss the agenda items. The Chair noted the Automotive Program would be discussed during the Public Opportunity to Speak.

2. Public Opportunity to Speak:

a. Automotive Repair Program: Mr. Don Bergman provided a handout regarding the future system of automotive repair, and noted the Chamber, through Workforce 20/20, has conducted two roundtable discussions on this topic. There is a dire need for technicians in this field. They are working with both dealers and independents, and would like to collaborate with the Workforce Investment Board, Chamber, Merced College, ROP, and the high school programs to develop some assistance in procuring up-to-date equipment in our high schools and college. This program needs emphasis and promoting in the schools. The next meeting is April 14, 2004.

3. Action Agenda:

a. RN Program Continuation: Staff noted the present RN contract with Merced College will terminate June 30, 2004, and the committee must make a recommendation to the Workforce Investment Board (WIB) to continue this program. Ms. Penny Sawyer noted there is a shortage of nurses in Merced and Fresno Counties, and gave an update of the program. Out of the class that graduated in May 2003, 14 stayed in Merced. Seven of the 13, who were sponsored by the WIB, stayed in Merced—2 dropped out, 2 failed, one went to Doctor's, and one is still completing the course work. Merced College has instituted, through grant funds, a "Boost" Program that helps marginal students become proficient in their problem areas. There are 96 students in the program. Along with the WIB, there is a collaboration of partners—Merced College, Los Banos Community Hospital, Mercy Hospital, Emmanuel Hospital, Merced County Public Health—helping to make it possible for these students to graduate.

It was the consensus of committee members that a recommendation goes to the WIB Executive Committee recommending renewing the Registered Nurse Program with Merced College.

4. Discussion/Action:

a. Self-Sufficiency Wage: Staff provided a handout of a proposed Self-Sufficiency Basic Family Wage Calculation, and noted that with the new formula the Department would be able to serve more individuals. The Department is not using all of its training dollars because individuals are not qualifying with the existing formula.

It was the consensus of committee members that a recommendation goes to the WIB Executive Committee recommending approval of the new Self-Sufficiency Basic Family Wage Calculation.

5. Information Agenda:

b. Marketing Update: Ms. Elaine Craig gave an update on the marketing strategies that are being used—local newspaper ads that have been made more aesthetically pleasing to the eyes, radio ads, lead-ins to news, weather and traffic on local radio stations, articles in local newspapers and the new bilingual paper entitled “Between Friends”, and free advertising in the Chamber Journal.

Advertising will be done in April at the two-day Youth Conference that is being held at the Boys & Girls Club. Signs are still inside the Merced County transit buses. On April 7, 2004, the WIB and Worknet in collaboration with KUBB Country radio are sponsoring the Annual Job Fair. Radio interviews for the WIB and Worknet, and a public service announcement have also been done that were free.

A new Business Services Unit marketing packet was completed, and will be provided to each employer upon contact.

The Chair asked staff to give the status of the Youth Employability Card at the next meeting, and to provide the committee with a written status report at future meetings.

The Chair asked staff to check the legality of the of Department’s Director being counted as a committee member to achieve a quorum.

6. Adjourn: Working group adjourned at 4:15 p.m., and the next committee meeting will be April 28, 2004, 3:00-4:00 p.m., in the Merced Chamber of Commerce Conference Room.

Notes prepared by Devilla D. Knight.