

**Workforce Investment Board of Merced County
Education and Employers Subcommittee
Merced College Administration Conference Room
Tuesday, May 21, 2002, 7:30 –9:00 a.m.
Meeting Minutes**



Members Present: Don Bergman (Co-Chair), Leo Lamb, Gisela Malone, Anne Newins, Alfonso Peterson, Carole Roberds, Al Romero (Chair), Jim White

Members Absent: Robert McLaughlin

PITD Staff Present: Eddie Harding, Debby Hoban, Bob Molmen, Debbie Morrow, Joanne Presnell

Others Present: Holly Newlon, MCOE Program Specialist

1. Call to Order and Roll Call: The Co-Chair called the meeting to order at 7:40 a.m. A sign-in sheet was used in lieu of roll call. The Chair conducted the remainder of the meeting.

2. Approve Agenda: The agenda was approved as published.

3. Approve Minutes: It was *M/S/C Roberds/White* to approve the March 19, 2002 minutes.

4. Public Opportunity to Speak: None.

5. Introductions: Everyone introduced themselves. Leo Lamb and Alfonso Peterson are new members to the committee.

6.a. Implementation and Marketing of the Youth Employability Card – The meeting with the high school principals went well.

Carol Roberds briefed the members on the meeting. She stated the purpose of the meeting was to address the issues the principals had. Jay Fowler from Madera made the presentation and was able to address their concerns. He noted the following experiences involving a similar program in Madera County:

- a. Students should be able to apply for the employability card each semester, and be able to apply for the card within any 6-week period. Students should be able to apply consistently and be able to get the cards more frequently, which would alleviate the teachers from having to handle all the paperwork at the same time.
- b. Students attending schools in Madera showed marked improvements.

Principals agreed to implement the card similar to Madera's program. The actual date of implementation is this fall. The issuance of the card will be after first six weeks of school. They also agreed on 2.0 GPA.

Because the teachers have not been involved with this program, it was suggested the information be given to the principals to include in the letters sent out to the teachers in the summer.

Committee members discussed ways to educate students, parents, and teachers about the program.

Staff presented some of the marketing materials to the committee, and noted marketing budget was already approved. Discussion was held on the layout of the posters, counter cards (Eddie Harding, PITD, has done some mock ones), etc. A suggestion was made that the counter cards should include a replica of the employability card.

It was noted that unless employers are supportive of this program, it will not work. It was recommended records be kept of the employers who are willing to participate in the program.

Other marketing ideas were discussed, including advertising on the radio, placing ads in the newspapers, and doing a presentation at the Wakeup Merced Breakfast and other chamber functions.

The committee decided to have an event on June 19, 2002 as a kick off to marketing the Youth Employability Card.

6b. Meet the WIB Contest: Carol Roberds had three WIB visitors at the Adult School. Anne Newins briefed committee members on new happenings at Merced College.

7. Chair Comments – No comments.

8. Next Meeting Date/Time: Next meeting will be June 18, 2002, at the Greater Merced Chamber of Commerce, 640 W. 16th Street, Merced, from 7:30-9:00 a.m.

9. Adjourn: The meeting was adjourned at 9:00 a.m.

Minutes prepared by Debby Hoban