

**TO: Workforce Investment Board
Executive Committee**

DATE: 6/03/02

**FROM: WIB Education & Employers
Committee**

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

SUBJECT: Marketing the Youth Employability Card to Businesses

PROPOSED MOTION(S): N/A

DISCUSSION: The Youth Employability Card process will be implemented this fall throughout Merced County. The first cards will be issued to qualified students after six weeks of school prior to the holiday hiring. Members from the Education and Employers Committee under the leadership of Al Romero and Don Bergman will be approaching WIB members and asking for their support and assistance to get the word out about how this card will be used and the benefits of hiring a student who possesses a card.

There has been a great deal of coordination with all of the high school districts and Merced County Office of Education ROP to make this happen. Now the next critical step is talking to employers one on one to explain the card and ask them to participate by using the card as a hiring tool. Thanks in advance for helping in this very important initiative.

ATTACHMENT(S): N/A

