

**Workforce Investment Board of Merced County  
Education and Employers Subcommittee  
Merced Adult School Faculty Lounge  
50 E. 20<sup>th</sup> Street, Merced, CA  
Tuesday, July 16, 2002, 7:30 - 9:00 a.m.  
Meeting Minutes**



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**Members Present:** Don Bergman (Co-Chair), Anne Newins, Carole Roberds, Al Romero (Chair)

**Members Absent:** Leo Lamb, Robert McLaughlin, Alfonse Peterson

**PITD Staff Present:** Eddie Harding, Dee Knight, Bob Molmen, Debbie Morrow, Joanne Presnell

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**1. Call to Order and Roll Call:** The Chair called the meeting to order at 7:35 a.m. A sign-in sheet was used in lieu of roll call.

**2. Approve Agenda:** It was *M/S/C Bergman/Roberds* to approve the agenda as published

**3. Approve Minutes:** It was *M/S/C Bergman/Roberds* to approve the May 21, 2002 minutes.

**4. Public Opportunity to Speak:** None.

**5. Introductions:** None.

**6. Information Agenda:**

**a. Youth Employability Stamps and/or Labels for Employers' Applications:** Some employers have requested that they be provided a Youth Employability Card stamp for use on their employment applications to help them verify who has an Employability card. It was decided staff would order approximately 25 stamps for distribution to various employers.

**b. Contacting and Distribution of Flyers to Employers:** The Workforce Investment Board Marketing Subcommittee members were asked by staff to each contact at least 5 employers who did not attend the luncheon to tell them about the Youth Employability Card. Staff also suggested that members from this committee attend other subcommittee meetings to solicit their help in contacting employers.

It was noted that whoever contacts the employer should be knowledgeable to answer any questions the employer might have regarding the Employability Card. It was suggested in addition to having the brochure, that staff create talking points on the benefits of the Youth Employability Card to employers.

The subject of the Youth Employability Card has been put on the WIB agenda for next week, July 25, 2002, and staff suggested that a committee member volunteer to present the marketing aspect and

give a simple presentation of how the Employability Card should be marketed to employers.

The brochure, tent cards, window signs, etc. should be given to employers as soon as possible.

It was suggested to add to the brochure under Business Community that the "Employability Card will be renewed periodically". It was also suggested that teachers be given a presentation at one of their monthly faculty meetings, and it was decided Ms. Holly Newlon could best person to do this.

Ms. Newlon and Ms. Debbie Morrow are putting together a standardized handbook for all Career Techs to follow in issuing the Youth Employability Card. Staff has prepared a letter to be added to the "roundup" package that goes out to the parents.

It was suggested staff make an insert for the Los Banos Chamber newsletter, but have Ms. Newlon and Ms. Newins verify with the Los Banos High School principal to make sure they are going to participate. Ms. Newins will coordinate with the Los Banos Chamber.

**c. Radio Ads:** Staff wanted to know how soon the committee wanted to start the radio ads. It was suggested that PSAs be sent to all stations as soon as possible, announcing that the Youth Employability Card is coming to Merced in the fall. Mr. Don Bergman said he would contact KYOS and see how soon he could get on their morning talk show. He will also contact MCOE TV and Mike Peters of the MTV station to get estimates of commercial time on MTV and ESPN. It was recommended staff send the request to General Services for the radio ads, because it takes 6 weeks for approval.

It was *M/S/C Bergman/Roberds* to draft a script for a commercial for employers to be aired on the radio stations, and send it to the WIB Marketing Committee members and members of this committee for approval.

**d. Update Marketing Plan:** Staff has printed all the posters that were required on the budget sheet. The student posters have been given to Ms. Newlon for distribution.

**e. "Meet the WIB" Contest Briefing:** Mr. Bergman had his card punched for today's visit to the Merced Adult School.

**7. Chair Comments:** The Chair thanked the members for all their enthusiasm and help in promoting the Youth Employability Card.

Mr. Bergman suggested that Ms. Newlon be asked to attend these meetings to get her input and so she can get all information firsthand. He also personally thanked Mr. Harding for his cooperation and help.

**8. Next Meeting Date/Time:** Next meeting will be August 20, 2002, in the PITD Small Conference Room, 1880 W. Wardrobe Ave, Merced, from 7:30-9:00 a.m.

**9. Adjourn:** The meeting was adjourned at 8:45 a.m.