

**Goal #1 Improve the economic Performance of Merced County to Exceed the average of the San Joaquin Valley**

**ACTION PLAN**

What	How	Who	By When	Status
1.1 Support attracting, retaining and expanding businesses	1.1.1 Fund a one-stop governmental lending program to offer access to all incentive governmental loan programs	1.1.1 Finance Committee	1.1.1 June 30, 2001	
	1.1.2 Support/continue business retention/expansion program countywide	1.1.2 Education/Employer Committee	1.1.2 Ongoing - review annually	
	1.1.3 Publicize, promote, and market employer services Brochure Power Point Presentation Talk Radio Mailers to Employers Newspaper Articles Secure a Marketing Consultant - Name, Logo, Identity WIB web site	1.1.3 Marketing Committee	1.1.3 June 30,2001	1.1.3 Brochure is complete; PowerPoint is near completion; Steve Tinetti & Andrea Baker interviewed on KYOS; Sun-Star reports on WIB meetings (RN expansion, etc) Recommending consultant to WIB at 7/26-01 meeting; WIB web site is completed
	1.1.4 Provide information at nucleus for business services	1.1.4 Education/Employer Committee	1.1.4 June 30,2001	1.1.4
	1.1.5 Actively reach out to chambers to carry out programs (Worknet)	1.1.5 Marketing Committee	1.1.5 Ongoing	1.1.5 Will use PowerPoint Presentation to assist in facilitation of outreach efforts
	1.1.6 Actively reach out to the economic development agencies - In meeting with the Ed developers discuss 1.1.6 and - 1.1.7	1.1.6 Marketing Committee	1.1.6	1.1.6 Ongoing
	1.1.7 Assemble customized job training packages for employers - Discuss content, level of authority needed for commitment, and budget	1.1.7 Marketing Committee	1.1.7 Ongoing	1.1.7 To be accomplished
	1.1.8 Customized recruitment plan for employees/employers - Same as 1.1.6	1.1.8 Marketing Committee	1.1.8 Ongoing	1.1.8 To be accomplished
	1.1.9 Market WIB (Same as 1.1.3)	1.1.9 Marketing Committee	1.1.9 Ongoing	1.1.9 Ongoing
1.2 Provide training for demand occupations	1.2.1 Review and analyze local LMI	1.2.1 Education/Employer Committee	1.2.1 Ongoing - w/annual report to WIB	1.2.1
	1.2.2 Respond to demands voiced to the WIB to determine needs. Should be consolidated with item 2.2.1 Identify employers with unmet needs	1.2.2 Marketing Committee	1.2.2 June 30, 2001	1.2.2 To be accomplished
	1.2.3 Review other surveys being done. BRE, CCOIS, ERISS, Strategic Choices	1.2.3 Marketing Committee	1.2.3	1.2.3 To be accomplished
	1.2.4 Provide required/needed training	1.2.4 Partners	1.2.4 Ongoing	1.2.4
1.3 Collaborate w/other training/educational institutions and employers to provide basic skills & ESL training for incumbent workers and job seekers	1.3.1 Identify successful models in other communities	1.3.1 Standards & Certification Committee	1.3.1 June 30, 2001	1.3.1
	1.3.2 Enlist other partners to participate HEC UC Merced Castle Federal Prison	1.3.2 Marketing Committee	1.3.2 December 30, 2001	1.3.2 To be accomplished
	1.3.3 Establish skills certification for industry standards	1.3.3 Standards & Certification Comm	1.3.3 June 30, 2003	1.3.3
1.4 Measure economic performance by measuring:  a. Unemployment rate b. % of students taking SAT c. % of students scoring above the median SAT d. Start up business with 1-4 employees e. % of growth rate in employment f. Sales tax per capita g. % of residence on TANF h. Median wage i. Average income j. Median years of education	1.4.1 Collect data already available to measure annually and compare	1.4.1 Planning and Policy Development	1.4.1 Annually	1.4.1