

**Merced County Workforce Investment Board  
Education and Employers Committee  
Private Industry Training Department  
Small Conference Room  
1880 West Wardrobe Avenue, Merced, CA  
August 17, 2001  
7:30 a.m. to 9:00 a.m.  
Meeting Minutes**

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**Members Present:** Gisela Malone, Anne Newins, Leslie Peeler, Al Romero (Chair), Carol Roberds, James White

**Members Absent:** Don Bergman, Elaine Craig, Don Gormly,

**PITD Staff Present:** Andrea Baker, Dee Knight, Bob Molmen, Debbie Morrow, Joanne Presnell

**Others Present:** Sylvia Smith, Robert Weimer

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**1. – Call to Order and Roll Call**

The Chair opened the meeting, and roll call was taken.

**2. – Approve Agenda**

The Chair noted he wanted to add, “Changing the Meeting Date” as an item of discussion. It was **M/S/C Roberds/White** to approve the agenda with the addition.

**3. – Approve Minutes**

It was **M/S/C White/Malone** to approve the June 15, 2001 minutes.

**4. – Opening Comments from the Chair** – The Chair welcomed Ms. Sylvia Smith, who is the Co-Chair of Merced County Education and Business Alliance and the Assistant Superintendent, Instructional Services, Merced Union High School District.

**5. – Introductions** – Everyone introduced themselves.

**6. – Public Opportunity to Speak** – None.

**7. – Partner w/Motorola to Develop a Strategic Plan for Telecommunications and A Center of Excellence for Education in Merced County**

Ms. Sylvia Smith provided everyone a handout regarding a Motorola Proposal for Integrating Technology into School Practice in the Merced County School District, and stated that approximately one year ago an association was formed between several educational organizations in Merced County to work together as a consortium. The goal of the consortium is to seek funding and set strategic direction for education within the region to make sure all students meet the standards because of both the impending UC Merced campus and the high school exit exam. Ms. Smith said the Merced County Education Business Alliance was formed from a model partnership used by

*“Merced County’s Workforce Investment System will keep pace with new growth, the emerging economy, and the ever-changing needs of the employers by creating a better educated, highly skilled workforce, that’s capable, prepared, and thoroughly knowledgeable.”*

Santa Cruz County, and it consists of UC Merced, Merced College, CSU Stanislaus, all K-12s in the area, the County Office of Education, Merced Irrigation District, Sierra Beverage and Motorola, and they are looking for more business partners.

Motorola has established Centers of Excellence in several areas in different regions of the country, and has proposed to establish one in Merced County for distance learning and telecommunications. Ms. Smith gave a detailed background and synopsis of the goals, timelines and various ways of operation Motorola has suggested in developing this Center of Excellence in Distance Learning for Merced County. She said the Center of Excellence for Education in Technology can be what we want it to be, but we have to focus on who our population is, who are our service deliverers, what our population needs to learn, and what capacity we have right now to deliver that learning in order to design a system to serve the whole county. This will be Motorola's first educational-type program.

Motorola will commit a Project Director and \$100,000 of additional services, and will also assist the Merced County Education and Business Alliance in raising the needed \$100,000 of matching funds. They're looking for Merced County Workforce Investment Board (WIB) to commit a Project Director. Motorola's Project Director will assist in training our Project Director. Motorola will also prepare an overall system architecture in February 2002, after they receive feedback and results of the needs assessment from the community.

For those who want to contact and make inquiries of key people within Motorola, you can e-mail Ms Smith at [ssmith@muhsd.k12.ca.us](mailto:ssmith@muhsd.k12.ca.us), and she will give you the information.

Ms Smith said what she is requesting of this committee is that the WIB partner with the Merced County Education and Business Alliance, and the WIB would become a member of the consortium to help make educational decisions about the direction Merced County is going to take. Also, that the WIB commit to support the Project Director position. The following questions were asked:

a. Who would select the Project Director, who would supervise this person, and where would this individual work?

Ms. Smith indicated an option is that Merced College would hire and house the Project Director.

b. Since Motorola is looking at operating the Center through the Cable system and the Westside has poor Cable reception, is there a capacity to do local broadcasting through satellite services?

Ms. Smith indicated Motorola has the capacity to operate using various systems.

c. After the strategic implementation plan is put together, the project would be open to the most favorable bidder. Would the cost go up, and who would pay?

Ms. Smith indicated if Motorola bid on the project and got the project with no money being in place, they would commit to help acquire funding for the operation.

d. In designing the architecture structure, would it be slanted towards Motorola equipment?

"Definitely", because Motorola makes state-of-the-art equipment. Their goal is to demonstrate that their cutting edge products, they see as being their income base of the future and are useful and necessary items for our needs.

e. Is there any downside to doing a project of this nature?

Ms. Smith indicated anytime you take on a project where you're doing something extremely creative, there's always the potential that it won't come up to your expectation or what you envisioned. The upside is that Motorola is committed to delivering something concrete. What they have committed to leave behind when the project is over is a process for keeping the long-range plan up to date so that it makes sense for this county and a concrete Center of Excellence for Education in Technology.

The salary range of a Project Director for six months was discussed. To get someone experienced, it was determined the salary would have to range around \$40,000 for a six-month period. Ms. Smith recommended contracting with a consulting firm and have one of their staff do the work of the Project Director. The only cost the WIB would have is to fund the Project Director.

It was **M/S/C White/Roberds** that recommendation is made to the full WIB to approve funding the Project Director position. This position will be in partnership with Motorola to develop the Center of Excellence for Education in Technology, and for the development of a strategic plan for the implementation of technology as applied to education throughout Merced County.

Ms. Smith said she would research what consulting costs might be for the Project Director position, and said whoever is designated to talk to Motorola for more information should e-mail her and she will reply with the correct information.

**8. – Employability Card Certificate Update (Joanne Presnell)**

Ms. Presnell indicated that due to scheduling conflicts, none of the County principals attended the last meeting to discuss the Madera plan so another meeting is scheduled for August 28, 2001, at 10:00 a.m., at the Merced Union High School District office.

**9. – Action/Workplan Review and Update of Progress** – This was tabled until the next meeting.

**10. – Change Meeting Date and Time**

The Chair indicated some members cannot make the Friday meetings, and asked what other day was convenient for everyone. It was **M/S/C White/Malone** that the meeting be changed to the third Tuesday of each month. The next meeting will be Tuesday, September 18, 2001, 7:30-9:00 a.m., in the Wardrobe Small Conference Room.

**11. – Adjourn** – The meeting adjourned at 9:00 a.m.

Minutes prepared by Devilla D. Knight.