

Workforce Investment Board of Merced County
Education and Employers Subcommittee
Private Industry Training Dept Small Conference Rm
1880 W. Wardrobe Ave, Merced, CA
Tuesday, August 20, 2002, 7:30 - 9:00 a.m.
Meeting Minutes



Members Present: Don Bergman (Co-Chair), Alfonse Peterson, Carole Roberds, Al Romero (Chair)

Members Absent: Leo Lamb, Robert McLaughlin, Anne Newins

PITD Staff Present: Eddie Harding, Dee Knight, Bob Molmen, Debbie Morrow, Elaine Craig

1. Call to Order and Roll Call: The Chair called the meeting to order at 7:40 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 Roberds/Bergman* to approve the July 16, 2002 minutes.

4. Public Opportunity to Speak: None.

5. Introductions: None.

6. Information Agenda:

a. Review Youth Employability Card Radio Ad and PSA: Committee members approved the Public Service Announcement as written. The radio ad was changed to read as follows, and is scheduled to start airing on KUBB/KYOS on Sept 16, 2002 (alternating weeks between stations), 4 times a day, Monday through Friday, 6:00 a.m-6:00 p.m.:

“Employers, are you interested in getting an employee who is prompt, reliable, dependable and works well with others? Beginning in October, ask high school students for the Youth Employability Card. Possession of the card shows that the student has demonstrated these important work-related skills. Contact Holly Newlon of Merced County Office of Education at 381-6740 for more information on this exciting new program. That number again is 381-6740. This program is sponsored by the Merced County Workforce Investment Board and Merced County High Schools.”

The Youth Employability Card stamps were ordered from Image Masters, and staff will follow up on a receipt date.

It was recommended a Youth Council youth member be designated to attend the next high school Community Advisory Council to inform them of this program.

Mr. Bergman said he had not received the proposed TV contract from Mike Peters, but would follow up on that today.

It was recommended the principals be contacted again, by e-mail or letter, to remind them of the implementation of this program. Also, that the Youth Employability Card be laminated in order to avoid duplication.

b. Contacting and Distribution of Youth Employability Card Flyers to Employers: Staff e-mailed each WIB member the names of 5 employers to contact, and has only received about 12 employer names from 4 or 5 WIB members. Flyers will be sent to those employers.

It was recommended staff send out postcards the beginning of October to remind employers of the Youth Employability Card (cost is approximately 90 cents per card, plus postage and printing of labels). The appropriate one to use is: "Are you looking for a reliable employee?"

Staff was asked to prepare a financial report of all monies spent for the next meeting.

c. Youth Employability Card Handbook, Teacher Orientation & School Implementation: Staff provided a sample Youth Employability Card Application Form created by Ms. Holly Newlon and the Handbook that staff worked on. Ms. Newlon feels the handbook is not necessary, because the needed information is contained in the trifold brochure and card application. Committee members agreed the handbook was not necessary. Following are corrections made to the application:

- 1) Under "Works Well with Others", should say ... fellow students (add "s").
- 2) Under "Completion of Assigned Tasks", should say ... by the instructors (add "s").
- 3) At Bottom, change Assistant Principal to say Vice Principal.

It was recommended that after the program is launched, in order to keep it in the forefront, that some testimonials be given by employers who have hired students, and also that the WIB recognize employers who have participated in the program.

It was also recommended staff contact Michelle Ellis at MCOE to generate interest in some of the high school students' clubs.

d. "Meet the WIB" Contest Briefing: None.

7. Chair Comments: The Chair thanked the members and staff for all their enthusiasm and hard work in promoting the Youth Employability Card.

8. Next Meeting Date/Time: Next meeting will be September 17, 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 8:55 a.m.