

**Workforce Investment Board of Merced County  
Education and Employers Committee  
Private Industry Training Dept Small Conference Rm  
1880 W. Wardrobe Ave, Merced, CA  
Tuesday, September 17, 2002, 7:30 - 9:00 a.m.  
Meeting Minutes**



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

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

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

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**1. Call to Order and Roll Call:** The Chair called the meeting to order at 7:33 a.m. A sign-in sheet was used in lieu of roll call.

**2. Approve Agenda:** It was *M/S/C Newins/Bergman* to approve the agenda with the following additional information items:

- a. Distribution of stamps.
- b. Purchase and supply paper to MCOE for printing Youth Employability Card.
- c. Newspaper ads for the Youth Employability Card.
- d. Update on private school notifications of the Youth Employability Card.
- e. Who is talking to students regarding the Youth Employability Card.

**3. Approve Minutes:** It was *M/S/C Roberds/Bergman* to approve the August 20, 2002 minutes.

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

**5. Introductions:** Everyone gave a self-introduction.

**6. Action Agenda:**

**a. Youth Employability Card Request for Additional Funds:** Staff provided a copy of the projected/actual budget breakdown, and it was determined that an additional \$10,000 was needed to ensure all expenses are covered. Committee members decided the static cling decals would be bumper-sticker size. Staff will revise the projected/actual budget to show where the additional funds are needed.

It was *M/S/C Bergman/Peterson* to have the Chair request that the Workforce Investment Board (WIB) Executive Committee recommend to the full WIB that an additional \$10,000 be given to fund the Youth Employability Card program.

## **7. Information Agenda:**

### **a. Update on Youth Employability Card:**

**1) Los Banos High School:** Staff noted the principal in Los Banos has determined they cannot participate in the Youth Employability Card program this school year because the teachers need to focus on more important issues. Members asked how this would affect Dos Palos because Dos Palos students seek employment in Los Banos. Ms. Newlon noted that not a lot of kids go to Los Banos for paid employment because of transportation problems. Many do go to ROP employment sites, but are transported by Merced County Office of Education (MCOE). She said Dos Palos High School would survey their work permits to get a more accurate count of those working in Los Banos, and let her know whether or not nonparticipation by Los Banos will impact them.

**2) TV Ads:** Mr. Bergman provided two different contract plans that were proposed by Mike Peters. After discussing the options, the committee decided on Plan B with the following possible changes: a) Scheduled running time should be 7:00 a.m. through 10:00 p.m. (Mon-Sun), instead of 24 hours; and b) Ask that the targeted stations be Lifetime, MTV (when school is out), ESPN and Discovery. Mr. Bergman will try and get a contract with the above stipulations, and let staff know the specifics as soon as possible. It was decided Ms. Newlon would be the contact person listed on all advertisement.

Ms. Newlon noted that MCOE has a TV station, and the students have developed an advertisement regarding the Youth Employability Card, which will run on the MCOE station only. Ms. Newlon will have the videotape at the next meeting for committee members to see. It was noted the full WIB should see the video.

**b. Stamps Distribution:** Twenty-five stamps were purchased at a cost of approximately \$13 each. Mr. Bergman took 5 stamps for McDonalds, and asked staff to distribute the others.

**c. Purchase and Supply Paper to MCOE for Printing Youth Employability Card:** The Career Technicians have determined it is easier and more cost effective if they print the Youth Employability Cards without lamination. Ms. Newlon noted she does not foresee any problem of card duplication. If a problem does arise, they will change their procedures.

**d. School Promotion/Notifications:** Ms. Newlon noted she has done two presentations to the Golden Valley staff, and the program was very well received. She was asked to make a presentation to Merced High School staff on October 2, 2002, but will have to reschedule because of a conflict. The Career Technicians at Atwater, Gustine, and Hilmar are making sure their staff knows about the program. There are posters in all the Career Centers, there will be daily bulletin announcements, and the teachers will be talking to the students. She said she will contact Le Grand again.

Staff has completed a database of the private schools, and will be notifying them of the Youth Employability Card program by a letter that will be signed by Ms. Newlon. The private schools will get the same information as the regular schools.

It was recommended that when schools have an assembly or special event that the Youth Employability Card be promoted. It was also recommended that a human-interest story be done at one of the schools by the local newspaper. Mr. Bergman noted he would talk to one of the reporters about doing this.

**d. “Meet the WIB” Contest Briefing:** None.

**8. Chair Comments:** None.

**9. Next Meeting Date/Time:** Next meeting will be October 15, 2002, at the Merced County Office of Education, 632 W. 13<sup>th</sup> Street (Building ‘M’), Merced, from 7:30-9:00 a.m.

**10. Adjourn:** The meeting was adjourned at 9:05 a.m.

Minutes prepared by Devilla D. Knight.