

Community Forum "Creating a Competitive Human Capital Advantage"

Participant Questionnaire

August 29, 2002

1 What is the single most critical issue that needs to be addressed to create a human capital advantage.	2 What strategy would you recommend that would address this critical issues.	3 What can the Workforce Investment Board of Merced and Merced County Economic Development Corporation do to assist in responding to the issue?	4 What information would you like to see available when visiting the www.co.merced.ca.us web site?
Education	Change mind set	Compare ourselves to global economic education	
Education benchmarked on global standards	Active involvement in schooling, change attitudes of population, schools, to show necessity of education	Foster Education as key to successful workforce	
Education - focus school to career	Create and support peoples lifestyle choices to attract the workforce needed to bring the jobs - keep them here	Get community involved - buy-in- realize the importance of embracing and accepting change	Info on ERISS - importance to youth
Improve education to include skills to add employability/competitiveness	Cooperation from all agencies	Get the word out, that all play a part in the development of community and our children's future	Available tutoring in math, science and language
Education - we need stronger ties between primary-secondary-post secondary and we need to improve our degree attainment rates	more funding support from businesses, scholarship programs for traditionally under-represented groups that reward them for staying and working in the county after they attain their degrees	Money and coordination. Lead the change mare reforming the local public education program priority #1	
Educating our children, building cultural diversity attitude of community	Build strong business, education and government coalition	Bring the parties together	The good thing we have and what we are doing to grow positively
Education in math, science, language	Get to parents - help them understand	get more input from employers and make employers know how important they are	Link to ERISS
Education of Merced Residents	Start an adult literacy program for the adults who can't read. In schools, stop the social promotion of poor performers and require them to read and do math	Provide economic support to small and medium sized businesses.	How much money has been or is being spent on economic development for small businesses, which businesses are participating so I may be one of their customers in support. What is being done to get our schools in line and make them provide our children with an education
Desire for education	Change attitude of the young as to the advantage and importance of education - cost is a factor in obtaining education	One-site Spanish for present day workers perhaps required Mandarin Chinese	
Education - the right education focus	Community collaboration	Provide leadership to ensure methods of communication to community present our community challenges for the future - community education	The data info about Merced comparison to state/nation/global with info about each to help community residents understand the urgency of our challenges to meet our future.
Change in education and the way schools teach	Development of more tech/2 yr degrees	Pressure school boards and state to create change	
The educational disadvantage of Merced County	More resources spent on improving the education	Lobby for more money for education and improving the working environment	Get the word out on the educational disadvantaged of our education system
Focus on education system - to math and sciences, biology emphasis	recruitment of qualified educators, plan to recruit diverse education, legislative pressure to get in motion	Build business that celebrate and attracts diversity community living and entertainment sensitive to diversity. Focus in small business role in community development	
Education	Work toward improving science/math/overall technology taught in the classroom	Plan for future - look at education differently and take steps to make change quickly	
Educational Improvement	Cultural/community change increasing community valuing of education - particularly in Hispanic community	connect to ethnic community and create incentives to educational achievement business/school connection	
Education of Merced's Youth	Attract more teachers - change focus to emphasize tech. Skills - math science	Collaborate to galvanize community leaders to address these problems	
Educating the young (K-middle school) to meet the current and future demands of our community as well as the county to be proactive to the future	More emphasis in educating students in "applied" requirements other than general requirements	understanding diversity of the community and structuring our requirements to meet them	more links to other business and community based organizations
Education System	pay more to teachers, hire more experience professional people than the equivalency standards	good question	
Education - re-think curriculum essentials - basic skills- technical - languages	More focus on learning - less on sports - leisure - Rethinking community norms. Be competitive	Assist in making statistics available to schools and parents to encourage "buy-in"	Some of statistics to create the "shock" for people and parents to make some immediate changes
Radically improve K-12 education - focusing on math, science & technology	Radical systemic change that uses educational benchmarks from China rather than just state standards as a measurement of success	Focus on bringing in the jobs that are high level not just "new jobs" - this will change the schools	the attractions/restaurants, etc. in and near Merced besides Yosemite
Increase levels of documented achievement in education (e.g. high school diplomas, GEDs, AA's BA's)	Broad & massive educational program (schools, gov't , business) to increase these levels	Create a continuing lifelong learning program, and devise structural and funding mechanisms to get thousands of people through it.	Good education/WF data, strong identity linkage upon UC
Education	Train teacher	training development of new economy	More insight with the knowledge of understanding the web sight

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K-12 strengthening	Organize communities (parents & children) to participate with schools	Encourage university to begin community service program w/undergrads working w/neighborhoods & schools	
Begin to have the local education address the huge need to increase the math science, technology, how to get collaboration with education to assist in this critical issue.	Community coordination with K-12 from 1st grade up. Ton increase math, science & tech	Ask youth council to look address & act on issues brought up today	
Education of our youth & adult	get community support	provide leadership in educating community	
Improving local education systems	Find ways to increase private/public partnerships/funding for education	Assist w/identifying programs that will improve education, continue to help find training programs, dump governmental idiotic regulations, concentrate on results	variety of demographics - keep up to date
Education for K-12 (more bachelor level in community), education for the adults who do not have a high school, AA, BS or beyond	Attract teachers from other areas that are more prepared to our school district create the infrastructure that will keep them	Plan appropriate & attractive housing develop cultural activities, create a sense of urgency w/parents & public aid recipients	
Stem the flow of high school drop-outs and those who quit at the high school diploma because there is no connection between theory and practical application. Let's get practical.	As a practical matter - involve local practioners in the curriculum. (I have never been asked - in 10 years) to speak with a high school class RE: Employment Expectations	Broaden the goals from developing jobs to developing our workforce for future jobs. We need to quit marketing ourselves as the low income capital of California. We need to develop "Pride" - not just give-a-way place.	The county website needs to have many links to other sites to fully represent the entire county' all cities & all other entities, NGO's, etc.
Education. Improving education to provide for a more educated workforce, but to ensure that this new, educated workforce has opportunity in Merced Co. (I.E. high skilled job creation)	Collaboration between education & economic development. Celebrating & encouraging diversity is not the answer....encouraging and promoting a universal educational standard is. Assimilation is the only to achieve this.	Make efforts to serve as a liaison between education & economic development	
need more math & science education, foreign language, continuous learning skills, diversity, global vision for our County	Make presentation & meetings like the other languages, present to local governments in a large forum, school board presentations	Include in their boards - diverse members & community members from all the various cities in the county	
Realign Education	Connect legislature, education goals and business future	Technology - life long learning, housing focus, include small business in planning	Balow recommended web sites as hot links
Education - Assistance in obtaining higher degrees by assisting on the financial end as well as flexibility in work schedules, encouragement through lower education institutions	Financial assistance through employment, flexibility in work schedules	Collaboration of partners to provide the services	Incentives stating such
Education	Better education - better teachers, better administration	Bring tin better educators	LMI
Education	Bring in the best teachers	Work closely w/educators & economic development to bring everything together	Job opportunities, educational opportunities, key players in the county, readily available and accessible
Change education	improving education does not mean increasing teacher salaries	I have spent the past week helping an employee from another country. The roadblocks are incredible - no SSAN - no credit - no DMV license - can't buy a car, etc. This community is not ready for the arrival of UC Merced	
Educational outcomes need to improve	Increase pre-school opportunities, academic support need to increase (on-line, after school, summer school, mentors)	Bring in educators (principals, teachers, superintendents) & ask them what kind of support they need	Data on jobs, opportunities, etc, educational issues, problems comparative data on Merced vs. Other Counties, state, etc. Highlights on new business
Education - not just lower level, but also higher education	Encourage funding for current workers to advance education (i.e. employers on other funding sources assist in pay for bachelor's or advanced degrees	Promote above currently even county government won't assist employees w/education - only small amount (\$250) per semester) won't encourage employees to spend thousands of \$\$ for advance degrees. Merced needs more people with higher education	Links to info
Education & developing links between the community & business both small and large	Create ideal environment, base to attract professionals	Embrace the multi-cultures	Workshops info - when, where, etc... Resource info - websites to visit, people to call, books to buy to get more info
Turn Hispanic into stronger in education and better workers.	Assist in staying with education. Train not only in school but at work and after work. Educate more of us in Spanish language.	Educate community in what needs to be done to assist in Hispanic classes.	I don't have a computer.

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Prepare by providing better education dealing with the diversity of the area and our future jobs dealing with global involvement. Teach youth to be bilingual. Need to start learning and growing at an early age. Provide activities for the whole family. Improve quality of life for all.	Public getting involved in education on other issues involving their community. Help the education system retain education.	Continued programs such as this one. It was an eye-opener. All agencies and organizations need to join forces to address selected issues. Promote sharing of information and ideas. All work together for a common goal.	Something similar to the HR website, advertising jobs in the area.
The single most critical issue that needs to be addressed is education, dealing with all the entire group.	More partnership with the community and business.	Need to work closely within the community, bring more economic into the community.	Should have more information for the community. Teach or keep educate the community to know.
Changing the current demographics - uneducated, low skill level.	Break down bureaucratic barriers.	Political Presence	All available services.
Increasing educational systems and education the populace.	A concerted effort to support investment in all levels of education.	Build partnerships with UC Merced, and MCOE.	Connections with job, job training and education.
Community attitude and insight to future economy.	Public education about factors that influence changes that are coming.	Provide speakers.	All of this.
Education and get community involvement and input. Need to be global ready.	Refocus towards technology, and away from entry level positions. Lengthen school day and year and provide increased opportunities in science, math, etc...	Look towards working with folks to move away from lower end jobs. Help finance moving up. Fields of health, education, tech. Help these folks get trained.	
Vision and understanding across communities. Especially the smaller outlying communities. It's necessary to grasp the demands/opportunities/threats inescapably being brought by globalism.	More forums like this, brought down to lower operational levels.	Sponsor them.	
Attitude, community, education, disadvantage, investments.	Partnership.	Talk to the people.	
Education of population.	Work with schools and general public to create a educated workforce. Require those that need training (no matter what type) to be literate beyond the 10th grade level.	Train and educate the workforce. Require higher education. All cultures.	Cultural diversity and education.
Aligning the skill and education to the current and future job demand in the area.	Begin counseling high school students (early - freshman year).	provide funds and resources to assist in issue above.	Jobs, promotion of education, government subsidies available.
Education of potential workers on the skills that are necessary to succeed in the future.	Co-op planning between necessary agencies including school district, WIB, and economic developers.	Partner with schools and other public entities to promote this education.	
providing a technically diverse workforce. Educational disadvantage. Math and Science.	Convince schools to change.	Educate and encourage school administrators and seek public support.	
Education.	Better teachers and teaching methods.	More education to top of public agenda and keep it there until results start improving.	
Retraining of unskilled labor force. Bringing expectations in education up.	Parent education. Helping the youth to become more aware of the need to prepare for the future.		
Train and educate low and middle income job seekers. Not just place in work, train for higher level jobs.	Acknowledge AA degree as important and viable goal. Many with liberal studies AA degree transfer to CSUS for teaching. Need 2M teachers!	Take a risk. Place job seekers in vocational and AA programs.	
Appropriate skills and training.	Basic education and training.	Provide more training, energy and funds to the lower income population.	Work Net - complete information on resources and services with links to other community resources.
Accessible lifelong learning opportunities with incentives to learn.	Reorganize education away from age grading and towards subject competency. Community access to networking technology with accessible self-paced online learning modules.	Create community based technology learning labs. Provide diverse computer based online learning content. Develop a program for individuals to acquire the networking technology/computers necessary for participation by the population.	Lots of links to learning resources. Brokering between employers seeking workers and workers looking for work. Lots of links to local resources. Online capabilities for partnering between resources.
Education and business partnerships.	Increase teachers and their salaries.		Teaching position openings.
Education that targets industry needs.	Develop a comprehensive "community" effort to provide the education required for success. Schools should not have to teach "character and ethics", however, it falls on educator's plates.	Build collaborative support agencies and education partnerships.	Employment opportunities.

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Create opportunities so that our most ambitious and brightest youths don't leave. Some stay or return after college graduation to accept employment that is below their educational level.	Recruit industry. Particularly higher level tech companies.	Promote Merced as a place to establish their business.	Current workforce trends, opportunities and layoffs.
Infusion of education and business so students today are gaining advantage of business applications. Getting students into the community.	Develop a business/ed consortium. Inform education of the importance of accessing the community.		Continued update of LMI that is practical.
Tech access/training/use application - education/information access.	Diverse communication through websites/media communication.	Address education through local and global standards.	All the websites available in the handout.
Create an atmosphere for skilled workers qualified to do the jobs in the future to move to this community.	Attitude/education in cultural diversity.	Develop collaboration within community to include private sector in all industries.	business that already are established tailoring to the different ethnic groups.
Creating a skilled workforce (developing).	Strategic partnership developed to create a shared vision for the future.	Be the catalyst for change.	
Understanding the skill needs of the future and providing/attracting the workers to meet the needs.	Develop strategic partnerships to create a shared vision.	Be the change agent.	
Improve skilled labor access to unskilled/co-wide buy in.	ID training sources and connect with the population.	Take the lead in developing the action plan.	Conceptual framework for visitors to see that outlines Merced Companies approach to the future that has company wide buy-in.
Education: raise level of employability. Change the corporate culture l/e/ change the same old attitude and how to solve problems. County wide cooperation of municipal agencies. Find a way to get all ethnic groups involved.	Technological skills.	Have seminars like this for all segments l/e. workforce as opposed to management.	
Learning/education in the workplace.	Linking "education" systems to workplace e.g.	Evaluate need and find programs.	
Training and education level in Merced County needs to be increased. Lowest B.A. degree is a bad distinction to have on many levels.	Making local education opportunities more competitive with other areas. Many people leave to obtain education and never come back.	WIB's information gathering efforts to see what skills businesses need from employees. MCEDCO can encourage new and expanding businesses to be very specific on their needs.	More information on the positive attractions of the county relating to lifestyle choices, so potential employers and employees don't eliminate Merced County due to "lifestyle deficiencies".
Educating the workforce.			Cam report.
Alignment with industry clusters. Partnering school/business.	Educate youth and adults without high school diplomas.	Create links for schools/business community.	Specifically Merced related communication vehicles for all interested agencies.
(Bio-tech) Advanced training alignment.	Risk development for the future.	Keep involving the community so that they are aware of the need.	Business information to maintain and retain.
Change and education.	Each individual needs to embrace the change and move together.	As partners need to offer more education for individuals.	
Attract and serve middle and professional worker. "Education".	Embrace cultural diversity. Build homes to attract the professionals bearing in mind their culture.	Alter direction of services to accommodate the professionals. Promote AA degrees to create middle labor market. Training on Indian/Muslim culture.	Information pertaining to the above.
Making Merced/Merced Co more attractive to educated individuals.	Study ways - then implement those changes! - to make us attractive to those individuals.	Participate with education agencies - learn about state/national education initiatives - participate in selection of education leadership (at least 2 new superintendents in county in next few months) - work with business community to solicit their continued support in education of youthful workforce.	Updates on trends and changes in our county, region, state corrections to projects/events that help us participate in change, contribute to change, shape (not suffocate) change. Updated news on the merced development, Economic Development - Business Assistance link which is easily found.
Divergence between emerging 21st century careers and growth sectors in Merced County.	Restructure WIB to work and encompass education and changes in education necessary to bring about changes.	Take risks, become leaders - visible leaders involved in bringing about change - focus on working not taking credit for nothing.	Updated demographic and community information - not just County Department/Government information.
Attract and bring to Merced professionals needed for the "future" jobs, as well as attracting businesses that will bring the jobs for those professionals.			

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
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Recruit professional and technical jobs. Support educational advances and schools resistance to change.	Educate the whole community to participate in the planning.	Communicate and educate. Promote the whole community to buy into the process of change.	How Merced is changing and what we are doing to facilitate change.
Attracting a more educated workforce. To educate the current workforce with skills enabling them to get higher paying jobs.		WIB can be less bureaucratic. It needs to be handled by private sector people. People who are business for profit of people not government.	Change the website so that information can be found. There is no order in the website.
Attract a culturally diverse, qualified employee pool.	Advertise and promote programs and services that work well with this group.	Provide materials in multiple languages and build partnerships with diverse groups including, gay and transgender.	More information about one stop services.
Diversification of educational opportunities.	Spend more money training participants in vocational training to obtain job skills.	Spend more on training rather than spending on resumes or job search with people who have no skills.	All training sites available.
Enhance cultural diversity in the Merced Community. Must create an environment where job market mimics what professionals want.	Redesign school curriculums to broaden exposure to new languages. Students must learn new languages - be and/or multilingual.	Create forums for community leaders to identify issues and create strategic economic development plans for Merced.	Description of community that includes elements that are attractive to young professionals 9environmental, educational, etc...).
Educationally disadvantaged embracing educational diversity and community acceptance.	Educate the community.	Educate the community. Procure foreign workers in high end positions that are needed but non-existent in this area.	
Make the community user friendly to an educated and diverse workforce.	Education of the populace on the benefits of this group of people to the economy.		Global market information.
Diversity truly needs to be embraced by the entire community.	Community events targeting recruitment of diversity not just tolerance.	Tie everyone together and create a team atmosphere in the community including all economic levels.	Access to all schools. Information on all aspects changed to math or science.
Celebrate diversity.	Involve schools, businesses and government in planning for the future.	Support language and cultural growth.	Ethnic and language information, diversity learning.
The newest natural resource is diversity. We can eliminate some of the community polarization by embracing diversity.	Capitalize on diversity.	Take all the minority words out of our documents and dialogue and promote diversity.	We have all the ingredients necessary for success. We need to educate our leadership to implement the above.
Be "culturally friendly".	Cultural education.	Align with partners and competition.	Better labor market research. Make this available in Spanish.
Actions to establish a continuous process in our enterprises and education system to cope and prepare for the rapid changes.	Consortium of business and education leaders (young) to develop needed actions and carry to politicians, publish in newspapers, TV and etc...	Sponsor, but not perform, actions in "2" above.	Workforce needs projections vs. availability.
Get the old stinking thinking of community boards... Engage change.	Restructure Merced County WIB, MCEDECO, Chambers, Boosters, etc.	Engage change.	Why invest and do business with and in Merced County.
Teaching people to be diversified, have good work ethics, etc... Education and Knowledge.	Start with grade schools, teach the importance of higher education, learn to be diversified (language, attitude, etc...).	Getting this information out to the community so that we all become united on our goals and plans of action.	
The leadership with the vision to cope with change and diversity.	Encourage participation from diverse sectors.	Help to build a plan to focus on changing the way we do business in the County.	Hot links to some of the publication presented today.
Diversity - building infrastructure to support different population (ethnic background) education of our young people.	We need to ensure that no child is left behind and teach diversity in schools to the young people.	Need to change focus from political to active by stopping the turf wars and work together to build one system not ten different ones.	What training is available to employers and their staff to allow them to educate on issues in the work place.
Address the diversity issue and work to enhance skills. Work with education to accomplish.	Get a county wide buy in from all players. Hold forums and workshops.	Be the driving force and insist on making sure there is follow through. Help education accomplish their goals.	Where to get any and everything including job diversity, and education.
Come to grips with celebrating diversity and addressing educational limitations.	For a coalition among leaders in each of the groups in Merced County - actively engage retired educated people to do PR work in promoting Merced.	Become actively involved in helping local k-12's and junior colleges deal with needs.	Definite showing of all areas where progress is being made.
Education - building programs that address needs of our diverse communities.	Create a collaboration with educational/business/government entities, and develop partnerships if shared goals.		
Cultural diversity - celebrate education change.	Demonstrate need - show where we are now. Demonstrate how change can lead to success. Contract where we will be If we do/don't change.	Educate the citizens/voters and bring in all community sectors.	Statistics and opportunities available.
Acceptance of diversity.	Education.	Adapt to change and embrace the future.	Education, not just what resources are available, but education.
Shift educational focus and celebrate diversity.	Collaboration with educational leaders.	Communicate, coordinate, more community wide forums.	

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Recognize diversity.	Educate.	Develop strategies to educate the general populace to effectively change our process for job development and workplace diversity.	Cultural diversity.
Leisure/social activities readily available. Available upscale short-term housing.			More information on the history of the County.
Increase quality and raise to global standards of education.	Build, create and support a community which attracts science, math teachers, engineers, biotechnical life sciences, who are globally connected and diverse.		Collaborative efforts and organizations in place or developing.

- Education = 
- Training/Retraining = 
- Recruit/Attract Professionals = 
- Diversity = 