

**Workforce Investment Board
Program Planning and Development Committee
Dept of Workforce Investment – Large Conference Room
1880 W. Wardrobe Ave, Merced, CA
October 27, 2005, 3:00 – 4:30 P.M.
Workgroup Meeting Notes**



<http://web.co.merced.ca.us/wi/wib/subcommittees/subcommittees.html>

Members Present: Andrea Baker, Sharon Cresswell, Phil Flores, Peter Fluetsch (Vice Chair), Anne Newins, Al Romero, Mike Sullivan (Chair)

Members Absent: Nicholas Benjamin, Don Bergman, Ernie Flores, Scott Galbraith, Carol Greenberg, John Fowler, Thomas Tsubota

Others Present: Patricia Hinson, Alfredo Mendoza, Joanne Presnell

1. Call to Order and Roll Call: At 3:05 p.m. the Chair noted the regular meeting would be canceled due to lack of a quorum. The Chair convened a workgroup to discuss the agenda items.

2. Public Opportunity to Speak: None

3. Announcements: Ms. Anne Newins shared that Merced County Bank, Merced Sun Star and Merced College are sponsoring an all day event focusing on marketing for small businesses. Mr. Jay Conrad Levinson will be the speaker for this event. Mr. Levinson is the originator and distinguished author of the Best-Selling Marketing Series of All Time that began with *Guerrilla Marketing*. Additional sponsors are needed and Ms. Newins passed out a flyer, and asked the group if the WIB would consider financially sponsoring part of this event.

4. Information Agenda:

a. Healthcare Industry Cluster: Staff informed the group that the Business Services Unit has identified a full-time staff member to work directly with the healthcare industry employers. The Department of Workforce Investment is planning a regional study of Medical Assistant, and how to standardized skills and skills training.

b. Frontline Workforce Development: On September 22, 2005, Workforce Investment Board (WIB) staff attended the Robert Wood Johnson Foundation Frontline Workforce Development conference. The primary focus was on work-based learning. This Foundation is offering grant opportunities. This workgroup requested additional information regarding the grant requirements.

c. Healthcare Focus Group Report: On October 7, 2005, a healthcare focus group met to discuss the workforce needs of the local healthcare organizations.

d. Implications for Action Update-Education & Workforce Housing: Ms. Andrea Baker noted P-16 Council consist of all superintendents, individuals in the community who work with preschool through higher education—CSU, UC Merced, Merced College, and some WIB members, as well as the Chamber’s Education committee. Ms. Baker will be giving a presentation on Labor Market

“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.”

information at their next meeting. The next step would be to develop a workforce business alliance for education to develop the connectivity as to how businesses could get involved with education and vice versa. The two major goals are: 1) to improve access, and 2) to improve achievement in school.

5. Next Meeting Date/Time: The next meeting is November 30, 2005, 3:00-4:30 p.m., Dept of Workforce Investment, 1880 W. Wardrobe Ave, Merced.

6. Adjourn: The workgroup meeting adjourned at 4:05 p.m.

Minutes prepared by Patricia Hinson.