



**Workforce Investment Board
Marketing and Partnerships Subcommittee
Private Industry Training Department
Small Conference Room
1880 West Wardrobe Avenue, Merced, CA
December 6, 2000
8:00 a.m. to 10:00 a.m.
Meeting Minutes**

Members Present: Elaine Trevino (Chair), Sharon Cresswell, Bill Cahill, Doreen Crawford

Members Absent: Kathleen Crookham, Chuck Dean, David Riordan, Dick Shipley

PITD Staff Present: Andrea Baker, Joanne Presnell, Bob Molmen, Eddie Harding

The meeting was called to order and roll was not called. A sign-in sheet was passed around.

No changes to the agenda were made and it was approved.

Elaine Trevino (Chair) stated that over the last week or so Janet from her office had looked at other WIBs in the State of California.

Everyone at the meeting was asked to introduce themselves, and no one from the public was present to speak.

The Initial Committee Work for the Marketing and Partnerships Committee listed five initial tasks, which had come from the initial brainstorming with Lori Strumpf. Also the committee should distinguish first and foremost the mission, and develop internal and external strategies for the WIB. It was asked if there were any general questions before starting and there were none.

Bill Cahill suggested the mission or vision statement be placed at the bottom of all meeting agendas, minutes and other WIB documents. It was noted that the statement was long but the consensus was that this is what was wanted. (A sample of the vision statement is on the bottom of this page.) The Vision (which was included in the minutes of the September 27, 2000, WIB meeting) was read to the committee.

It was stated Partnership is the One-Stops, Worknet, and Private Employers. One element of partnership is the partnerships with economic development organizations and they are not pointed out. The partners in the Worknet white paper were spelled out better. This would prevent duplicating with others.

Stanislaus and Kern Counties broke out business sectors by industry. We need a countywide strategy. For the WIB, market objectives go to the initial tasks listed on the Initial Committee Work for Marketing and Partnerships. There is a need for internal marketing among the Board members.

Need to develop three tangible goals for the department for the year. The committee came up with; 1) Consolidation of business surveys, 2) Develop implementation strategy for training, and 3) Manage general marketing for County training program.

It was stated that the committee needs to develop a message about the system. It was commented that it sounded like they were creating the plan over again and that should not be necessary. Need to paint the WIB as creating the workforce for Merced County. Need to create a good workforce, and the best way to do that is to keep it simple. It was then asked to make five takeaways to do this. The five takeaways the committee came up with were:

- The WIB is the convener (coordinator, facilitator, influencer) of the system and the standard setter.
- The WIB establishes and promotes education and skill standards.
- The WIB generates new resources (dollars) to the community for innovative programs.
- The WIB serves the needs of Merced County employers (ask the employer what they need and respond to their needs).
- The WIB invests in the labor force.

It was noted that the partnership at the One-Stop is the mandatory partners. It was suggested the mandatory partners and the marketing committee meet together to discuss how the partnership should be portrayed in the community.

The Marketing Committee plan could be collateral for the development of a web site.

It was decided the WIB name should be "Workforce Investment Board of Merced County." It was noted other WIBs are trying to disassociate themselves from the counties. It was asked how much separation of identity this WIB wants from PITD and the County. It was mentioned the WIB name may need to be something simpler and this should be discussed with the full WIB. In the meantime, will go with Workforce Investment Board of Merced County.

It was decided that Elaine Trevino would identify 10 WIBs in the state to see what they are calling themselves and to see what they are doing. Andrea Baker offered to email these questions to the LWIAs and give the responses to Elaine Trevino and the committee:

- Have you developed a marketing strategy for the WIB?
If so, can we have a copy? Do you have specific goals and timelines?
- What is your marketing strategy and what is your timeline?
- What is the size (dollar amount) of your marketing budget in relation to your overall WIA allocation?
- What is your name and logo?
- Who are your One-Stop Partners (mandatory and others)?
- What other partnerships has your WIB established, i.e., Economic Development?
- What is your private sector communication strategy?
- Do you have an individual assigned to WIB Marketing? Can we get the name and phone number of that individual to begin to network on marketing issues?

It was suggested that the following Action Plan items be changed to the Marketing and Partnerships committee:

- Item 1.1.5; Actively reach out to the economic development agencies and chambers to carry out programs (Worknet).
- Item 1.1.6; Assemble customized job training packages for employers.
- Item 1.1.7; Customized recruitment plan for employees/employers.
- Item 1.3.2; Survey local smaller businesses to determine needs and review other surveys being done should be consolidated with item 2.3.1; Identify employers with unmet needs.
- Item 2.4.4; Increase adult education marketing efforts to include benefits to employers – how GED complements job skills.
- Item 3.2.2; Commitment to develop & complete the visioning process (strategic choices) may need to go to an ad hoc committee or the Executive Committee.

It was suggested that after the first couple of meetings this committee should discuss priorities (quarterly ask for priorities from all committees and set benchmarks).

The next meeting will be January 3, 2001 from 8:00 - 10:00 a.m. at the Private Industry Training Department Small Conference Room, 1880 West Wardrobe Ave, Merced, CA.

The meeting was adjourned at 9:40 a.m.

Minutes prepared by Eddie Harding