

TO: Workforce Investment Board

DATE: 7/25/02

FROM: Executive Committee

- For Action**
- For Information**
- Meeting Notes**

SUBJECT: Contract Approval - California Workforce Association (Ed Barlow)

PROPOSED MOTION(S): Ratify the Executive Committee actions to 1) Co-sponsor a Community Forum/Workforce Investment Board (WIB) Planning Session; 2) Contract with California Workforce Association (CWA) for a speaker/facilitator; and 3) A \$12,000 budget for the forum/planning session.

DISCUSSION: On August 29, 2002, the WIB and Merced County Economic Development Corporation (MCEDCO) will co-sponsor a Community Forum and WIB Planning Session. Mr. Ed Barlow, President of "Creating the Future, Inc", will be the keynote speaker/facilitator of the forum and planning session. Attached is a proposed agenda.

Projected budget for the forum/planning session is \$12,000. Mr. Barlow will be paid \$6,500, plus expenses (through a contract with CWA); the remainder of expenses will cover the cost of the facility, luncheon and reception. In that regard, MCEDCO is obtaining funds via corporate sponsorships, thereby reducing the cost to the WIB. (The amount of corporate sponsorships is unknown at this time.)

On July 1, 2002, the Executive Committee approved the contract with CWA and the budget of \$12,000 for the forum/planning session (subject to a cost reduction based on MCEDCO's efforts for corporate sponsorships.

ATTACHMENT(S): Proposed Agenda

Community Forum/WIB Planning Session
Merced Senior Center
755 West 15th Street, Merced
Thursday, August 29, 2002, 8:30 a.m. – 6:00 p.m.
Proposed Agenda



8:30 – 11:30

The morning session is a community forum comprised of key business, government and education sector representatives. Mr. Barlow will deliver a keynote entitled “Aligning Human Capital with a Continuum of Change.” The presentation will be tailored to include local economic development and workforce related information. After his presentation, Mr. Barlow will engage the attendees in a “group think” type of activity to elicit what they see as critical issues in aligning local human capital with the changing environment.

11:30 – 1:00 Lunch

During lunch, the Chabin Team (a Consultant Team) will discuss their economic development study. In addition, three City Managers will outline the economic impact that UC Merced will have on the communities.

1:00 – 4:00

Mr. Barlow will work with the WIB and the Board of Supervisors. He will present “Creating a Competitive Human Capital Advantage: Taking the WIB to the Next Level”. The issues elicited from the morning session will be used as a framework for identifying strategic directions the WIB needs to take considering the four strategic “goals” of the WIB for 2002 – 2004

4:00 – 5:00

Joint Meeting between WIB/Board of Supervisors

5:00 – 6:30

Reception

“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.”