

TO: Youth Council

DATE: 12/15/10

FROM: Youth Council Staff

For Discussion

For Action

For Information

SUBJECT: Marketing for Youth Programs

PROPOSED MOTION(S): Discuss options to market the youth programs

DISCUSSION:

The Chair has requested that the Youth Council discuss options to market the youth programs.

Merced County Office of Education (MCOE) is the contractor for the Younger Youth (YOP), Out of School Youth (Empower), and Bridges to Success (BTS) programs that end June 30, 2011. The Green Jobs is a Regional Grant that ends December 31, 2010 of which MCOE is our Merced County contractor.

The YOP and Empower contracts provide appropriation for marketing: \$100 in YOP and \$400 in Empower; however, none of the funds have been expended. The programs have been very successful informing the local schools and community through formal and informal communications. Due to the success of the outreach, there is a waiting list to obtain entry into these programs.

On July 23, 2010, the Merced Sun-Star published an article "*Golden Valley High's ROP program focuses on direction*" by Jamie Oppenshein that informs our community about the Bridges to Success Program and Golden Valley High School's Regional Occupation (ROP) Program.

ATTACHMENT(S): Merced Sun-Star Article

Article On-Line:

<http://www.mercedsunstar.com/2010/07/23/v-print/1504674/golden-valley-highs-rop-program.html>

Golden Valley High's ROP program focuses on direction

By JAMIE OPPENHEIM

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News - Local

Friday, Jul. 23, 2010

Gerry Fragasso, Golden Valley High School's Regional Occupation Program (ROP) medical occupations teacher, gives students what he never got when he graduated from high school -- direction.

"I had no clue what I wanted to do. I bounced around for a while before finding something I liked," he said. "With the ROP program, we are giving students some options, letting them know there is a light at the end."

Fragasso is one of the teachers in the Bridge to Success program, a new summer ROP program sponsored by the Merced County Office of Education and the Merced County Office of Workforce Investment.

The summer class meets once a week from June 14 until the end of July. It teaches students skills relating to either the medical profession or the automotive industry.

Those two industries were picked because of the prevalence of job opportunities in the community, said Kathy Wyman, the program's coordinator and MCOE career and alternative education coordinator.



MARCI STENBERG

As part of the program, students get placed in internships at local businesses,

Merced Sun-Star - Jennifer Benitez, 17, right, checks 16-year-old Claudia Guerrero's blood pressure during a Bridge to Success class at Golden Valley High School.

Overall, 107 students from all over the county participated in the program on either track. Although summer classes end next week, the program will continue until April.

During the school year, students will work closely with a mentor to help them finish high school.

In Fragasso's class, students learned the equivalent of Medicine 101 and included skills such as taking people's vital signs, first aid and CPR training, learning about blood-borne pathogens, as well as other medical terms.

Golden Valley High School junior Chantel Nelson practiced taking Gabby Segura's vital signs during Wednesday's class, a drill she does frequently during her internship at the Golden Valley Health Center in North Merced.

Both Nelson and Segura said they plan to enter the health care profession.



"It's good that it's a step in the door to the medical field," Nelson said. "As a teen usually you would work at Taco Bell, so this is much better."

Segura, also a Golden Valley High School student, said she'd like to be a surgeon one day. "I want to help the community," she explained. "Everywhere you go now there's not a lot of people who will help people now -- but I want to be the person who does."

Students receive minimum wage and can work up to 192 hours, Wyman said. Some of the sites where students are stationed for their internships include the Livingston Medical Group, University Surgery Center

and Express Health.

"We are giving them the chance to get their foot in the door," Fragasso said. "We're giving them the chance I never had."

The program specifically targets at-risk juniors and seniors as a way to keep them from dropping out of high school.

One of the requirements for being selected is that students must come from low-income families. Other factors could have included being a foster student, Wyman added.

"We want students to realize the connection between academic classes, career technical classes and employment," Wyman said. "This way, students will see the connection between what they learn in school and their future career."

The program was funded by a grant as part of the American Recovery and Reinvestment Act.

While the ROP program will continue next year, the future of the Bridge to Success program is uncertain.

Wyman said that's because the same funds may not be available.

Read more: <http://www.mercedsunstar.com/2010/07/23/1504674/golden-valley-highs-rop-program.html#ixzz17SxfX5zU>