

TO: Youth Council

DATE: February 19, 2003

FROM: Marketing & Outreach Committee

For Action

For Information

Meeting Notes

SUBJECT: Youth Council Marketing Plan

PROPOSED MOTION(S): That the Youth Council adopt the attached Marketing Plan.

DISCUSSION: The Marketing & Outreach Committee, in collaboration with the WIB Marketing & Partnerships Committee has developed a Youth Council Marketing Plan. Key elements of the plan include use of the Youth Resource Directory, the Youth Web Site, Public Service Announcements in the media, and peer-to-peer communication. The plan includes time lines for implementation.

ATTACHMENT(S): Marketing Plan.

YOUTH COUNCIL MARKETING PLAN

February 19, 2003

I. Positioning Statement

The Merced County Workforce Investment Board (WIB) and the Youth Council were established in June 1999 by the Workforce Investment Act of 1998. The Youth Council is a subcommittee of the WIB and functions to provide expertise in youth policy and to assist the local Board in the following: (a) developing and recommending local youth employment and training policy and practice; (b) broadening the youth employment and training focus in the community to incorporate a youth development perspective; (c) establishing linkages with other organizations serving youth in the local area; and, (d) taking into account a range of issues that can have an impact on the success of youth in the labor market.

This marketing plan is for the Merced County Youth Council. It will be renewed on a yearly basis.

Youth Council Mission Statement: “Build a community-wide consensus that promotes an integrated youth delivery system that ensures needed support to all youth.”

Services: The Youth Council does not directly offer services to youth. Rather, the Youth Council recommends youth policies to the Workforce Investment Board, and, through the WIB, conducts oversight of local youth programs operated under the Workforce Investment Act.

The Youth Council, in coordination with the WIB, presently provides services,

information and training to individual clients through contracted services with the Merced County Office of Education and Jobs for California Graduates, Merced Inc. programs.

Services include, but are not limited to, youth development emphasizing the meeting of immediate needs and the building of competencies for adulthood. In general, the youth development approach focuses on strengths, communicates high expectations, provides leadership opportunities, encourages a sense of personal identity, broadens a young person's perspective, provides safe surroundings, and connects youth with caring adults. Follow-up, a crucial youth development principle to support and guide youth through the challenges of entering and succeeding in employment, completes the process.

The Youth Council's WIA programs provide these options to be available to youth participants:

1. Tutoring, study skills training, instruction leading to completion of secondary school , including dropout prevention strategies;
2. Alternate secondary school offerings;
3. Summer employment opportunities directly linked to academic and occupational learning;
4. Paid and unpaid work experiences, including internships and job shadowing;
5. Occupational skills training;
6. Leadership development opportunities which include community service and peer-centered activities encouraging responsibility and other positive social behaviors
7. Supportive Services
8. Adult mentoring for a duration of at least twelve (12) months, that may occur both during and after program participation.
9. Follow up services
10. Comprehensive guidance and counseling, including drug and alcohol abuse counseling, as well as referrals to counseling, as appropriate to the needs of the individual youth.

II. MARKET ANALYSIS

The market has been classified into four categories: Youth, Business, Community Leaders and General Awareness. Different methods are needed to reach and communicate to these four segments of the market.

Youth: This critical segment is the largest market and possibly the hardest to reach. The Youth Council has chosen to serve all youth within Merced County – from cradle until young adulthood. This plan will target youth who are old enough to be in school, and/or, in the workforce.

The Youth Council should market the WIA programs to accomplish youth recognition and involvement. Additionally, the Council's Youth Resource Directory, the new Quick Reference Card, and the Youth Website should be highlighted to youth. Youth involvement in the presentation of these products should be sought through an affiliation with the MCOE ROP Steering Group.

Business: The business segment addressed by this plan includes existing Merced County employers who have employed or anticipate employing youth.

Services offered to businesses can be addressed to all employers through a coordinated approach partnered by the Youth Council, MCOE, JCG and their subcontractors. Summer work experience programs, job shadowing programs and the Youth Employability Card should be marketed..

Community Leaders: These leaders should include the County Board of Supervisors, city councils, school superintendents and principals, youth related community organizations, service clubs, church officials, business leaders, and state elected officials. The Youth Council must influence these leaders to promote program awareness and to recognize youth service deficiencies and fix them.

General Awareness: This marketing segment is the greatest challenge. To create within the community a general awareness of the Youth Council and its programs is a daunting task. Having the Youth Council participate in newsworthy youth programs should provide positive media coverage. The Youth Website should also be used to promote general awareness, especially through peer-to-peer marketing.

III. MARKETING PLAN GOALS and OBJECTIVES

Goals: The goals of this marketing plan are to present the Youth Council as the leader and facilitator of youth programs within Merced County, and, to present useful tools for the community members to enhance the quality of life for the youth of Merced County.

Goals: The marketing plan and campaign will:

- Create a positive name for the Youth Council and its providers
- Improve the image of the Youth Council and its providers to make the services provided more visible and accessible

- Assist in becoming the first point of contact for youth in need of all services available
- Create a recognition and use of youth resources within the County

IV. MARKETING STRATEGY

Media: Media includes any method by which a message can be delivered, ranging from personal contact to the broadcast media. Due to funding constraints, the media of choice will be limited to:

- Personal Contacts (Peer-to-Peer marketing)
- Presentations (BOS, City Councils, Youth organizations, Educators, Students)
- Radio Public Service Announcements
- Brochures
- Posters
- Youth Resource Directory
- YOP Summer Year Book

V. MARKETING COSTS

Posters, Flyers and Brochures	\$2,000	(Tied to WIB Advertising)
PSA, Radio		(Time & Effort)
Web Site	\$5,000 + \$2,500 a year upkeep	(June 1, 2003)
Youth Resource Directory	\$2,000	(April 2003)
YOP Summer Year Book	\$2,000	(August 2003)