

TO: Merced County Youth Council

DATE: 10/11/02

FROM: Marketing & Leadership Committee

For Action
 For Information
 Meeting Notes

SUBJECT: Name and Mission Statement Change for Marketing and Leadership Committee

PROPOSED MOTION: Change the Marketing and Leadership Committee name to Marketing and Outreach Committee. Approve the revised mission statement for this committee.

DISCUSSION: The Leadership and Marketing Committee, in collaboration with the former Outreach and Education Committee (now Business, Education & Community Partners Committee), has developed a new mission statement more reflective of the change in name and focus of this committee.

ATTACHMENT: Mission Statement

Youth Council Marketing & Outreach Committee Mission Statement:

Develops and delivers the marketing message of the Youth Council with youth as the primary focus. Creates linkages with youth programs throughout Merced County. Promotes the development of youth leadership within the community and the Youth Council. Responsible for the professional growth of youth on the Youth Council. Promotes awareness in all youth programs of the value of a youth development approach in the education and upbringing of youth.