



WORKFORCE INVESTMENT BOARD OF TULARE COUNTY

YOUTH COMMITTEE MEETING

April 20, 2022, Minutes

Youth Committee Members Present: Yolanda Valdez (Chair), Galen Quenzer, Marie Pinto, Mary Alice Escarsega-Fechner, Michelle Engle-Silva

Youth Committee Members Absent: Donnette Silva-Carter, Melodee Krenk, Tim Hire, Kelsey Jones

1. **Call to Order:** Yolanda Valdez – Chair called the meeting to order at 9:01 a.m.
2. **Public Comment:** Yolanda Valdez – Chair called for public comments; there were no public comments.
3. **Consent Items:**
 - a. Approve February 24, 2022, WIB Youth Committee Meeting Minutes
Motion by Galen Quenzer second by Marie Pinto to approve the Consent Items; carried by unanimous vote.
4. **Discussion Regular Items:**
 - a. Presentation by CSET Youth@Work Out-of-School programs by service delivery areas:
Sara Besson, Area III Supervisor with CSET presented on the Out-of-School Youth Programs for the three geographic areas.
 - Area II - Tulare, Earlimart, and Tipton
 - Area III - Visalia and Goshen
 - Area IV- Dinuba, Cutler, and London

Ms. Besson presented the CSET Youth Workforce Division Staff. Sara discussed on the POINT IN TIME VS. PLANNED METRICS in the three geographic areas II, III, IV. Outcomes and performances in the areas of Enrollments, Work Experiences, Enrollment into Education, Placement into Edu or Employment @ Exit, Development Skill Gains, Employer Penetration and Repeat Business.

WHO WE SERVE

Generalized targeted population

OUTREACH

Careers Fairs, Community Events, Social Media, Service Clubs, Business Engagement, Partner Events.

PLACEMENTS

- 27 Unique Worksites
- 65 Total Placements

CHALLENGES

Enrollments:

- lack of OSY referrals- strategy: Catch youth during ISY to OSY transition
- Marketing

Engagement:

- Limited ways to incentivize
- Participants needing the most face the longest wait

Placements:

- Limited worksites in rural communities
- Decline in reverse referral

SCHOOL ACCESS

- High school sharing graduating lists
- COS referring OSY prior to enrollment
- On-campus access

BUSINESS BUY-IN

- Sharing the benefits to reverse-referring applicants
- Connections to Business in rural communities
- Transportation assistance

INCENTIVES

- WIB policy outlining incentive benchmarks
- Mentorship from members of the community help secure opportunities
- Gas Vouchers
- Bus Passes
- Hub Sites

Ms Escarsega-Fechner – Sharing information/systems to create real opportunities for Youth in rural communities. Goal: Long term solution.

Ms.Valdez – Transportation grant to apply for a fleet of vehicles.

Desiree Landeros – Working on a certification with TK Collaborative and to have employers buy into the certification if approved and recognize those who are labor and employee ready to adapt into our new model. Our four modules are: interviewing skills, adult mentoring, financial literacy, and universal preparation.

b. Youth@Work-Marketing and branding strategies

Desiree Landeros- New displayed youth marketing materials to work with the committee to assist in helping educate the system to refer to target group 18-24 as young adults and not kids. Strategies to find disconnected out of school young adults that need our services. The

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scan me Qr code has been added and goes straight to interest form and the data is shared directly with the applicable subrecipient.

Yolanda Valdez suggested having the youth branding materials in all the offices.

Handouts given:

- WIB Annual Report 2019-2020/2020-202
- Youth Success Stories
 - Zachary Arnold, Hector Zarate, Tizoc Jimenez, Alonso Rios
 - Edwin Munoz Hermosilla, and Emily Rangel

Next meeting is May 11, 2022, at 9:00 am

5. Good of the Order/Adjourn: There being no further business; the meeting was adjourned by Yolanda Valdez – Chair at 10:04 a.m.