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Website: <http://www.seta.net>



SACRAMENTO WORKS, INC.

Executive Committee

Date: Tuesday, April 25, 2006

Time: 1:00 p.m.

Place: Sacramento Employment & Training Agency
Board Room
925 Del Paso Blvd.
Sacramento, CA 95815

A G E N D A

1. Call to Order/Roll Call
2. Approval of Minutes of the March 20, 2006 meeting
3. Nomination of Kathy Kossick to Represent the Regional Workforce Investment Boards on the LEED Board
4. Approval of Sacramento Works/News10 Partnership Campaign
5. Adjournment

COMMITTEE MEMBERS: Kingman Tsang, Bill Camp, Michael Dourgarian, Mark Ingram, Kathy Kossick, Gerry Lawrence, Elizabeth McClatchy, Kim Parker.

DISTRIBUTION DATE: WEDNESDAY, APRIL 19, 2006

SACRAMENTO WORKS, INC.
Executive Committee
Minutes/Synopsis

SETA Board Room
925 Del Paso Blvd.
Sacramento, CA 95815

Monday, March 20, 2006
4:00 p.m.

1. Call to Order/Roll Call: The meeting was called to order at 4:00 p.m.

Members Present: Kingman Tsang, Bill Camp, Michael Dourgarian, Elizabeth McClatchy, Gerry Lawrence, Kim Parker

Members Absent: Mark Ingram, Kathy Kossick.

Other Present: Robin Purdy

2. Approval of Minutes of the January 23 and 25, 2006 meetings

The minutes were reviewed. No questions or corrections.

Moved/Dourgarian, second/Camp, to approve the minutes as distributed.

Voice Vote: Unanimous approval.

3. Appointment of Youth Council Member

Mr. Camp provided a background on Mr. Dennis Morin. He stated that Mr. Morin would be a great addition to the Youth Council.

Moved/Camp, second/Dourgarian, to approve the appointment of Mr. Dennis Morin to the Youth Council.

Voice Vote: Unanimous approval.

4. Review of the March 22, 2006 Sacramento Works, Inc. Board Agenda

The Committee reviewed the board packet and made suggestions for presenting items to the board.

Ms. Purdy requested input on items for the next WIB Regional Collaborative meeting agenda. Members requested having each WIB discuss business services and employer outreach.

Mr. Tsang announced that SETA will be receiving \$70,000 in Regional Incentive Awards to improve regional collaboration.

5. Adjournment: Meeting adjourned at 5:00 p.m.

ITEM 3 - ACTION

NOMINATION OF KATHY KOSSICK TO REPRESENT THE REGIONAL WORKFORCE INVESTMENT BOARDS ON THE LEED BOARD

BACKGROUND:

The Board of Directors of Linking Education and Economic Development has designated an Ad Hoc Committee to review the mission, bylaws, and board structure of LEED and make recommendations to the full board. The recommendations include a bylaws amendment that would change the number of Directors from 49 to 23. Board members would include representatives from the following sectors:

- 9 leaders from the business community
- 3 leaders from higher education institutions
- 6 superintendents from K-12 school districts
- 1 representative from SACTO
- 1 representative from the Sacramento Chamber of Commerce
- 1 representative from a local Workforce Investment Board
- 2 leaders from local labor organizations

Kathy Kossick has contacted the Executive Directors of the local Workforce Investment Boards and they have all agreed that Sacramento Works, Inc. should nominate the local WIB representative for the LEED Board.

RECOMMENDATION:

Approve Kathy Kossick, Executive Director of the Sacramento Employment and Training Agency and Board member of Sacramento Works, Inc. to represent local Workforce Investment Boards on the Linking Education and Economic Development Board of Directors.

ITEM 4 - ACTION

APPROVAL OF SACRAMENTO WORKS/NEWS10 PARTNERSHIP CAMPAIGN

BACKGROUND:

On April 13, staff representing ABC affiliate News10 and MMC Communications provided a presentation to the Employer Outreach Committee on a proposed partnership with Sacramento Works, Inc. MMC will facilitate the partnership and will address three goals:

- Increase visibility and awareness for Sacramento Works, Inc.
- Showcase employers and their workforce needs
- Recruit job seekers

Currently, MMC Communications and News10 are partnering on a similar project with the Sacramento River Watershed Program to share messages about how to help protect and preserve the watershed, as well as information about things other organizations are doing to achieve those goals. This successful partnership has been in place for five years, increasing the number of underwriters each year.

The proposed partnership with Sacramento Works, Inc. will be modeled after the Sacramento River Watershed Program. Sacramento Works, Inc., with the assistance of MMC Communications, will identify and secure employer underwriters (sponsorship) to participate in the campaign. The campaign will function as a marketing and recruitment tool for the employers as well as Sacramento Works, Inc.

The elements of the campaign include:

- A 5 to 7 minute live, in-studio interview on 'Sacramento & Company' for each underwriter
- 45 30-second commercials during strategic programming
- Strong online presence on News10.net, including banner advertising and a program-specific page showcasing Sacramento Works and its underwriters
- Additional 30-second commercials exclusively featuring Sacramento Works

Underwriters will experience a synergistic effect, benefiting from the ongoing awareness the total campaign generates. Viewers responding to an underwriter's commercial will have easy access to detailed information about the remaining underwriters through the News10 web site. The program cost for each underwriter is \$15,500.

RECOMMENDATION:

Approve Sacramento Works, Inc. staff to work with MMC staff to identify and secure employer underwriters to participate in the campaign. There is no funding required by Sacramento Works. All costs will be paid by underwriting the campaign.