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



SACRAMENTO WORKS, INC. EMPLOYER OUTREACH

Date: Thursday, April 13, 2006

Time: 8:30 a.m.

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

AGENDA

1. Call to Order/Roll Call
2. Approval of the March 9, 2006 Minutes
3. Channel 10/Sacramento Works Sponsorship—Channel 10 Staff
4. Employer Outreach Activity Report
5. Adjournment

Committee Members: Mark Ingram (Chair), Walter DiMantova, Diane Ferrari, Barbara Hayes, Matt Mahood, James Pardun, Kim Parker, Maurice Read, Anette Smith-Dohring, Terry Wills.

This meeting is open to all members of the Sacramento Works, Inc. board and the public.

DISTRIBUTION DATE: MONDAY, APRIL 10, 2006

**SACRAMENTO WORKS, INC.
EMPLOYER OUTREACH COMMITTEE**

Minutes/Synopsis

(Minutes reflect the actual progression of the meeting.)

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

Thursday, March 9, 2006
8:30 a.m.

1. Call to Order/Roll Call: Ms. Parker called the meeting to order at 8:36 a.m. Ms. Terry Wills was introduced.

Members Present: Walter DiMantova, Diane Ferrari, Matt Mahood, Kim Parker, Maurice Read, Anette Smith-Dohring.

Members Absent: Barbara Hayes, Mark Ingram, James Pardun.

Others Present: Terry Wills, Robin Purdy, Terri Carpenter, William Walker

2. Approval of the January 23, 2006 Minutes

The minutes were reviewed; no questions or comments.

Moved/Mahood, second/Ferrari, to approve the minutes as distributed.

Voice Vote: Unanimous approval.

3. Approval of Regional Toll Free Number for Employer Outreach

Ms. Purdy reviewed this item. This toll free number would serve the regional workforce area which includes SETA, NCCC, Golden Sierra, and Yolo County. The only negative is that those seeking employment will be calling for jobs on this line. There is \$100 base price and \$.0333 cents per minute. As the numbers increase, AT &T has a program to reduce the amount of each call.

The calls will be distributed according to the area code and the telephone prefix. It is also suggested that the managers in the workforce development areas meet on a quarterly basis to work out problems.

Moved/Mahood, second/Read, to approve this item to and recommend action on the proposal to the full board.

Voice Vote: Unanimous approval.

5. MMC Scope of Work

Ms. Carpenter reviewed the deliverables for MMC for the upcoming year. Ms. Ferrari asked that EDD be included in speaking engagements; Rick Heimmer is

the designated spokesperson from EDD. A Power Point presentation will be produced and be made available for presentation to employers or at START team meetings. MMC has been asked to evaluate the SETA web site and make it more user friendly.

Ms. Carpenter reviewed the advertising plan. The print advertising will be timed with the radio advertising. There is discussion of undertaking a six month sponsorship with NPR; MMC is negotiating that for Sacramento Works.

4. Review Radio and Print Media Outreach

Ms. Smith-Dohring suggested airing our ad during drive time on 650 AM KSTE. Ms. Carpenter will look into it. Ms. Carpenter was asked if the Sacramento Area Human Resource Association has been approached. Ms. Carpenter stated that staff will approach them about getting involved.

Ms. Parker reported that LEED Sacramento, California Association of Employers, and SETA recently did a boot camp for construction workers. There was an article in the newspaper. There were 45 people that called regarding participating in the boot camp. There needs to be more cooperation between site supervisors to speak to the press. In the future, Mr. Walker and Ms. Carpenter will be involved in press meetings at the career centers.

6. Employer Service Activity Report

Ms. Carpenter reviewed the statistics for the period 7/05 – February 06. The increases are due to better accounting and excellent staff work. Two new staff will be starting April 3. Ms. Ferrari asked if there was information on the retention rate. Ms. Purdy stated that the retention of people that go through intensive services is very good. There is no way of tracking the job seekers going through core services. There needs to be a way to track the services provided to these customers.

There may be budget cuts for 2007 programs and a requirement that 77% of the money go out to customers in \$3,000 awards.

Ms. Ferrari asked if we are receiving the referral stipends from ETP. Mr. Walker stated that we have not. Ms. Purdy stated that many of the problems could be alleviated if ETP changed their reporting requirements.

Mr. DiMantova offered to set up the meeting with the ETP staff.

7. Adjournment: Meeting adjourned at 9:34 a.m.