

CAREER CENTERS

BROADWAY

915 Broadway
Sacramento, CA 95818
(916) 324-6202

CITRUS HEIGHTS

7640 Greenback Lane
Citrus Heights, CA 95610
(916) 676-2540

FRANKLIN

7000 Franklin Blvd., Suite 540
Sacramento, CA 95823
(916) 262-3200

GALT

1000 C Street, Suite 100
Galt, CA 95632
(209) 744-7702

GREATER SACRAMENTO URBAN LEAGUE

3725 Marysville Blvd.
Sacramento, CA 95838
(916) 286-8600

HILLSDALE

5655 Hillsdale Blvd., Suite 8
Sacramento, CA 95842
(916) 263-4100

LA FAMILIA COUNSELING CENTER

5523 34th Street
Sacramento, CA 95820
(916) 227-2577

LEMON HILL

5451 Lemon Hill Avenue
Sacramento, CA 95824
(916) 433-2620

MARK SANDERS COMPLEX

2901 50th Street
Sacramento, CA 95817
(916) 227-1395

MATHER

10638 Schirra Avenue
Mather, CA 95655
(916) 228-3127

RANCHO CORDOVA

10665 Coloma Rd., Suite 200
Rancho Cordova, CA 95670
(916) 942-2165

SOUTH COUNTY

8401 - A Gerber Road
Sacramento, CA 95828
(916) 689-3560

Administrative Offices & Employer Services

925 Del Paso Blvd.
Sacramento, CA 95815
(916) 263-3800

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



SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Thursday, November 29, 2007

Time: 9:00 a.m.

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

AGENDA

1. Call to Order/Roll Call
2. Approval of the September 27, 2007 Minutes
3. Marketing Plan/Activity Update
4. Presentations:
 - Employon, Sharon Perry, 9:30 a.m.
 - Yahoo Hot Jobs - Michael Nobiletti, 10:00 a.m.
5. Adjournment

Committee Members: Kim Parker (Chair), Walter DiMantova, Diane Ferrari, Barbara Hayes, Mark Ingram, Matt Mahood, James Pardun, 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: WEDNESDAY, NOVEMBER 21, 2007

**Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis**

SETA - Shasta Room
925 Del Paso Blvd
Sacramento, CA 95815

Thursday, September 27, 2007
9:00 a.m.

- I. Meeting Order/Roll Call: Ms. Parker called the meeting to order at 9:03 a.m.

Members Present: Walter DiMantova, Diane Ferrari, Barbara Hayes, Mark Ingram, Matt Mahood, James Pardun, Kim Parker

Members Absent: Maurice Read, Anette Smith-Dohring, Terry Wills

Others Present: Robin Purdy, Terri Carpenter, Bill Walker, Phil Cunningham, Melissa Noteboom, Elvina Carrington.

2. Approval of the July 26 and August 23, 2007 Minutes

Minutes were reviewed; no questions or comments.

Moved/DiMantova, second/Pardun, to approve the minutes as distributed.

Voice Vote: Unanimous approval.

3. Career Builder Government Partnership-Presentation by Nick Bruckner

Ms. Terri Carpenter introduced Mr. Nick Bruckner, Career Builder. Ms. Barbara Hayes met with Mr. Bruckner to discuss a new partnership Career Builder is developing with government agencies. Ms. Hayes talked with Mr. Bruckner about the information available through Career Builder and then referred him to Ms. Carpenter.

Mr. Nick Bruckner gave a power point presentation on Career Builder Government Solutions. Government Solutions was created March, 2007 which markets jobs and services to the public sector. Objectives include putting the unemployed to work, and assisting the employed into better jobs. There are huge numbers of job seekers using the site as well as corporate sponsors paying for ads.

Career Builder is owned by Gannett, McClatchy, Tribune and Microsoft and is in 11 California newspapers. Over 23,000 job seekers have been counted visiting their web site each month. Ms. Hayes stated that this could entice employers coming into the area with the knowledge that there are sufficient people for jobs.

Career Builder would assist people looking for jobs during non-business hours or if they do not have transportation. Ms. Purdy stated that most, if not all, accessibility can be done at our career centers.

Mr. Bruckner stated that what makes a job board successful includes: 1) available jobs, 2) available job seekers, and 3) technology to bring the two together.

Career Builder is looking for a partnership with Sacramento Works and will create a job board specifically for Sacramento Works. Career Builder is willing to give Sacramento Works technology and host the web site at no cost. They will filter the job postings to the Sacramento Works job board as well as to Cal Jobs. The resumes can be downloaded directly into Career Builder's server. This would be a virtual one stop.

When asked what is in it for Career Builder, Mr. Bruckner stated that the technology is free and advertising would pay the bills. If a Sacramento Works job seeker applies to a Career Builders job, Sacramento Works will be credited \$1 per application (if the seeker is unique to Sacramento Works).

Currently, Career Builder is working with the California Department of Corrections, Oregon Department of Transportation, and the State of Indiana. Benefits for employers include the ability to post real time for free and attach screener questions, ability to create an auto response letter, and it allows employers to go into the system and track where people are within the interview process.

Ms. Purdy inquired if they were working with Cal Jobs already? Mr. Bruckner stated that the State already 'spiders' so this would allow Cal Jobs to work with Career Builder.

What Career Builder wants:

- 1) A relationship with the WIB as a consultant/trusted advisor
- 2) Monthly/quarterly meeting with Career Builder representatives to improve systems and train staff.
- 3) Opportunity to support the solution
- 4) Advertising to push traffic to site utilizing banners, e-mail, etc

Cost to Sacramento Works:

- 30 job postings with branding (5 per month)
- 100,000 banner advertisements
- 1000 e-mails per month
- Career site hosting (customized reporting on a monthly basis, customized web page on career builder discussing organization; and Sacramento Works, Inc. logo attached to every posting on Career Builder), at a cost of \$3,350 per month

The contract is usually a year but Ms. Carpenter negotiated it down to three months.

The Sacramento Works marketing ads already being developed could be included in Career Builder. The career centers would be working with the applicants to search for jobs and post résumés through Career Builder.

Ms. Carpenter stated that there is \$20,000 available in the budget. Ms. Parker stated that there are funds available from unspent subscriptions.

Ms. Purdy and Ms. Ferrari are both on the task force to do a similar statewide system. Ms. Ferrari stated that there will be 12 learning labs (WIBs) that are piloting the new system and the task force is trying to keep from having 12 different systems.

Ms. Hayes thinks that there is value in the Career Builder and Monster.com names. It would help people that KNOW those systems to look for jobs.

Staff can go out for bids if the committee is interested in utilizing Career Builder. Staff will contact Monster.com, Yahoo, and Hot jobs for additional information. Mr. Cunningham suggested getting other presentations before going out for quotes. Contact some of their current clients to determine how their services are.

Ms. Carpenter stated that Sacramento Works already has a presence in the free Career Builder section in the Sacramento Bee. She will report back next month.

4. Adjournment: Meeting adjourned at 10:15 a.m.