

## 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) 452-3601

### **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**

10381 Old Placerville Rd.,  
Suite 150  
Sacramento, CA 95827  
(916) 255-3255

### **SOUTH COUNTY**

8401 - A Gerber Road  
Sacramento, CA 95828  
(916) 525-4717

## 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, April 24, 2008

**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 February 28, 2008 Minutes
3. Information Item: Prison-to-Employment Pilot Project  
(William Walker)
4. Information Item: Employer Outreach 2007-2008 Budget  
(Terri Carpenter)
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: FRIDAY, APRIL 18, 2008**

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

SETA Board Room  
925 Del Paso Blvd  
Sacramento, CA 95815

Thursday, February 28, 2008  
9:00 a.m.

- I. Meeting to Order/Roll Call: The meeting was called to order at 9:08 a.m.

**Members Present:** Kim Parker, Diane Ferrari, Mark Ingram, Matt Mahood, James Pardun, Maurice Read.

**Members Absent:** Walter DiMantova, Barbara Hayes, Anette Smith-Dohring, Terry Wills.

**Others Present:** Carlos Quiroz, Terri Carpenter, Matt Powers, Mimi Budd, Robin Purdy, Kathy Kossick.

2. Approval of the January 23, 2008 Minutes

No questions or comments.

Moved/Pardun, second/Ferrari, to approve the minutes.  
Motion approved.

3. MMC PR/Marketing activities (3/1/07-2/28/08)

Mr. Carlos Quiroz stated that MMC has been working with Sacramento Works, Inc. for almost three years. He distributed a report from MMC to the Committee. The new element to the advertising campaign putting a face to Sacramento Works. "Sacramento Works...it works for me, it can work for you too." The following companies have been involved in the filming of the ad which will air in April: CHW-Mercy Hospitals, RT, Progressive Insurance, SMUD, and Comcast Cable.

A great deal has been done to assist Spanish-speaking job seekers. This year Mr. Quiroz developed a great relationship between Sacramento Works and Univision. He has done live interviews with Univision talking about the workshops offered through the Business Information Centers and what Sacramento Works does for job seekers and employers.

There was a great story in the Sacramento Bee regarding the CSBG grant. There was an article in the Sacramento Business Journal regarding parolees and the Sacramento Works juvenile justice program. Ms. Carpenter stated that when media thinks of anything job related, they are beginning to call us.

Mr. Quiroz was asked if there was any one thing from the print media, television, movie theatre ad, which has brought the biggest results. Mr. Quiroz stated that the Calendar items in the Sacramento Bee have been great. He would like to put all the campaign elements together (print, television and radio) and overlap them to reinforce the branding and marketing messages.

Ms. Parker expressed concern regarding the 'use it or lose it' retainer. When we first started the relationship with MMC, SETA had no PIO. Now there is a PIO and the media issues are easier to manage. She would like to change the relationship to be one where we pay MMC for the time they are used rather than a set amount of hours per month.

Ms. Carpenter stated that MMC's contract actually ends today. Staff released an RFQ for hourly services for marketing and public relations. She read off the responses: ACS Quantum Communications, Runyon Salzman, Schubert Flint, MMC, and Desmond McLeash. Ms. Carpenter sent the RFQ out to the top 25 PR firms as listed in the Business Journal and received five proposals. Based upon a review of the qualifications and experience of each firm, Ms. Carpenter is recommending MMC.

The Committee expressed a desire to move MMC over to an hourly contract with an amount not to exceed. The total will definitely be lower than the \$32,000.

Ms. Ferrari stated that it may be prudent to look at budget due to upcoming budget cuts. Ms. Purdy stated that staff is going ahead with plans in anticipation that we will have the budget. We may eventually have to make cuts but right now the Agency is okay.

4. Prison-to-Employment Program—Matt Powers, Mimi Budd

Mr. Matt Powers made a brief presentation on an initiative coming out of Governor's Office called New Start. This is a program to improve the outcome of ex-offenders.

New Start is based on a successful partnership in Texas between the Workforce Investment System and the Department of Corrections that combines vocational skills training inside the prison system and a direct connection to the one-stop career center system upon release from prison. The California New Start Initiative is targeting six WIBs in 10 counties: San Diego, San Bernardino, San Joaquin, Lake, Colusa, Glenn, Sutter, and Sacramento. The success of this initiative is based on preparing offenders for the workforce and a commitment to meeting the needs of local employers. The Employer Outreach Committee agreed to sponsor an Employer Stakeholder meeting on March 27 to get input from local employers on the challenges they face in hiring offenders and possible solutions that would encourage them to hire more. Other invitees will be Labor

unions, Apprenticeship programs, Pacific Coast, Teichert, critical industry representatives and the list of employers who have used Sacramento Works to recruit and screen applicants. Mr. Ingram stated that the March 27 meeting will be more of a focus group.

Ms. Budd talked about the Texas program and how the ex-offenders are provided training so they will be employable when they are released.

Ms. Carpenter will be following up with personal calls, documenting discussions from employers, and the discussion of solutions. She will prepare a summary/ release to the media AFTER the forum if it is determined to be a viable media opportunity.

5. Adjournment: Meeting adjourned at 10:12 a.m.