

## 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, May 22, 2008

**Time:** 9:00 a.m.

**Location:** SETA - **Redwood Room**  
925 Del Paso Blvd.  
Sacramento, CA 95815

### **AGENDA**

1. Call to Order/Roll Call
2. Approval of the April 24, 2008 Minutes
3. Sacramento River Cats sponsorship proposal (Kevin Hilton)
4. **Action Item:** Approval of 2008-2009 Employer Outreach Budget (Terri Carpenter)
5. Report back on Career Builder Job Posting Pilot (Terri Carpenter)
6. 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, MAY 16, 2008**

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

SETA Board Room  
925 Del Paso Blvd  
Sacramento, CA 95815

Thursday, April 24, 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, Matt Mahood, James Pardun, Maurice Read, Anette Smith-Dohring.

**Members Absent:** Walter DiMantova, Barbara Hayes, Mark Ingram, Terry Wills.

**Others Present:** Phil Cunningham, Terri Carpenter, Robin Purdy, Kathy Kossick, William Walker.

2. Approval of the February 28, 2008 Minutes

No questions or corrections.

Moved/Pardun, second/Mahood, to approve minutes as distributed.

Voice Vote: Unanimous approval.

4. **Information Item: Employer Outreach 2007-2008 Budget**

Ms. Carpenter distributed information on the 2007-2008 budget. The budget is close to being entirely spent. The Fifth Annual Employment and Training Expo will be moved to September due to the increased activity in coordinating youth job fairs this spring. The idea is to center the event around Labor Day in order to gear up for holiday hiring. The September event will also focus on "Hire a Vet".

Ms. Carpenter spoke of the movie ads that ran for five weeks during the holiday season. Next month the Committee will be going over the proposed 2008-2009 Employer Outreach budget and will be discussing marketing ideas for 2008-2009.

Ms. Smith-Dohring inquired whether the number of jobs for youth has increased. It was suggested the youth be provided more information about what they need to do/study to get a job or career.

Ms. Carpenter stated that an e-mail blast will be sent to employers with link to the web site so employers can access the updated web site.

**3. Information Item: Prison-to-Employment Pilot Project**

Mr. Walker stated that thirty-six attendees showed up at the Sacramento Works Employer Forum. He reviewed some of the areas of concern with the employers. Mr. Walker spoke of the New Start Program where parolees enter training or fire camp. Of the 100 people paroled, three to five parolees receive training in prison. There are efforts to increase the number of vocational training programs in prison.

The Parole And Corrections Team (PACT) is a mandatory workshop for ex-offenders paroling to Sacramento County. Ms. Purdy stated that SETA is one of six counties to test out new ways to assist parolees transitioning to work. Staff is negotiating with the State for money to operate the program and fund two more staff members. Staff is hoping to receive \$250,000 for the program.

Ms. Purdy stated that Warren Murphy, Juanita Sendejas Lopez, and Mary Garza are working on the PACT workshops. Staff is already providing the new services to ex-offenders; staff just needs to figure out which partner will provide which service.

Mr. Mahood suggested having employers and/or committee members attending the PACT meetings.

Mr. Walker stated that staff will be meeting on how to deal with female ex-offenders. The hope is that staff can connect with the ex-offenders to get them into the career centers for employment services.

Update on the next meeting agenda and the budget. Report on career builders

**5. Adjournment:** Meeting adjourned at 9:46 a.m.

ITEM 4 - ACTION

APPROVAL OF 2008-2009 EMPLOYER OUTREACH BUDGET

BACKGROUND:

Staff will be presenting the proposed 2008-2009 Employer Outreach budget allocating expenditures for marketing activities directed toward the employer community.

Recommended activities include public relations, advertising, event sponsorships and job fair and community event participation.

Attached is proposed budget for review.

RECOMMENDATION:

Approve proposed budget to be presented to the Executive Committee for final approval.

**Employer Outreach  
2008-2009 Budget**

<b>Activity</b>	<b>Budget</b>	<b>Obligated thru June 30</b>	<b>Remaining</b>
SACTO Economic Profile	\$ 6,200		
Event Sponsorships	25,000		
Give-away items for employer/job fair events	5,000		
Annual Employment & Training Expo	8,000		
Job Fair/Business Events	12,000		
Mailing Lists/Employer Outreach	1,000		
Print Advertising	20,000		
Broadcast Advertising	20,000		
Website Maintenance	2,500		
Public Relations	39,000		
Business Retention & Expansion Program (BizPulse)	5,000		
Direct Mail	2,500		
<b>TOTAL BUDGET</b>	<b>\$ 146,200</b>		