

CAREER CENTERS

BROADWAY

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

CITRUS HEIGHTS

7011 Sylvan Rd, Suite A
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

5523 34th Street
Sacramento, CA 95820
(916) 452-3601

LEMON HILL

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

MARK SANDERS

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, October 23, 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 August 28, 2008 Minutes
3. Career Builder Pilot Summary
4. Prison-to-Employment-Program Update
5. Advertising Highlights-Report on Website Activity
6. Adjournment

Committee Members: Kim Parker (Chair), Walter DiMantova, Diane Ferrari, Lisa Harr, Barbara Hayes, Mark Ingram, Matt Mahood, James Pardun, Gloria 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: THURSDAY, OCTOBER 16, 2008

Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis

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

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

- I. **Meeting to Order/Roll Call:** The meeting was called to order at 9:10 a.m.

Members Present: Walter DiMantova, Diane Ferrari, Lisa Harr, Barbara Hayes, Mark Ingram, James Pardun

Members Absent: Kim Parker, Matt Mahood, Maurice Read, Anette Smith-Dohring, Terry Wills

Others Present: Kathy Kossick, William Walker, Terri Carpenter, Gloria Parker

2. **Approval of the June 20, 2008 Minutes.**

Moved/Ferrari, second/Pardun to approve minutes of the June 20, 2008 minutes.
Voice Vote: Unanimous approval.

3. **Information Item: Talent Transfer Job Fair Event**

Ms. Diane Ferrari stated the Governor has set aside money for a job fair to help displaced residential construction workers and home mortgage financial workers. Assistance will be provided for workers to transfer to commercial construction and to other financial arenas respectively. The Employment Development Department and SETA are sponsoring the event which will be held 9/25/08 at the Lion's Gate Hotel and Conference Center. This is a regional event and Sacramento, Yolo, Placer and Sutter counties are participating.

4. **Website Activity Report/Marketing Results**

Ms. Carpenter introduced a report based on Google Analytics which tracks website usage. The two reporting periods 6/23-29/08 and 7/21-27/08 reflect the site usage during June when no advertisements were running versus July when advertising campaigns began. All of the advertisements drive customers to our website. Specifics of report were discussed.

5. **Employer Outreach Activity Report**

Mr. Walker reported that the total number of hires increased by 19%. The average wage increased by 9%.

6. Open Items

Mr. Walter DiMantova shared that marketing for the upcoming Next Skills Institute is moving ahead.

Meeting adjourned at 10:15 a.m.