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



SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Wednesday, January 28, 2009

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 November 19, 2008 Minutes
3. Update: Review of Sacramento Works DVD Distribution Plan
4. Update: Employer Outreach Radio Advertising Plan
5. Update: Employer Outreach Budget through 12/31/08
6. Update: Clean Energy Technology Employer Roundtables
7. Adjournment

Committee Members: Kim Parker (Chair), Larry Booth, Walter DiMantova, Diane Ferrari, Lisa Harr, 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: THURSDAY, JANUARY 22, 2009

Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis

(Minutes reflect the actual progression of the meeting.)

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

Wednesday, November 19, 2008
8:30 a.m.

I. Meeting to Order/Roll Call

The meeting was called to order at 9:55 a.m.

Members Present: Diane Ferrari, Mark Ingram, Matt Mahood, Kim Parker, Lisa Harr, Terry Wills James Pardun,

Members Absent: Walter DiMantova, Barbara Hayes, Maurice Read, Anette Smith-Dohring

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

2. Approval of the October 23, 2008 Minutes

The minutes were reviewed; no questions or corrections.

Moved/Pardun, second/Ingram, to approve the October 23 minutes.
Voice Vote: Unanimous approval.

3. Broadcast Marketing-TV and Radio proposal reviews

Last month Ms. Carpenter presented "Who's Hiring", an on-line web site section of Channel 10. Channel 10 is proposing that Sacramento Works would be the sponsor of a hiring segment on Channel 10. Cost is \$10,000 for 8 months from November to June. Committee members asked a variety of questions and raised concerns that we already have enough job seekers and they would drive more seekers into the career centers. The premise is to market another benefit to our employers so they would have more exposure. This will also drive our employers to participate. Employers wanted to know if they would have a presence on the TV.

Ms. Carpenter asked that Sacramento Works be the only group that provides the employer posting on the web site. It was left open ended as to whether Channel 10 agreed with this. She also asked if we could be more recognized such as 'sponsored by Sacramento Works.' They answered no. We would also be added to *Sacramento and Company*, which is not watched by employers since it is at 10 a.m.

Since the last meeting, Good Day Sacramento and Channel 13 met with Ms. Carpenter and proposed something similar. It will be tied to a featured segment where Mark S. Allen would go to an employer that is actually hiring.

KFBK and ESPN proposals will be coming in tomorrow. Staff will be evaluating rate vs. frequency. We are not looking to run any broadcasting campaign until next year (April or June) which will roll into our next fiscal year. The committee members feel the money should be spent more on radio ads geared toward employers. If we are looking at radio, we will have it professionally produced by a small shop. The committee thinks the DVD is a good outreach to employers and wants more produced. Ms. Carpenter suggested doing a package of our DVD and employer services brochure to be sent to SAHRA. She will research the cost.

4. Website Diagnostic Report

Ms. Carpenter distributed a new report shows heavy advertising with Comcast. September had great viewership on CNN. A lot of visitors are directly coming to our web site. This could be driven by ads in the Business Journal or through TV ads. We are getting direct traffic which is what we want.

5. Employer Outreach Activity-First Quarter Report

Staff used to track every month how many people came in the career centers and for what type of recruiting, etc. Staff is now doing it every six months. Ms. Parker wants to have quarterly information. Ms. Purdy will provide the overall recruitment plus information on employer specific recruitment.

Mr. Walker stated that the DVD chokes him up since he worked with the people on the DVD. He really likes knowing that he affected peoples' lives.

Next meeting send out notification to other committee members regarding 1/28/09 meeting.

- ✓ Update on budget
- ✓ Broadcast recommendations
- ✓ CDs and cards

Mr. Pardun wants to have Ryan Sharpe give a report at the full board to let us know what the regional employment rates are.

6. Adjournment: Meeting adjourned at 10:34 a.m.

ITEM 3

UPDATE: REVIEW OF SACRAMENTO WORKS DVD DISTRIBUTION PLAN

BACKGROUND:

The Employer Outreach Committee suggested that the Sacramento Works DVD be used as a marketing tool to recruit employers. The committee charged staff to come back with recommendations on implementing a DVD direct mail campaign targeting select employers in the region.

After consultation with agency public relations and marketing firm, CirclePoint, the recommendation was made to do a test before incurring the costs of DVD mass production, producing DVD/direct mail packaging and postage. The concern is whether enough employers will actually take the time to play the DVD. The question to be answered is: Will many employers just discard, set aside, and never play?

The test will include sending an email which will be designed and formatted to encourage employers to click the link on the SETA website in order to view the DVD. This will allow us the ability to track the number of employers who actually view the DVD before launching a full-scale DVD direct mail marketing campaign.

The rough costs to produce a DVD direct mail package would be about \$2,000 and another \$2,000 for copying 1,000 DVDs. Postage is not included in this cost.

Staff is recommending that the DVD test email be implemented in March and if successful, launch full-scale DVD direct mail campaign in April or May of this year.

ITEM 4

UPDATE: EMPLOYER OUTREACH RADIO ADVERTISING PLAN

BACKGROUND:

Based on the success of the previous KFBK radio campaign promoting Sacramento Works services to employers, the committee requested that research be conducted on the cost to place advertising on KFBK in 2009.

Why KFBK?

KFBK consistently ranks number #1 among mature audiences with higher education and disposable income—the type of individuals who are decision makers and influencers in the business community. This is the key target audience where Sacramento Works should focus its advertising resources in order to yield the best results.

How much will it cost?

Because KFBK consistently attracts this desirable demographic, it is typically one of the most expensive stations on which to advertise. However, due to the current economic environment and the devastating effect that it has had on the broadcast industry, and due to the timing of when we did the media buy transaction, we were able to purchase commercial air time at steep discounts. We secured 64 30-second spots for a gross cost of \$5,170—an average of less than \$81 per spot. As a point of reference, in the previous years it has cost us more than \$100 for a 15-second spot on the same station. And since we are purchasing the advertising space through our public relations agency, CirclePoint, we will get an additional 15% off the gross cost.

When will the campaign air?

The radio advertising campaign will run in two one-week schedules. The first will be the week of May 18 and the second will follow shortly after, during the week of June 1. Commercials are split evenly between each week, with 32 30-second commercials airing in each of the two weeks.

What is the creative focus of the campaign?

The radio campaign will build on the existing television and print advertising campaign. It targets employers, raising their awareness of Sacramento Works and the services we offer. Much like the television and print ads, the radio ads will feature well-known and respected employers who use Sacramento Works for their hiring or training needs. Each will briefly tell their story of how they use Sacramento Works and recommend it to their cohorts. Each commercial will include the campaign tagline “Sacramento Works, it works for me, it can work for you too!” By building on the theme used in our other advertising mediums, the campaign becomes more effective. The audience has likely already seen our other advertisements, and the radio spots will help to reinforce that message.

ITEM 5

UPDATE-EMPLOYER OUTREACH BUDGET THROUGH 12/31/08

BACKGROUND:

Attached is the 2008-2009 Employer Outreach Budget for committee review.

Total Budget for 2008-2009 is \$146,200. Expenditures through 12/31/08 totaled \$72,493 with a remaining of \$73,707 obligated through 6/30/09.

Employer Outreach Budget Update through 12/31/09

Activity	Budget	Spent as of 12/31/08	Remaining
SACTO Economic Profile	\$ 6,200	\$ 3,720	\$ 2,480
Event Sponsorships	25,000	20,751	4,249
Marketing items for employer/job fair events	5,000	0	5,000
Annual Employment & Training Expo	8,000	0	8,000
Job Fair/Business Events	12,000	7,652	4,348
Mailing Lists/Employer Outreach	1,000	125	875
Print Advertising	20,000	14,840	5,160
Broadcast Advertising	20,000	6,200	13,800
Website Maintenance	2,500	375	2,125
Public Relations	39,000	18,314	20,686
Business Retention & Expansion Program (BizPulse)	5,000	0	5,000
Direct Mail	2,500	516	1,984
TOTAL BUDGET	\$ 146,200	\$ 72,493	\$ 73,707