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RANCHO CORDOVA

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SOUTH COUNTY

8401 - A Gerber Road
Sacramento, CA 95828
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Administrative Offices & Employer Services

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Sacramento, CA 95815
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Website: <http://www.seta.net>



SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Wednesday, July 28, 2010

Time: 9:00 a.m.

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

AGENDA

1. Call to Order/Roll Call
2. **Action Item:** Approval of the May 26, 2010 Meeting Minutes
3. **Action Item:** Approval of Employer Outreach Activities and Sponsorships for Fiscal Year 2010-2011
4. **Information Item** Board Initiative Funded Business Retention/Expansion Service Provider Presentations
 - Asian Pacific Chamber of Commerce—Supplier Diversity Website
 - City of Sacramento—Business Visit Program, Business Walks, Sacramento Enterprise Zone
 - City of Rancho Cordova—Business Assistance Program Marketing, Business Follow-up Activities, Site Visits and Tracking
 - Sacramento Metro Chamber of Commerce—Business Walks, Employer Outreach Specialists, Follow-up Interviews
 - SACTO—Development of Marketing Brochure, Briefings and Educational Sessions, Employer Outreach
5. Adjournment

Committee Members: Kim Parker (Chair), Larry Booth, Diane Ferrari, Lisa Harr, Barbara Hayes, Mark Ingram, Matt Mahood, Mike Micciche, James Pardun, Tanja Poley, Anette Smith-Dohring, Terry Wills.

This meeting is open to all members of the Sacramento Works, Inc. Board and the public.

DISTRIBUTION DATE: FRIDAY, JULY 16, 2010

Employer Outreach Committee
Minutes/Synopsis

SETA – Shasta Room
925 Del Paso Blvd.
Sacramento, CA 95815

Wednesday, May 26, 2010
9:00 a.m.

1. **Call to Order/Roll Call:** The meeting was called to order at 10:03 a.m.

Members Present: Larry Booth, Diane Ferrari, Barbara Hayes, Mark Ingram, Matt Mahood, James Pardun, Tanja Poley, Anette Smith-Dohring, Terry Wills.

Members Absent: Lisa Harr, Mike Micciche, Kim Parker.

Others present: Kathy Kossick, William Walker.

2. **Action Item:** Approval of the March 24, 2010 Meeting Minutes

Ms. Smith-Dohring asked that the minutes be modified to state that Sutter has increased their hiring and are averaging 100 new employees every two weeks.

Moved and seconded to approve the minutes as modified.

Voice Vote: Unanimous approval.

3. **Action Item:** Approval of Proposed 2010-2011 Employer Outreach Budget

Ms. Carpenter reviewed the proposed budget. There is a 8.8% overall decrease in funding so the Board initiative funds has been decreased accordingly. As the committee reviewed the budget, board members were asked to consider possible conflicts of interest. Ms. Carpenter will provide a list of suggested events for the committee to consider for sponsorship. This item approves the employer outreach budget for the coming year.

Moved/Ferrari, second/Smith-Dohring, to approve \$133,733 allocated for employer outreach activities for fiscal year 2010-2011.

Aye: 6, Nay: 0, Abstentions: 3 (Booth, Hayes and Mahood)

4. **Information Item:** Update on Committee Strategic Planning Goals, Strategies, Indicators and Outcomes

Ms. Carpenter provided a written report on what has been published to date. Grantees will be invited to the July meeting to give a report on their final product.

This committee meets every other month.

5. **Adjournment:** Meeting adjourned at 10:11 a.m.

ITEM 3 - ACTION

APPROVAL OF EMPLOYER OUTREACH ACTIVITIES AND SPONSORSHIPS FOR
FISCAL YEAR 2010-2011

BACKGROUND:

On May 26, 2010, the Employer Outreach Committee approved the 2010-2011 Employer Outreach budget for \$133,733. The following is a summary of selected activities designed to maximize outreach to the employer community.

Event Sponsorships-\$33,000

2010 -2011 Sponsorship Analysis

Sponsorship Request	Cost	# of Attendees	Target Audience	Past Support	Recommend
SACTO Silver Sponsorship Includes three events(Spring Membership Celebration; Fall Membership Celebration; Salute to New Industry)	\$7,500	Membership Celebration-600 each Salute-1,000	Regional Business and Community Leaders	2006, 2007, 2008, 2009	Current level-Silver Sponsor
Metro Chamber Perspectives Event Sponsorship	\$5,000	3,500	Business and Community Leaders	Over seven years	Current level-Event Sponsor
LEED Convergence Series Title Sponsorship	\$3,000	100-200	Education and Business	Table Sponsorship	Current Table Sponsorship \$750 per event (\$3,000)
Sacramento Builders Exchange Safety Expo	\$5,000	1,056 179 Companies	Business	2008, 2009	Received CD with all business contacts, good visibility to construction employers and trades
The Sacramento Observer Black Expo	\$2,500	51,800	Small Business	2006, 2007, 2008, 2009	Current level-Exhibitor Booth at three day event and ad in event publication distributed to attendees.
Sacramento Area Human Resources Association	\$500	100	HR Professionals	2007, 2008, 2009	November Membership Luncheon sponsorship
Total	\$23,500				The remaining \$9,500 will be allocated as additional sponsorships are presented for funding

Print Advertising--\$20,000

Sacramento Works, Inc. will continue to build on the success of the “Sacramento Works...it works for me, it can work for you too” employer testimonial campaign and plans to add five new employer ads to the series highlighting the “Green and Clean” employers that we will be working with, such as Solar Power, Inc. Ads will be placed in the Sacramento Business Journal based on the publication’s industry focus sections which relate to Sacramento Works critical occupation clusters (Healthcare, Information Technology, Green and Clean Tech).

Broadcast Advertising--\$21,500

1. A new television spot was developed last fiscal year highlighting employers: Northern Sheets, Golden Corral and Goodwill Industries. The new spot began running on Comcast Cable in May, 2010 and will continue from June to October of this year. Comcast provides the best value for television placement. We are able to control the area in which the commercial airs unlike other broadcast entities that cover most of Northern California. The cost for a total of 1,258 - :30 commercials is \$8.86 each with 356 free commercials per month (no charge value of \$1,200). Total cost for advertising placement for 5 months is \$11,150.
2. The remainder of the broadcast budget will be placed on Capital Public Radio which offers the best access to the employer community, business decision-makers, and hiring managers. The cost for a total of 1,820 - :15 commercials for 36 weeks is \$7.00 each for a total of \$8,820. Cost also includes a banner ad on the Capital Public Radio website.

Public Relations-Graphic Design-Advertising Services--\$40,000

EMRL Media Group was procured last fiscal year to provide marketing, advertising and graphic design services for Sacramento Works, Inc. The service agreement was for a one year period which ends in September. Staff will begin procurement for these services in late July.

Projects to be completed for this fiscal year include:

1. Design of Sacramento Works, Inc. - Virtual One Stop System website including the implementation of Face Book and Twitter pages for Sacramento Works focusing on an a page for employers, job seekers and youth.
2. Production of new print ad series
3. Production of new television commercial highlighting the services provided to employers in the Green and Clean Tech industry.

ITEM 3 – ACTION (continued)

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Circle Point will be retained for Public Relations consultation services as needed.

Job Fair/Business Events--\$10,233

Sacramento Works, Inc. will continue to participate in premier career events organized by The Employment Guide, The California Job Journal and SacJobs.com as well as other events that arise that are cost effective and offer substantial outreach benefits. Additionally, Sacramento Works, Inc. will continue to participate in key community outreach events such as Festival de La Familia, Pacific Rim Fest, and the MLK 360.

RECOMMENDATION:

Approve allocated expenditures as outlined for employer outreach, event participation and sponsorships.