

WIB BOARD MEMBERS

LARRY BOOTH
Frank M. Booth, Inc.

LESLIE BOTOS
Blood Source

BRIAN BROADWAY
Sacramento Job Corps

BILL CAMP
Sacramento Central Labor Council

COREENA CONLEY
Sacramento Veterans Resource Center

LYNN R. CONNER
Parasec

MICHAEL DOURGARIAN
MDDV, Inc.

MARK ERLICHMAN
California Department of Rehabilitation

DIANE FERRARI
Employment Development Department

TROY GIVANS
County of Sacramento, Economic
Development

DAVID W. GORDON
Sacramento County Office of Education

BERNADETTE HALBROOK
CSUS

JASON HANSON
Sierra Pacific Home and Comfort, Inc.

LISA HARR
Vision Service Plan

BARBARA HAYES
Sacramento Area Commerce & Trade
Organization

MATTHEW KELLY
Sacramento Sierra Building & Construction
Trades Council

GARY R. KING
SMUD

DANIEL KOEN
California Teachers Association

KATHY KOSSICK
Sacramento Employment & Training
Agency

DR. STEVEN LADD
Elk Grove Unified School District

PAUL LAKE
County Department of Human Assistance

JAMES E. LAMBERT
Sacramento Builder's Exchange

FRANK A. LOUIE
Xerox Corporation

ELIZABETH MCCLATCHY
The Safety Center, Inc.

DENNIS MORIN
Sacramento Area Electrical Training Center

KIM PARKER
California Employers Association

MARTHA PENRY
California School Employees Association

TANJA POLEY
Area 4 Agency on Aging

DEBORAH PORTELA
Casa Coloma Health Care Center

MAURICE READ
Sacramento Sierra Building & Construction
Trades Council

LORENDA T. SANCHEZ
California Indian Manpower Consortium

ANETTE SMITH-DOHRING
Sutter Health – Sacramento Sierra Region

MICHAEL R. TESTA
Sacramento Convention & Visitors Bureau

DR. DAN THROGMORTON
Los Rios Community College District

KINGMAN TSANG
First Bank

TERRY A. WILLS, ESQ.
Cook Brown, LLP

RICK WYLIE
Beutler Corporation

DAVID P. YOUNGER
Lionakis Beaumont Design Group



SACRAMENTOWORKS

SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Wednesday, August 17, 2011

Time: 4:00 p.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 June 30, 2011 Meeting Minutes
3. **Information Item:** Report from EMRL on the use of social media through Face Book and Twitter.
4. **Action Item:** Approval of Sponsorship Allocations for FY 2011-2012.
5. **Action Item:** Approval of Survey to WIB members
6. Adjournment

Committee Members: Terry Wills (Chair), Larry Booth, Diane Ferrari, Lisa Harr, Barbara Hayes, Nicole Sohm, Kim Parker, Tanja Poley, Anette Smith-Dohring.

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

DISTRIBUTION DATE: FRIDAY, AUGUST 12, 2011

Employer Outreach Committee
Minutes/Synopsis
(Minutes reflect the actual progression of the meeting.)

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

Thursday, June 30, 2011
9:00 a.m.

1. **Call to Order/Roll Call:** Ms. Wills called the meeting to order at 9:02 a.m.

Members Present: Barbara Hayes, Larry Booth, Diane Ferrari, Terry Wills, Tanja Poley, Kim Parker.

Members Absent: Lisa Harr, Anette Smith-Dohring

Others present: Phil Cunningham, William Walker, Terri Carpenter, Nichole Sohm

Ms. Wills stated that Ms. Nicole Sohm has expressed interest in joining the Employer Outreach Committee. Ms. Sohm serves on the Youth Council.

Moved/Hayes, second/Poley, to accept Nicole Sohm as a member of the Sacramento Works Employer Outreach Committee.

Voice Vote: Unanimous approval.

2. **Action Item:** Approval of the April 20, 2011 Meeting Minutes

The minutes were reviewed; no questions or comments.

Moved/Ferrari, second/Hayes, to approve the April 20, 2011 minutes.

Voice Vote: Unanimous approval.

3. **Action Item:** Approval of 2011-2012 Strategic Plan for the Employer Outreach Committee

Ms. Carpenter stated that the Employer Outreach Committee held two brainstorming sessions to develop the 2011-2012 Employer Outreach Committee Strategic Plan.

Specific ideas from the brainstorming sessions which will be incorporated into the Marketing plan include:

- Focus marketing activities on 1-2 primary services
- Target marketing efforts to hiring decision makers outside of HR Managers and Recruiters
- Re-connect with established employers

- Validation of services—is product meeting employer expectations
- Regular offering of ‘free’ benefit-oriented forums/workshops
- Connect with Sacramento Region Higher Education Coalition and Sacramento Employer Advisory Council
- Develop a ‘buddy’ system for Employer Outreach. Committee members to work with other WIB members to schedule outreach presentations to association and member organizations
- Direct marketing of employer services to WIB members
- Conduct WIB tours of key companies located in the region.

Upon approval of the plan, staff will present to the committee at the October meeting a marketing plan providing the implementation details outlined in the Strategic Plan.

Moved/Hayes, second/Ferrari, to approve the 2011-2012 Employer Outreach Strategic Marketing Plan.

Voice Vote: Unanimous approval.

4. **Action Item:** Approval of 2011-2012 Employer Outreach Budget

Ms. Carpenter reported that Comcast allows Sacramento Works to promote in the local area. In addition, Comcast has added more viewership to expand the reach. There were three proposals to evaluate: Channel 10, Channel 3 and Comcast. They give us a lot of free spots.

EMRL is working to develop new commercials. Their prices are very good and they give Sacramento Works a lot of free time; they are very creative. The proposed budget of \$120,116 is not a lot for advertising and marketing; the proposed budget is \$13,116 less than last year. These funds target the employer community.

Ms. Carpenter explained that she pulled funds out of event sponsorships and reduced the job fair line item and public relations line item. Ms. Carpenter stated that there are some things that can be done to target specific events.

Ms. Poley inquired if this is the only advertising or is it part of a larger campaign. Ms. Carpenter replied that this is the ONLY advertising for the agency.

Ms. Hayes declared a conflict and did not participate in the discussion.

Moved/Booth, second/Ferrari, to approve the budget in the amount of \$120,116. Voice Vote: Unanimous approval, with one abstention (Hayes).

Ms. Carpenter will provide additional information for consideration by the committee. The outcomes for broadcast procurement for TV will also be provided. There will be strategic implementations. Ms. Carpenter will provide a

draft survey to identify organizations and boards that WIB members support for the committee to review at the August meeting.

Ms. Ferrari stated that the state is involved in Hire-a-veteran events. The U.S. Chamber of Commerce has stepped in as a representative for the Department of Labor and is working on the job fairs. The U.S. Chamber of Commerce is securing employers for the job fairs. Ms. Ferrari was told that EDD was not to involve them in this.

5. **Adjournment:** The meeting was adjourned at 9:36 a.m.

ITEM 4 - ACTION

APPROVAL OF SPONSORSHIP ALLOCATIONS FOR FY 2011-2012

BACKGROUND:

The Employer Outreach Committee approved the FY 2011-2012 Employer Outreach budget which included a line item of \$25,000 for Event Sponsorships.

Staff will present an analysis of the event sponsorship recommendations for review and approval.

RECOMMENDATION:

Approve staff recommendations for the event sponsorship allocation of \$25,000.

ITEM 5 - ACTION

APPROVAL OF SURVEY TO WIB MEMBERS

BACKGROUND:

Part of the Employer Outreach Committee's Strategic Plan for 2011-2012 includes a strategy to engage WIB members to promote Sacramento Works services within their own organizations, as well as other boards and professional organizations members are involved with.

The Committee has requested that WIB members be sent an electronic survey which would identify the organizations they support. The Employer Outreach Committee members will utilize the survey information to identify board members that they can engage with to coordinate employer outreach efforts.

Staff will present a draft survey for review and approval.

RECOMMENDATION:

Approve the survey for distribution to WIB members.