

WIB BOARD MEMBERS

LARRY BOOTH
Frank M. Booth, Inc.

LESLIE BOTOS
Blood Source

BRIAN BROADWAY
Sacramento Job Corps

BILL CAMP
Sacramento Central Labor Council

PAUL CASTRO
California Human Development Corporation

LYNN R. CONNER
Parasec

MICHAEL DOURGARIAN
MDDV, Inc.

DIANE FERRARI
Employment Development Department

TROY GIVANS
County of Sacramento, Economic
Development

DAVID W. GORDON
Sacramento County Office of Education

JASON HANSON
Sierra Pacific Home and Comfort, Inc.

LISA HARR
Vision Service Plan

BARBARA HAYES
Sacramento Area Commerce & Trade
Organization

THOMAS P. KANDRIS
American River Packaging

MATTHEW KELLY
Sacramento Sierra Building & Construction
Trades Council

GARY R. KING
SMUD

DANIEL KOEN
California Teachers Association

KATHY KOSSICK
Sacramento Employment & Training Agency

STEVEN M. LADD, Ed.D
Elk Grove Unified School District

PAUL LAKE
County Department of Human Assistance

JAMES E. LAMBERT
Sacramento Builder's Exchange

FRANK A. LOUIE
Xerox Corporation

JOANNE MAHANAY-BUEHLER
Area 4 Agency on Aging

ELIZABETH MCCLATCHY
The Safety Center, Inc.

DENNIS MORIN
Sacramento Area Electrical Training Center

ROGER NIELLO
Sacramento Metro Chamber of Commerce

KIM PARKER
California Employers Association

MARTHA PENRY
California School Employees Association

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
East West 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: Monday, July 23, 2012

Time: 3:00 p.m.

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

AGENDA

1. Call to Order/Roll Call
2. **Action Item:** Approval of the February 28, 2012 Meeting Minutes
3. **Action Item:** Approval of Fiscal Year 2012-2013 Employer Outreach Budget
4. Discussion on Implementation of WIB Member Assistance with Employer Outreach Activities
5. What's New? Information Update Members sharing information
6. Adjournment

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

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

DISTRIBUTION DATE: TUESDAY, JULY 17, 2012

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

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

February 28, 2012
4:00 p.m.

1. **Call to Order/Roll Call:** Ms. Wills called the meeting to order at 4:03 p.m.

Members Present: Barbara Hayes, Larry Booth, Diane Ferrari, Lisa Harr, Anette Smith-Dohring, Terry Wills

Members Absent: Kim Parker

Others present: Phil Cunningham, William Walker, Terri Carpenter, Kathy Kossick, Robin Purdy

2. **Action Item:** Approval of the October 19, 2011 Meeting

Minutes were reviewed; no questions or comments.

Moved/Ferrari, second/Booth, to approve the October 19 minutes.
Voice Vote: Unanimous approval.

3. **Action Item:** Approve modification of Employer Outreach budget

At the last meeting, the Committee approved sponsorship allocations with a line item of \$25,000. Ms. Carpenter reported that there is a need to redo the tradeshow exhibit and reprint the employer services brochure and recommends the budget modification.

Moved/Hayes, second/Ferrari, to approve the transfer of \$4,500 to the Public Relations, Graphic Design and Advertising line item.

Voice Vote: Unanimous approval.

Ms. Wills stated that there is good news in the region. Mr. Booth spoke of some improvements in the economy he is seeing through his company. Car sales and computer sales is going up; a lot of the things utilized in the car industry is produced in the Silicon Valley.

Ms. Hayes reported that Intel has added 300 jobs very quietly. It is done by outplacement firms that do things quietly. Sieman's is also expanding. Raging Wire is looking for engineers. Ms. Hayes is working with Sacramento State and Davis with their alumni associations in an effort to find engineers. A company is expanding in Davis which will hire 200 engineering people. Telefunken, located

in the building previously occupied by NEC, make the computer chips for the automobile industry. Ms. Hayes stated that a call center contacted her looking to be up and running very quickly; this company will hire 500-600 people.

Ms. Wills stated that one of her clients received a contract to do work on the new 49ers stadium.

4. **Information Item**: Update on WIB survey/discussion of action plan for member engagement in outreach activities

Ms. Carpenter reported that she received 15 board member survey responses; she distributed an overview of the affiliations. The survey was sent out three times.

Ms. Carpenter will put a list together of board members that are approachable.

5. **Information Item**: EMRL presentation on Sacramento Works Facebook campaign

Ms. Carpenter introduced Floyd with EMRL. EMRL produced the logo. Floyd stated that 11,000 'like us' e-mails were sent to Sacramento Works customers. The Sacramento Works Facebook page now has 195 friends. It is the job seekers that will be more involved in Facebook. When the employers post their jobs, the people on Facebook will be notified of these jobs.

Floyd stated that he just did a blast notifying people of Facebook for Sacramento Works. There is still a need to drive people to the Facebook page so people will 'like' Sacramento Works. He is proposing to include ads that go on the sidebar going to the friends of the initial group of people that has 'liked' us. He went through the people that 'liked' Sacramento Works and found there were a lot of similarities. Once there is 500-700 people on the wall there is a chance that there will be more "cross-pollination."

Ms. Carpenter is meeting with the Youth Advocates to get them engaged. Facebook is the job seeker site and LinkedIn will be further developed to reach out to the employer community. Ms. Carpenter is working with EMRL regarding what should be posted at the various sites.

6. **Adjournment**: The meeting was adjourned at 4:41 p.m.

ITEM 3 - ACTION

APPROVAL OF FY 2012- 2013 EMPLOYER OUTREACH BUDGET

BACKGROUND:

The total amount allocated for Board Initiatives (which includes carryover funds of \$47,105) is \$221,897. The proposed allocation for employer outreach is \$133,733. Upon approval of the proposed budget, the Employer Outreach Committee will approve the specifics of the proposed employer outreach activities for FY 2012-2013.

The FY 2011-2012 Employer Outreach Budget showing expenditures by activity is included for review.

Employer Outreach FY 2012-2013 Proposed Activity	Proposed Budget
SACTO Economic Profile	\$ 2,733
Event Sponsorships	\$ 25,000
Job Fair/Business Events	\$ 10,000
Print Advertising	\$ 20,000
Broadcast Advertising	\$ 40,000
Public Relations-Graphic Design-Advertising Services	\$ 36,000
TOTAL BUDGET	\$133,733

Employer Outreach Budget FY 2011-2012			
Activity	Budget	Spent	Remaining
SACTO Economic Profile	\$ 2,000	\$ 2,712	\$ -712
Event Sponsorships	\$ 25,000	\$ 20,500	\$ 4,500
Job Fair/Business Events	\$ 10,116	\$ 9,830	\$ 286
Print Advertising	\$ 20,000	\$ 11,609	\$ 8,391
Broadcast Advertising	\$ 30,000	\$ 35,932	\$ -5,932
Public Relations-Graphic Design-Advertising Services	\$ 33,000	\$38,550	\$ -5,550
TOTAL BUDGET	\$120,116	\$119,133	\$ 983

RECOMMENDATION:

Approve the Employer Outreach Budget for FY 2012-2013.