



SACRAMENTOWORKS

**SACRAMENTO WORKS, INC.
EMPLOYER OUTREACH COMMITTEE**

Date: Tuesday, February 28, 2012

Time: 4:00 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 October 19, 2011 Meeting Minutes
3. **Action Item**: Approve Modification of Employer Outreach budget.
4. Information Item: Update on WIB survey/discussion of action plan for member engagement in outreach activities.
5. Information Item: EMRL presentation on Sacramento Works Facebook campaign
5. 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: FRIDAY, FEBRUARY 24, 2012

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

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

Wednesday, October 19, 2011
4:00 p.m.

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

Members Present: Diane Ferrari, Kim Parker, Nicole Sohm, Anette Smith-Dohring, Terry Wills

Members Absent: Barbara Hayes, Larry Booth, Lisa Harr

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

2. **Action Item:** Approval of the June 30, 2011 Meeting Minutes

Minutes were reviewed; no questions or corrections.

Moved/Sohm, second/Parker, to approve the June 30, 2011 minutes.
Voice Vote: Unanimous approval.

3. **Information Item:** Update on the use of social media through Face Book and Twitter

Ms. Carpenter reviewed the actual Sacramento Works Facebook page. A campaign will be started after the first of the year to get more friends and expose Sacramento Works to more employers. Upcoming activities are posted on the wall. Feeds are set up to populate the Facebook page with relevant information. There is a plan to run banner ads on the websites that will drive people to the Facebook page. The employer services team will be working on this item as well. Ms. Carpenter will be tracking this very carefully to ensure Facebook is working as a tool to recruit employers.

The Facebook site was just launched in August. In January, a Facebook marketing campaign will be launched. The measure of success would include the number of employers going to the site Ideally, employers need to sign up as friends.

Sacramento works.org will have a popup so employers and job seekers can register. Right now, EMRL is managing the Facebook wall. There are a lot of automatic feeds directed to the Facebook page right now.

4. **Action Item:** Approval of Sponsorship Allocations for FY 2011-2012

Ms. Carpenter distributed a copy of the proposed sponsorship allocations for FY 2011-2012. In June, the overall EOC budget was approved. A line item of \$25,000 was approved for sponsorship activities. Ms. Carpenter did an analysis and presented the recommended expenditures. SACTO is \$7,500 for two events; for all proposed activities staff will follow-up with the attendees and provide information about Sacramento Works programs and services. The Metro Chamber Perspectives event format has been changed to a half-day event so it was decided to split the sponsorship amount normally spent on the Perspectives event and sponsor the Business to Business tradeshow that reaches small and medium-sized businesses. LEED Convergence series table sponsorship is \$750 per event and there are four events over the year. Sacramento Builder's Exchange for \$5,000 which will be the third year; they give SETA staff a CD of their business contacts. The total is \$20,500 for the year.

Moved/Parker, second/Ferrari, to approve the staff recommendations for the event sponsorship allocation of \$25,000.

Voice vote: Unanimous approval.

Ms. Carpenter reviewed the information on the survey asking board members to provide information on their associations and affiliations. When people first join the board, they are asked to provide this information but there is not a way to update this information. The survey will give staff a starting point.

Ms. Wills asked if staff could call board members asking why they have not yet responded. Ms. Carpenter replied that she sent the survey out twice and has received only 10 responses so far.

Committee members asked Ms. Carpenter to contact board members who have not yet responded. Ms. Carpenter will keep the EOC committee members updated on the results.

Ms. Sohm reported that she is one of eight managers/supervisors being laid off from SHRA. The agency as a whole has not done layoffs in 25 years. The Agency will be implementing furlough days to assist in preventing future layoffs. Committee members wished Ms. Sohm the best.

5. **Adjournment:** The meeting was adjourned at 4:52 p.m.

ITEM 3 - ACTION

APPROVE MODIFICATION OF EMPLOYER OUTREACH BUDGET

BACKGROUND:

In October the committee approved the staff recommendation to allocate \$20,500 to sponsorships. Staff is recommending that the remainder of the line item allocation of \$4,500 be transferred to the Public Relations, Graphic Design and Advertising line item. The additional funds will be used for employer outreach, re-printing of brochures and the production of a Sacramento Works exhibit for use at community outreach events and job fairs.