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SACRAMENTOWORKS

SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Tuesday, September 22, 2015

Time: 9:00 a.m.

Location: SETA - Shasta Room
925 Del Paso Blvd., Suite 100
Sacramento, CA 95815

AGENDA

1. Call to Order/Roll Call
2. Action Item – Approval of July 8, 2015 Minutes
3. Information Item – Update on Employer Outreach Campaign
4. Discussion Item – EOC Budget allocation for event sponsorships
5. Discussion Item – Committee focus/priorities for 2015/2016
6. Adjournment

Committee Members: Larry Booth (Chair), Diane Ferrari, Lisa Harr, Tom Kandris, Dr. Jenni Murphy, Rick Wylie

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

DISTRIBUTION DATE: THURSDAY, SEPTEMBER 17, 2015

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

SETA Shasta Room
925 Del Paso Blvd., Suite 100
Sacramento, CA 95815

Wednesday, July 8, 2015
4:00 a.m.

1. **Call to Order/Roll Call:** Mr. Booth called the meeting to order at 4:03 a.m.

Members Present: Larry Booth, Diane Ferrari, Dr. Jenni Murphy, Rick Wylie

Member Absent: Lisa Harr, Tom Kandris

Others present: Others present: Terri Carpenter, Floyd Diebel, Roy Kim, Phil Cunningham, William Walker,

2. **Action:** Approval of March 25, 2015 Minutes

The minutes were reviewed; no questions or corrections.

Moved/Ferrari, second/ Wylie to approve the minutes

Voice Vote: Unanimous approval.

3. **Information:** 2015-2016 Employer Outreach Campaign - EMRL

Mr. Diebel stated that EMRL will be starting the advertising campaign for business services and employer outreach and is requesting input from committee members. In the past years, they have done a little print advertising, hardly any on line advertising, and a lots of TV advertising. With the last TV spots, EMRL was able to track who went to a certain page; 89% of those tracked were on mobile devices. A lot of money could be saved by targeting on-line marketing. EMRL is thinking of using almost all digital, a little print, and no TV.

Mr. Diebel would like to target the campaign message so you are not talking to businesses but to owners and business managers. This will not change how things are done internally but it will change the way the marketing is targeted.

It is important to create more a specific action item/idea of what we are actually selling. It would be great to figure out a way to pitch Sacramento Works as a unified sweep like 'we're your HR department.'" Another is if there is an opportunity to pitch it to a narrower audience such as very small businesses or entrepreneurs.

Stephen stated that the media mix will be digital 15%; radio seems to do well for us, especially NPR. Miscellaneous coverage includes Comcast placement during the Kings games.. With the digital campaign it is possible to target people 'super specifically' and adjust it to focus on whatever you want whenever you want.

Mr. Diebel stated that they intend to target people on what they are consuming or what they are interested in rather than where they are. There will be a microsite that will follow the person around the website; it is called retargeting. Last year was the first year a URL was used in the TV campaign. However, it was not the best way to capture the most pertinent information. We want to have a more compelling way for people to give information so Sacramento Works staff can follow up.

Mr. Booth asked if EMRL has tried this strategy before and Mr. Diebel stated that they had not; there is no track record. EMRL is trying to figure out a way for people to self identify. Ms. Carpenter replied that this is a way to let small business know that we really do work with them, not just large employers. The small businesses are the ones we can be the HR departments for. Mr. Diebel stated that as a small employer himself, he wants to be assured that Sacramento Works is not just another government DMV office.

Mr. Wylie asked if they considered using Facebook/LinkedIn ads and Mr. Diebel replied not really because the amount of money available. Stephen replied that at one time he did something with a client but it was not successful.

Mr. Kim asked if there were a way to get feedback from the employers on asking how we can help them. Mr. Diebel stated that the whole idea is to figure out a way to get people to tell us how to help them.

4. **Action:** Approval of Fiscal Year 2015- 2016 Employer Outreach Budget

The budget was reviewed. Any modifications can be done within the constraints of the contract. Mr. Cunningham recommended that the committee approve the overall budget without any breakout of allocations. The categories determined are subject to contract negotiation.

Moved/Booth, second/Ferrari, to approve the allocation of \$133,000 of Board Initiative funds to the Employer Outreach Budget for FY 2015-2016 and forward the recommendation to the Sacramento Works Board. In addition, approve the concept outline pitched by EMRL with the digital focus.
Voice vote: Unanimous approval.

Dr. Murphy asked to have the Employer Outreach presentation before the entire WIB. She wants to have the actual employer pitch be given before the board. This may trigger an idea with board members. There will be a Career Pathways presentation at the September board meeting so it may be a good time for the Employer Outreach presentation to be done as well.

Mr. Walker asked if EMRL was planning to do an app with the new campaign and Mr. Diebel replied that EMRL will be developing a stand-alone micro website.

5. **Adjournment:** The meeting was adjourned at 4:54 p.m.