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SACRAMENTOWORKS

## SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

**Date:** Wednesday, November 18, 2015

**Time:** 8:45 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 September 22, 2015 Minutes
3. Discussion Item – Employer Outreach Campaign
4. Discussion Item – Event sponsorships
5. Discussion Item – Committee focus/priorities for 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: MONDAY, NOVEMBER 9, 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

Tuesday, September 22, 2015  
9:00 a.m.

1. **Call to Order/Roll Call:** Mr. Wylie called the meeting to order at 9:31 a.m.

Members Present: Diane Ferrari, Tom Kandris, Dr. Jenni Murphy, Rick Wylie

Member Absent: Lisa Harr, Larry Booth

Others present: Terri Carpenter, Phil Cunningham, William Walker.

2. **Action:** Approval of July 8, 2015 Minutes

There were no questions or corrections.

Moved/Murphy, second/Ferrari, to approve the minutes.

Voice Vote: Unanimous approval.

3. **Information Item** – Update on Employer Outreach Campaign

Ms. Carpenter stated that at the last meeting, EMRL pitched some new concepts which included more of a digital focus. Ms. Carpenter discussed marketing focusing on high wage cluster jobs with Talent as the key word for employers. “Talent - We help you hire it”. The message is that we have high quality employees well trained and ready to hire.

With Google Ads, we have to fine tune the message and follow the people clicking on the ads. When employers click on the ad, there will be a mechanism provided so that the employer can provide us their contact information. Once the employer has completed the request for information screen, an email is sent letting them know that an Employer Services staff member will ‘contact you within 48 hours.’

The other campaign elements include:

- (1) Print ads in the Sacramento Business Journal, tied to critical industries highlights and the Top 25 Book of Lists. It has worked well for us in the past.
- (2) Radio spots on Capital Public Radio which is a great branding mechanism for Sacramento Works.

The genders/ethnicity of the ads will be tweaked to add more variety as well as include more non-traditional female occupations. Dr. Murphy suggested having a

green person, purple instead of white/black. Mr. Walker suggested a male and a female for each industry. Mr. Kandris inquired whether there are any trending demographics, i.e., are there more male nurses coming in.

Mr. Wylie stated that a lot of information is received with digital clicks, but they do not tell you what it means; without clarifying the goal, what are you trying to accomplish? What really matters is how many of the employers give us their information so staff can call them.

Ms. Carpenter stated that for the first time ever – a 50' indoor billboard will be placed for one year in Terminal B at the Sacramento International Airport. This billboard will provide the opportunity to expose a million plus business travelers to Sacramento Works services – “Talent – We Help You Hire It”. If they see it at the airport, hear it on the radio, and see a banner ad, it is a great way to drill it into employers that we are here for them.

Mr. Kandris suggested that staff try to get on an a radio show called Entrepreneurs Unlimited, on KTHK 1140 AM radio; it airs every Saturday from 9-11 a.m. and the target market is employers. Past programs can be found by going to [www.Handybiz.com](http://www.Handybiz.com).

**4. Discussion Item – EOC Budget allocation for event sponsorships**

Ms. Carpenter stated that \$25,000 has been set aside for event sponsorships. The only event she has on her schedule is the Greater Sacramento Salute to New Industry event. This is a good fit because it is all about employers. It would be great to broaden our horizons to include other industry/employer focused events.

The idea is to branch out to get the word out to industry representatives about what we do and who we are. So far, sponsorship dollars have not yet been allocated; Ms. Carpenter is hoping that we can look outside of the box for other sponsorship events.

Mr. Kandris suggested visiting with the fiscal people and tell them about OJT and how our services can save them money.

Mr. Wylie inquired whether we get podium time for these sponsorships and Ms. Carpenter replied no; not unless we spend \$25,000 you will not be considered for podium time. Mr. Wylie would try to negotiate from a different position. We want to be a part of the program, not just a sponsor. We need to focus more on the podium time vs. the sponsorship time. You Need Me At Your Event!

Mr. Kandris suggested using YouTube interviews as a way to educate people on our program; this can be shown to potential employers.

Ms. Carpenter will reach out to Ms. Smith-Dohring and find out the big health care event in Sacramento; she will do the same thing for energy, construction, and the manufacturing areas.

5. **Discussion Item** – Committee focus/priorities for 2015/2016

Ms. Ferrari stated that our focus should be getting our name out there and having people talk about us. We need to shake it up a little bit.

Ms. Carpenter suggested further discussion on the strategy of sponsorship of events, and the new EMRL marketing tool. This can be done via a conference call.

6. **Adjournment**: The meeting was adjourned at 10:10 a.m.