

**WORKFORCE DEVELOPMENT
BOARD MEMBERS**

AMANDA BLACKWOOD
Sacramento Metro Chamber of Commerce

LARRY BOOTH
Frank M. Booth, Inc.

N. LISA CLAWSON – Secretary/Treasurer
Kaiser Permanente

LYNN R. CONNER
Better Business Bureau

DAVID P. DE MERS
Sacramento Regional Conservation Corps

ANN EDWARDS
Department of Human Assistance

DIANE FERRARI
Employment Development Department

TROY GIVANS
County of Sacramento, Economic
Development

DAVID W. GORDON
Sacramento County Office of Education

KIM GUSMAN
California Employers Association

TOM KANDRIS
PK1, Inc.

GARY R. KING – Chair
SMUD

KATHY KOSSICK
Sacramento Employment & Training Agency

CHRISTINE LASTER
Siemens

MATT LEGE
SEIU – United Healthcare Workers

FRANK A. LOUIE
Sacramento Asian Chamber of Commerce

DENNIS MORIN
Sacramento Area Electrical Training Center

DR. JAMEY NYE
Los Rios Community College District

JAY ONASCH
California Department of Rehabilitation

JOHNNY PEREZ
SAFE Credit Union

FABRIZIO SASSO
Sacramento Central Labor Council

ANETTE SMITH-DOHRING
Sutter Health – Sacramento Sierra Region

PETER TATEISHI
Associated General Contractors of California

RICK WYLIE – Vice Chair
Villara Building Systems



SACRAMENTOWORKS

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

Date: Wednesday, January 23, 2019

Time: 9:00 a.m.

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

AGENDA

1. Call to Order/Roll Call
2. **ACTION:** Approval of September 26, 2018 Minutes
3. **ACTION:** Approval to Extend the Placement of the Talent Billboard in Terminal A at the Sacramento Metro International Airport
4. **ACTION:** Approve Employer Outreach Budget Funding to Support the Regional Business Event
5. **ADJOURNMENT**

Committee Members: Larry Booth, Diane Ferrari, Troy Givans, Babette Jimenez, Fabrizio Sasso, Louise Stymeist, Sandra Waterhouse, Rick Wylie

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

DISTRIBUTION DATE: TUESDAY, JANUARY 15, 2019

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

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

Wednesday, September 26, 2018
9:00 a.m.

1. **Call to Order/Roll Call:** Mr. Wylie called the meeting to order at 9:55 a.m.

Members Present: Troy Givans, Diane Ferrari, Babette Jimenez, Rick Wylie

Members Absent: Larry Booth, Kim Gusman, Fabrizio Sasso, Louise Stymeist, Sandra Waterhouse

Others Present: Terri Carpenter, William Walker, Phil Cunningham, Roy Kim, Kathy Kossick

2. **ACTION:** Approval of July 25, 2018 Minutes

The minutes were reviewed and approved; no questions or corrections.

3. **INFORMATION ITEM:** Regional Signature Business Event

The Regional Business Summit will be producing some videos and marketing pieces to use at the summit and for employer outreach to maximize event attendance. EMRL staff will be invited to the next meeting to brainstorm on various ideas and to start planning for the summit event marketing.

4. **INFORMATION ITEM:** CalJOBS CRM Update

Mr. William Walker stated that CRM system training took place on September 12 and September 19. In the meantime, staff is researching a CRM that was specifically set up for workforce needs. The Employer and Youth services department will begin utilizing the CalJOBS CRM system to log employer activity.

Mr. Walker also reported that EDD will provide a list of the region's employers registered in the CalJOBS CRM system to support the outreach efforts of the Regional Business event.

The next meeting is scheduled for Wednesday, November 28, 2018 at 9:00 a.m. following the Sacramento Works, Inc. Workforce Board meeting.

5. **ADJOURNMENT:** The meeting was adjourned at 10:40 a.m.

ITEM 3 - ACTION

APPROVAL TO EXTEND THE PLACEMENT OF THE TALENT BILLBOARD IN
TERMINAL A AT THE SACRAMENTO METRO INTERNATIONAL AIRPORT

BACKGROUND:

The Sacramento Works, Inc. board approved the allocation of \$100,000 of Board Initiative funds to the Employer Outreach Budget for FY 2018-2019.

In PY 2017-2018, employer outreach funding included the placement of a billboard inside Terminal A at the Sacramento Metro International Airport. The billboard ran February 1, 2018- January 31, 2019. The billboard placement cost is normally \$1,200 per month. However, EMRL, SETA's marketing firm, was able to secure the billboard placement for \$955 per month. SETA has the option to renew the billboard for another year at the same reduced placement rate of \$955 per month for one year ending in January 31, 2020. The total cost to renew the placement for the additional year is \$11,460. A copy of the billboard is included for review.

To date, the expenditures for Employer Outreach include \$43,610 to support employer outreach efforts and \$56,390 available to support outreach efforts including the placement renewal of the Talent Billboard.

Employer Outreach FY 2018-2019 Proposed Activity	2018-2019 Budget	Amount Obligated	Amount Remaining
Job Fair/Business Events	\$ 2,000	\$ 2,000	\$ 0
Employer Outreach	62,000	5,610	56,390
Marketing-Graphic Design Services	36,000	36,000	0
TOTAL BUDGET	\$ 100,000	\$ 43,610	\$ 56,390



RECOMMENDATION:

Approve the expenditure of \$11,460 to extend the placement of the "Talent" indoor billboard in Terminal A at the Sacramento Metro Airport for one year commencing in February 1, 2019.

ITEM 4 - ACTION

APPROVE EMPLOYER OUTREACH BUDGET FUNDING TO SUPPORT THE REGIONAL BUSINESS EVENT

BACKGROUND:

In May 2018, members of the Regional Workforce Board Committee began planning for a Regional Business Event to be held May 15, 2019 from 7:30 a.m. to 11:00 a.m. at Bayside Church in Roseville.

The Business Summit event will raise awareness of Workforce Development Boards (WDBs), enable a collaborative discussion of regional challenges, get input from employers and others, share best practices, and highlight ideas and innovation.

Objectives of Event:

- Create a compelling event that is relevant for business and helps business achieve their goals
- Raise awareness of what the WDBs can do for employers
- Promote the global purpose of the WDBs – provide talent, meet business needs
- Use polling to learn about what are business struggling with, what they need
- Generate leads

The July and September 2018 Employer Outreach Committee meetings included discussions on utilizing a portion of the Employer Outreach budget funds to support the Regional Business event. At the last Committee meeting held in September, there was a request to have Sacramento Works, Inc. marketing vendor, EMRL, prepare a proposal outlining additional efforts outside of the regional planning funding, that could be supported by the Employer Outreach funds to extend the outreach efforts for the Regional Business event. See the attached proposal providing details of the proposed efforts to support the Regional Business Event. EMRL will be available to discuss details and answer questions regarding the specifics of the proposal.

EMRL Proposal Summary:

Additional Regional Business Event Support Request - \$40,000

- Brand development - \$4,000
- Flyers/Posters - \$2,000
- Webpage - \$6,000
- Media development - \$4,000
- Media buys – \$24,000
- Google AdWords - \$10,000
- YouTube Promotions - \$5,000
- Business Journal Advertising - \$8,000
- Flyer/Poster Printing - \$1,000

ITEM 4 - ACTION (continued)
Page 2

The FY 2018-2019 Employer Outreach Budget showing proposed expenditures by activity and amounts obligated through June 30, 2019 is included below.

Employer Outreach FY 2018-2019 Proposed Activity	2018-2019 Budget	Amount Obligated	Amount Remaining
Job Fair/Business Events	\$ 2,000	\$ 2,000	\$ 0
Employer Outreach	62,000	5,610	56,390
Marketing-Graphic Design Services	36,000	36,000	0
TOTAL BUDGET	\$ 100,000	\$ 43,610	\$ 56,390

RECOMMENDATION:

Approve up to \$40,000 of Employer Outreach funds to support the outreach efforts to maximize business attendance at the Regional Business event.

BUSINESS SUMMIT

November 29, 2018

 **EMRL** • An Advertising Agency

PURPOSE

“Opportunity of Disruption” – The Business Summit event will enable a collaborative discussion of regional challenges, get input from employers, share best practices, highlight ideas and innovation, and raise awareness of Workforce Development Boards.

MARKETING OBJECTIVES

- Create a compelling marketing story that will be relevant for businesses and business leaders throughout the region
- Raise awareness of what the WDBs can do for employers
- Promote the global purpose of WDBs – provide talent and meet businesses needs
- Use polling to learn about what businesses are struggling with and what they need
- Generate leads

CREATIVE

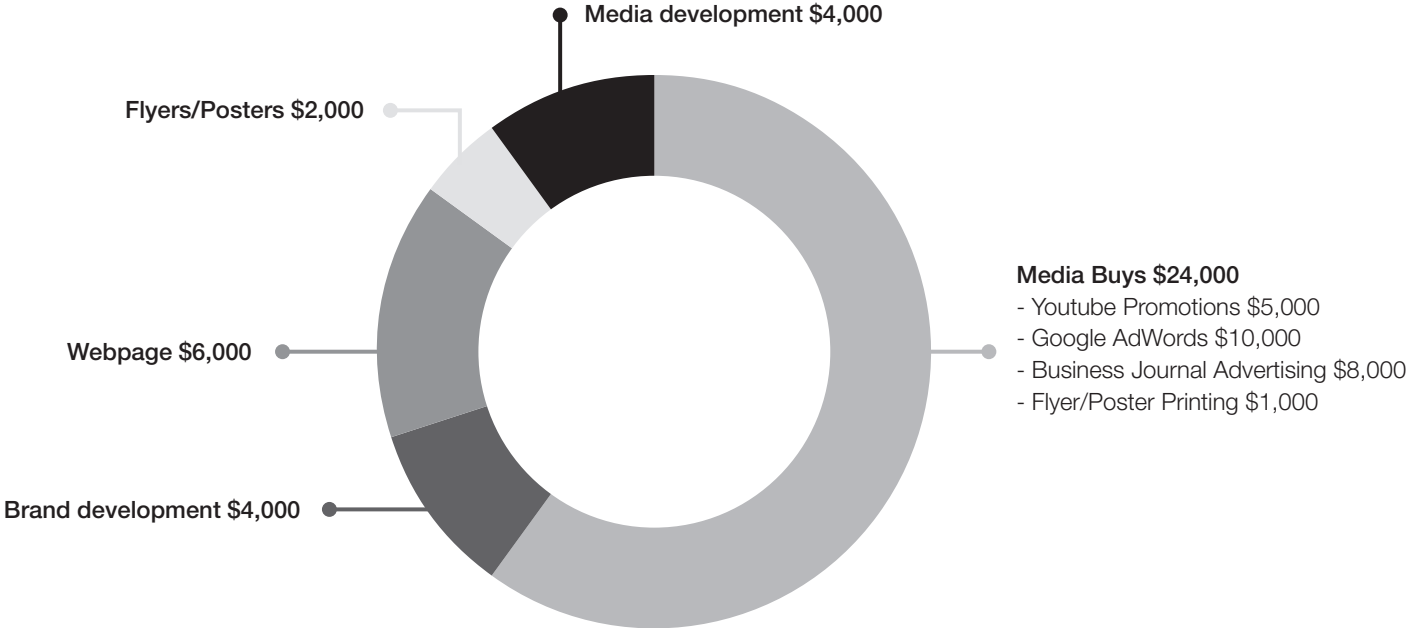
Under current retainer

- Event name
- Electronic invite

Other expenses - \$40,000

- Brand development - \$4,000
- Flyers/Posters - \$2,000
- Webpage - \$6,000
- Media development - \$4,000
- Media buys – \$24,000
 - Google AdWords - \$10,000
 - Youtube Promotions - \$5,000
 - Business Journal Advertising - \$8,000
 - Flyer/Poster Printing - \$1,000

CREATIVE DEVELOPMENT & MEDIA MIX



YOUTUBE

YouTube is the second-largest search engine in the world, trailing only Google with over two billion YouTube videos streamed every day. We can target viewers by age, gender, location (down to zip code) or by what types of videos they like to watch.

Recommendation: run a mix of in-stream :15 second ads (charged and estimated \$.10-\$.30 per view for this campaign) and additional in-search and Google Display Network (charged per "click") ads.

ADWORDS

Adwords are paid search results that appear along with Google's usual "organic" search results. Adwords have some excellent features:

- Pay when someone clicks on your ad
- Set a daily budget to control your advertising spending
- Pay more or less for particular keywords depending on their popularity in your market
- Set geographical constraints on where the ad will show, controlling cost and increasing relevance for the viewer
- People who are searching on your preferred keywords are likely to be more qualified prospects than those accessed with other traditional media.

Recommendation: target zip codes with the highest rates of poverty/unemployment with affordable keywords (TBD)

SACRAMENTO BUSINESS JOURNAL

62% of readers are business owners/partners/top management and 94% read 3 out of 4 past print issues.

[reached out to Biz Journal for ad rates]

FLYERS/POSTERS

We want to place call-to-action posters, postcards, flyers, and rack cards in whatever outlets in the community will give us access to do so.

Recommendation: develop a strategy for very cost-effective printing of the needed materials, while leveraging existing SETA/Sacramento Works relationships in the communities we are trying to reach, with research on our to find additional outlets.