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SACRAMENTOWORKS

SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Wednesday, August 21, 2013

Time: 4:00 p.m.

Location: Capital Public Radio
7055 Folsom Blvd.
Sacramento, CA 95826

AGENDA

1. Call to Order/Roll Call
2. **Action Item:** Approval of the June 19, 2013 Meeting Minutes
3. **Action Item:** Approval of the 2013-2014 Employer Outreach Budget
4. Discussion of Regional Employer Outreach Committee
5. Adjournment

Committee Members: Terry Wills (Chair), Larry Booth, Diane Ferrari, Lisa Harr, Barbara Hayes, Tom Kandris, Joanne Mahaney-Buehler, Kim Parker.

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

DISTRIBUTION DATE: WEDNESDAY, AUGUST 14, 2013

SACRAMENTO WORKS 925 Del Paso Boulevard, Suite 100 • Sacramento, CA 95815

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

Mark Sanders Career Center
2901 – 50th Street
Sacramento, CA 95670

June 19, 2013
4:00 p.m.

1. **Call to Order/Roll Call:** Ms. Wills called the meeting to order at 4:14 p.m.

Members Present: Larry Booth, Diane Ferrari, Kim Parker, JoAnne Mahaney-Buehler, Terry Wills

Members Absent: Barbara Hayes, Lisa Harr, Tom Kandris

Others present: Martha Escobedo, Terri Carpenter, Phil Cunningham, William Walker, Janet Neitzel, Kathy Kossick

2. **Action Item:** Approval of the April 17, 2013 Meeting Minutes

Minutes were reviewed; no questions or comments.

Kandris, second/Ferrari, to approve the April 17, 2013 minutes
Voice Vote: Unanimous

3. **Information Item:** Staff Update/Review of Employer Outreach Advertising Campaign

Ms. Carpenter reported that the new advertising campaign at Channel 3 will start July 8. The campaign came out of focus groups and employee surveys. Based on the campaign, EMRL came out with the “*You Don’t Know Me But I Work For Your Business*” idea. EMRL provided scripts and auditioned staff; there were six scripts for the different services. Six staff will be on the commercial and the 15 second spots which will be rotated.

When the employer hears Sacramento Works, they are driven to a landing page on the actual web site. The landing page includes pictures of the actual employees connected with the radio spots. There are six different TV commercials with the same theme. Staff is set up to keep track of the numbers coming up. There are different staff that will keep track of different specialties.

Ms. Parker stated that EMRL has done a great job for Sacramento Works.

The six week campaign with KFBK ends July 24, “My 58” runs for six weeks through July 8, and Capitol Public Radio will run through the year.

4. **Information Item:** Staff Review/Update of Employer Outreach Strategic Plan

Ms. Carpenter would like to incorporate the Workforce Strategic Plan for employer outreach activities and take some of the goals and roll them into what is important for employer outreach. The Sacramento WIB should take the lead and engage the regional partners with a regional Employer Outreach Committee meeting in the Fall.

Ms. Carpenter stated that it is important to pull together a regional EOC to be on the same page and market all our resources regionally. The four regional WIBs, North Central, Yolo, Golden Sierra and SETA, should have a similar set up. There was an initial meeting when the strategic plan was developed. There was another meeting to do the regional ad in the SACTO publication. The four core business services were part of the regional effort.

5. **Discussion Item:** WIA 5 Year Strategic Plan/Regional Employer Outreach Committee

Ms. Carpenter stated that there is a need to begin outreach and involve different people to be a part of the regional committee. There are four other WIBs in the region. Ms. Carpenter stated that there is a need to include someone from economic development but have to find out exactly who to contact at each regional WIB. There was discussion of who would be the best business person to contact.

Ms. Carpenter stated that she can come forward with a list of suggested people and why to include them. Discussion centered on sending an e-mail to the WIB chairs and ask them for their suggestion for potential committee members; get feedback and pull together a list and decide where to go from there.

Ms. Wills asked what staff wants from the board members. Ms. Carpenter replied that she would like the committee to make phone calls to educate and inspire potential new members and solicit and confirm that they will participate.

Ms. Kossick added that when meetings are set up, be enthusiastic and be role models that this really IS a regional WIB committee and we work together.

Ms. Ferrari asked if there was a way to figure out a Skype or use Go-to-Meeting. Ms. Carpenter replied that SETA has a go-to-meeting license. The person in Marysville would not drive to Sacramento to attend a meeting but would go to the local WIB to participate in a Skype meeting. We need to make it easy for employers to participate.

There was discussion of how to contact the best person in each regional WIB. Ms. Parker thinks that she should write a letter to Kathy's equivalent to determine

who would be the best board members and/or staff person to contact for a regional meeting.

Ms. Carpenter stated that it is important to be committed to work together to market the region in light of the different areas and whether the four core values are still valid. Ms. Carpenter stated that the goal is for each regional WIB to put aside a little bit of money for the PR expenses.

Ms. Carpenter suggested doing another survey of members to get input from members since there was not a very good response last year. Maybe just survey the new members; make sure the new members complete the survey as they join. Ms. Parker suggested that at the next WIB meeting, have the current list on an excel spreadsheet and send it around during the meeting.

Ms. Kossick reported that the Governing Board will make final funding recommendations to transform the career centers to training centers beginning July 1. The customer flow will be five career centers and eight training centers. Six of the training centers are current one stop centers. This complies with the state law to have a minimum percentage for training. Job seekers may be going to a training center and then to a career center.

Ms. Mahaney-Beuhler asked what kind of training would be possible. Ms. Kossick stated basic training, including ESL. Ms. Carpenter will also be working with the community college for training in the six areas that have the highest number of jobs. Staff will continue to emphasize the need to use the electronic system available to customers to get basic information they need.

6. **Adjournment/ Tour of EDD Mark Sanders-Sacramento Works Career Center:** The meeting was adjourned at 4:53 p.m.

ITEM 3 - ACTION

APPROVAL OF FY 2013- 2014 EMPLOYER OUTREACH BUDGET

BACKGROUND:

The total amount allocated for Board Initiatives is \$ 174,792. 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 2013-2014.

The FY 2013-2014 Employer Outreach Budget showing expenditures by activity is included for review.

Employer Outreach FY 2013-2014	
Proposed Activity	Proposed Budget
Event Sponsorships	\$22,733
Job Fair/Business Events	\$10,000
Print Advertising	\$25,000
Broadcast Advertising	\$40,000
Public Relations-Graphic Design-Advertising Services	\$36,000
TOTAL BUDGET	<u>\$133,733</u>

RECOMMENDATION:

Approve the allocation of \$133,733 of Board Initiative funds to the Employer Outreach Budget for FY 2013-2014.