

## CAREER CENTERS

### **BROADWAY**

915 Broadway  
Sacramento, CA 95818  
(916) 324-6202

### **CITRUS HEIGHTS**

7640 Greenback Lane  
Citrus Heights, CA 95610  
(916) 676-2540

### **FRANKLIN**

7000 Franklin Blvd., Suite 540  
Sacramento, CA 95823  
(916) 262-3200

### **GALT**

1000 C Street, Suite 100  
Galt, CA 95632  
(209) 744-7702

### **GREATER SACRAMENTO URBAN LEAGUE**

3725 Marysville Blvd.  
Sacramento, CA 95838  
(916) 286-8600

### **HILLSDALE**

5655 Hillsdale Blvd., Suite 8  
Sacramento, CA 95842  
(916) 263-4100

### **LA FAMILIA COUNSELING CENTER**

5523 34th Street  
Sacramento, CA 95820  
(916) 452-3601

### **LEMON HILL**

5451 Lemon Hill Avenue  
Sacramento, CA 95824  
(916) 433-2620

### **MARK SANDERS COMPLEX**

2901 50th Street  
Sacramento, CA 95817  
(916) 227-1395

### **MATHER**

10638 Schirra Avenue  
Mather, CA 95655  
(916) 228-3127

### **RANCHO CORDOVA**

10381 Old Placerville Rd.,  
Suite 150  
Sacramento, CA 95827  
(916) 255-3255

### **SOUTH COUNTY**

8401 - A Gerber Road  
Sacramento, CA 95828  
(916) 525-4717

## Administrative Offices & Employer Services

925 Del Paso Blvd.  
Sacramento, CA 95815  
(916) 263-3800

Website: <http://www.seta.net>



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

**Date:** Wednesday, January 23, 2008

**Time:** 9:00 a.m.

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

### **AGENDA**

1. Call to Order/Roll Call
2. Approval of the November 29, 2007 Minutes
3. NSI Update
4. Report back on Career Builder
5. Second Quarter Employer Outreach Report
6. Adjournment

**Committee Members:** Kim Parker (Chair), Walter DiMantova, Diane Ferrari, Barbara Hayes, Mark Ingram, Matt Mahood, James Pardun, Maurice Read, Anette Smith-Dohring, Terry Wills.

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

**DISTRIBUTION DATE: FRIDAY, JANUARY 18, 2008**

**Sacramento Works, Inc.  
Employer Outreach Committee  
Minutes/Synopsis**

SETA - Shasta Room  
925 Del Paso Blvd  
Sacramento, CA 95815

Thursday, November 29, 2007  
9:00 a.m.

- I. Meeting Order/Roll Call: Ms. Parker called the meeting to order at 9:08 a.m.

**Members Present:** Walter DiMantova, Diane Ferrari, Barbara Hayes, Mark Ingram, James Pardun, Kim Parker, Terry Wills

**Members Absent:** Matt Mahood, Maurice Read, Anette Smith-Dohring

**Others Present:** Pattie Espinosa, Terri Carpenter, William Walker

2. Approval of the September 27, 2007 Minutes

Minutes were reviewed; no questions or comments.

Moved/Pardun, second/Ferrari, to approve the minutes as distributed.

Voice Vote: Unanimous approval.

3. Marketing Plan/Activity Update

Ms. Carpenter distributed the 07/08 marketing plan. Advertising in local movie theatres will run 12/7/07 through 1/4/08. Theatres that correspond to our career centers were targeted (Natomas, Downtown, Sacramento Greenback Lanes, Elk Grove, and Stadium 14 on Arden). Ms. Carpenter played the marketing ad that was developed in conjunction with MMC. This particular ad targets job seekers. A marketing campaign will be run after Memorial Day targeting employers. The calls coming in to 1-877-JOBS will be answered by one person that will log the incoming calls. The ad and the theatre schedule will be sent to the regional partners so everyone knows what is going on.

The following sponsorships have been committed: \$600 for the Salute to Labor Awards Dinner, four table sponsorships at the LEED Convergence events (September 2007, December 2007, March 2008, June 2008). Upcoming sponsorships include \$1,500 for the SAHRA SWEL Awards in April. Cable TV advertising for Sacramento area will happen in March through August, 2008. The filming of the commercials will begin in February. MMC helped to bring in the filming vendor. Two or three days will be picked in which the filming will be done. Employers will be selected based on the critical industries.

Table sponsorship for the SWEL Awards include a color display ad in the Sacramento Bee, company name in the program, one reserved table for 10 and

exposure to Human Resources professionals. Mr. Ingram stated that this would be a great time to plug Sacramento Works since so many HR professionals will be present. Ms. Parker will be meeting with SAHRA to see if Sacramento Works can get more 'bang for the buck'. Ms. Parker suggested having a Sacramento Works card with a give-away present at each table. Also ask SAHRA if we could be a speaker at a luncheon, gifts on the tables, etc.

Committee members inquired whether staff was trying to get people in the career centers enrolled in the Next Skills Institute. Mr. Walker stated that eventually there will be an integration of services.

Ms. Carpenter stated that staff is also working on the redesign of the agency web site. It is almost completed and staff is hoping to begin testing in December and launch in January.

4. Presentations:

Ms. Carpenter prepared and distributed a matrix for the two presentations. Employon is a company out of Texas, and Yahoo Hot Jobs is out of New York.

Ms. Ferrari stated that in light of the integration of Wagner-Peyser and WIA, EDD staff has been told not to purchase any equipment. She does not want a decision to be made today because all 49 states are working to purchase one system. Ms. Carpenter stated that Career Builders is the only one of the vendors that works with CalJobs.

- Employon, Sharon Perry, 9:30 a.m.: Ms. Sharon Perry provided an overview of Employon.

Committee members discussed allowing Ms. Carpenter and Mr. Walker to look at Yahoo Hot Jobs and ask the same questions. Make it clear to the vendors that this is a pilot project, three month commitment at \$3,500 per month for a total of \$10,500. The vendor that can commit to the money is the one we will go with.

Moved/Hayes, second/Wills, to direct staff to further review and negotiate with the vendors and report back to the committee.

Voice Vote: Unanimous approval.

Ms. Carpenter will send the group an e-mail as information as to the result and will provide an update on this item at the January 24 meeting.

- Yahoo Hot Jobs - Michael Nobiletti, 10:00 a.m.

5. Adjournment: Meeting adjourned at 10:34 a.m.