

## 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) 227-2577

### **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**

10665 Coloma Rd., Suite 200  
Rancho Cordova, CA 95670  
(916) 942-2165

### **SOUTH COUNTY**

8401 - A Gerber Road  
Sacramento, CA 95828  
(916) 689-3560

## Administrative Offices & Employer Services

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

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



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

**Date:** Thursday, January 12, 2006

**Time:** 8:30 a.m.

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

## **AGENDA**

1. Call to Order/Roll Call
2. Approval of the September 8, 2005 and December 15, 2005 Minutes
3. Approval to Extend the Services of MMC Communications to provide Public Relations and Marketing Services
4. Review of Board Initiative Funding Recommendation: Prosperity Index
5. Adjournment

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

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

**DISTRIBUTION DATE: MONDAY, JANUARY 9, 2006**

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

Minutes/Synopsis

*(The minutes reflect the actual progress of the meeting.)*

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

Thursday, September 8, 2005  
8:30 a.m.

1. Call to Order/Roll Call: The meeting was called to order at 8:37 a.m.

**Members Present:** Mark Ingram, Walter DiMantova, Barbara Hayes, Matt Mahood, James Pardun, Kim Parker, Maurice Read.

**Members Absent:** Diane Ferrari, Anette Smith-Dohring

**Others Present:** Phil Cunningham, Kathy Kossick, Terri Carpenter.

2. **ACTION ITEM:** Approval of the June 9, 2005 Minutes

There were no corrections.

Moved/Read, second/Parker, to approve the minutes as distributed.  
Voice Vote: Unanimous approval.

3. Update on PR Activities-MMC Communications

Ms. Michele McCormick and staff have been meeting monthly with Ms. Carpenter and Mr. Walker. She distributed information regarding the most current advertising and media relations items. It is important to have a 'face' on the advertising to make it more personal. She showed ads from employers that have utilized Sacramento Works. Ms. Carpenter stated that since the new ads have been running, many more phone calls have been received.

Ms. Carpenter stated that putting 'no fee' or 'free' would take away the quality of the services provided. Because of it, there has been no fee put in the ad. Mr. Pardun suggested that future ads could include something such as "I would have paid a lot of money for these services". Mr. Cunningham suggested staying away from the fee issue at this time until the fee-for-service issue is dealt with.

Ms. Kossick reported that "Sacramento Works" domain name has been purchased. This will assist in the name recognition in the ads and written media. Ms. McCormick reviewed the various things that MMC is doing in media.

Ms. McCormick stated that all of the advertising is discounted through her firm and the discount is filtered to SETA as well.

Mr. Cunningham suggested an update be provided to the Board regarding the effectiveness of the PR/marketing.

4. Review of Proposed 2005-2006 Board Initiative Funds Budget – Marketing/Public Relations

Ms. Carpenter distributed and reviewed the proposed budget for marketing/public relations for FY 2006. Ms. Carpenter stated that left-over 'give away' items will be used this fiscal year in order to save some money.

Ms. Parker suggested that a line item be budgeted to improve the web site. She suggested budgeting \$10,000-\$15,000 for a web update.

Ms. Parker would like to have some line item on the leveraging of our 501(c) 3 in conjunction with the Success Skills Institute.

Ms. Kossick stated that other initiatives from the other committees also need to be considered. Ms. Carpenter will make the modifications and submit it to the Executive Committee for approval.

5. Adjournment: Meeting adjourned at 9:55 a.m.

**SACRAMENTO WORKS, INC.**  
**EMPLOYER OUTREACH COMMITTEE**  
Minutes/Synopsis

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

Thursday, December 15, 2005  
8:30 a.m.

1. Call to Order/Roll Call: Mr. Ingram called the meeting to order at 8:36 a.m.

**Members Present:** Mark Ingram, Diane Ferrari, Matt Mahood, James Pardun, Kim Parker, Maurice Read, Anette Smith-Dohring.

**Members Absent:** Barbara Hayes, Walter DiMantova.

**Others Present:** Valerie Carrigan, Robin Purdy, Terri Carpenter, Kathy Kossick, Phil Cunningham.

2. Approval of the September 8, 2005 Minutes: Next meeting.
3. Success Skills Institute Update

Ms. Valerie Carrigan stated that the SSI subcommittee met Tuesday afternoon to discuss the business plan. During the meeting they fleshed out a timeline that states when each activity happens. The business plan will be completed and submitted to the WIB by January 25.

Ms. Parker stated that we are repackaging what the WIB is already doing. This is just standardizing what the WIB does and repackaging it. A summit will be done with MMC to introduce this idea.

4. SRRI Report Review

Ms. Parker thought this report was more up-to-date and more worth the money. Mr. Walker stated that this report was shared with MMC and they are working on a way to utilize the results of the report. MMC will edit the report and package and market it.

Mr. Mahood said that a red flag goes up when looking at the number of employers surveyed; only 18 employers. He said that for what was paid for this report, there should have been deeper research with more employers. How deep did SRRI dig into the data collection. The actual collection of data could have been expanded.

Ms. Parker stated that the smaller employers were missed in this report. She does not want to spend more money on additional surveys and wishes to work

with this report. Perhaps if more money is available, we can be more specific regarding the sample size of employers utilized in the report.

Ms. Parker asked to get the exact names of the 18 employers that participated in the SRRI study. Mr. Cunningham stated that he already talked with Mr. Sharp and he said no. Ms. Carrigan wishes to contact the employers to work with them on the Success Skills Institute. Perhaps Mr. Sharp can contact the employers and see if they will work with SSI.

Ms. Parker asked about a survey from Los Rios that SETA will do. Mr. Walker stated that it is hoped that 300 employers will be involved in the survey.

MMC's contract ends February 28, 2006. A board item will be put on the January 25 WIB agenda to consider extending the contract. Staff was asked to compile statistics regarding how effective MMC has been.

Mr. Ingram requested staff prepare a recap of activities of what MMC has done and statistical information on how effective they are.

5. Review of Board Initiative Funding Recommendations

Ms. Carpenter reviewed the previous year's expenditures. Three brochures will be planned, laid out and printed for \$18,000. Mr. Read and Ms. Hayes will look at the new brochures.

SRRI is developing a prosperity index that will measure the region's prosperity. This could be the remainder of the \$12,000 left over.

6. Discussion of proposed Construction/Employer Job Fair

Ms. Carpenter stated that there is a need for an employer driven event for people interested in the construction area. A job fair for people in construction and construction related was discussed. Mr. Read spoke of the Women's Construction Symposium. Mr. Read also spoke of a construction brochure that was published previously. Mr. Ingram stated that a lot of local employers could be encouraged to participate.

7. Adjournment: Meeting adjourned at 9:22 a.m.

## ITEM 3 - ACTION

### APPROVAL TO EXTEND THE SERVICES OF MMC COMMUNICATIONS TO PROVIDE PUBLIC RELATIONS AND MARKETING SERVICES.

#### BACKGROUND:

In January 2005, the Workforce Investment Board (WIB) approved a contract with MMC Communications in the amount of \$49,925.00 to provide public relations services that would increase the visibility and expand the awareness of the programs and services offered to the employer community by Sacramento Works, Inc.

The WIB approved the use of MMC Communications based on key strengths presented at the time of recommendation:

- Professional presentation materials
- Strong relationships with local employers
- Locally based business involvement in the community
- Focus on employers in critical industries
- Visits to several One Stop Career Centers
- Measured success by an increase in the numbers of businesses using the services and numbers of job seekers hired

Some of the milestones accomplished during the current contracting period:

- Effective marketing campaign “Sacramento works for me—it can work for you too!” featuring print (The Sacramento Business Journal) and radio (KFBK and KXJZ) advertising focusing on putting a face to the employers utilizing Sacramento Works services.
- Regular items in the Bob Shallit column of the Sacramento Bee
- Major Editorial Coverage in the Sacramento Bee and Sacramento Business Journal:
  - Attitudes count ‘Soft skills’ top list of what area employers desire- **Sacramento Bee**
  - Job-recruitment service busier as labor market tightens-**Sacramento Business Journal**
  - New career centers open to lessen nurse shortage-- **Sacramento Business Journal**
  - Security Screeners sought-**Sacramento Bee (All Neighborhood Sections)**
  - TV coverage of Sacramento Police Dispatchers recruitment event held at Sacramento Works, December 21- **KCRA/NBC Channel 3 5pm News (177,000 viewers) and 11PM News (40,000 viewers)**
  - Radio Talk Show coverage featuring Sacramento Works- **KNCI Radio-Tom Mailey Show**

In comparing the period of time of MMC's contract period, March 2005 to December 2005 to the previous year period of March 2004 to December 2005, the following results have been documented:

- Substantial services to employers have increased from 317 to 545, an increase of 72%.
- Employer Services Job Orders have increased from 106 to 529, an increase of 399%.
- Employer Services total hires have increased from 317 to 451, an increase of 42%.

RECOMMENDATION:

Approve the extension of MMC Communications contract for a period of one year for the amount of \$32,000.00 to continue to provide public relations and marketing services.