

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: Friday, June 20, 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 May 22, 2008 Minutes
3. **INFORMATION ITEM:** Report back on CareerBuilder Job Posting Pilot
4. **ACTION ITEM:** Approval of Event Sponsorships
5. 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: MONDAY, JUNE 16, 2008

Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis

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

Thursday, May 22, 2008
9:00 a.m.

- I. Meeting to Order/Roll Call: The meeting was called to order at 9:11 a.m.

Members Present: Walter DiMantova, Mark Ingram, Kim Parker, James Pardun, Maurice Read.

Members Absent: Diane Ferrari, Barbara Hayes, Matt Mahood, Anette Smith-Dohring, Terry Wills.

Others Present: Terri Carpenter, Kathy Kossick, William Walker, and Lucio Guerra sitting in for Diane Ferrari.

2. Approval of the April 24, 2008 Minutes

Minutes were reviewed. Ms. Parker inquired whether the e-mail blast sent with web link. Ms. Carpenter stated that notification of the new web site will be sent.

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

3. Sacramento River Cats Sponsorship proposal

Ms. Carpenter stated that she invited Kevin Hilton and his associate, Casey, to today's meeting to discuss aspects of partnering with the Sacramento River Cats. They will be presenting different events to assist in branding Sacramento Works.

Mr. Hilton stated that the River Cats have a large service and sales staff that handle day-to-day production. They customize everything for customers. The River Cats staff can change and mold the event to suit Sacramento Works' needs. Their media covers a wide area in the Sacramento region.

Objectives of River Cats/Sacramento Works event:

- 1) Help build Sacramento Works brand awareness in the Sacramento region.
- 2) Increase the use of SETA's career centers by both employers and candidates seeking jobs.

Mr. Hilton stated that they are proposing five dates over the course of the River Cats regular season: July through the end of August. The season runs from April to September 1. A minimum of two video board slides per game. The video boards change frequently throughout the game. In addition, a table will be set up for the 6th Annual Rhythm and Ribs Event to be held September 19-21, 2008.

Mr. Hilton stated that the River Cats does not charge for playoffs; if they go through the playoffs, will be an additional six games. The video board will be done at every game, not just the five dates agreed upon.

Terms and Investments:

- 1) \$10,000 to the Sacramento River Cats for one year. A lesser amount can be negotiated due to the non-profit status.
- 2) Staff, giveaways, brochures for all concourse dates.
- 3) Miscellaneous logos, links, copy, etc.

Mr. Ingram stated that this type of media would probably be more appealing to the employee rather than the employer. The \$10,000 for eight dates is a great deal but asked staff to try to get two more dates; perhaps ten dates for \$10,000.

Mr. Hilton and Casey were thanked for their presentation and left the room.

Committee members discussed giving up the Rhythm and Ribs event to acquire more River Cats dates. If we are targeting job seekers, this would be a good way to go. Ms. Carpenter stated that the employer community is our prime audience rather than job seekers and River Cats stadium may not be a prime employer market.

Ms. Carpenter stated that this is another idea different from what we have looked at; maybe we need to see how the Career Center integration launch goes before promoting Career Center services to job seekers. Our career centers are already busting at the seams with job seekers.

Mr. Read suggested perhaps have the River Cats give us a table at one of the games to see if there is interest. It would be a test event.

Ms. Parker stated that when we have a need for job seekers, this would be a great way to recruit people. Ms. Kossick stated that this may be a way to brand our logo out to people.

4. Action Item: Approval of 2008-2009 Employer Outreach Budget

Ms. Carpenter reviewed the general budget submitted for approval for \$146,200; last year's budget was \$157,300 but there was a larger carry-in amount for the previous year.

Funds in the Give-away items category are utilized to purchase items such as tote bags, pens, calculators, etc. for distribution at job fairs and employer events.

Most of the budget line items are for the same amount as 2007. The contract with MMC is for \$39,000; it was \$32,000 in the past. Their contract goes from February to March, and SETA runs on a June to July budget year. The committee will sit down and decide where the money will be spent at next

month's meeting. Ms. Parker suggested having MMC staff provide assistance with the budget prioritization based on their professional knowledge.

Ms. Carpenter stated that the success of adverting is measured by phone calls, employer activity, and hits on the web site.

Mr. Read requested to see a prioritizing of the budget. He considers event sponsorships a waste of money but would like to see more advertising. Ms. Parker stated that perhaps it is time to think outside of the box. Perhaps work with the River Cats staff on advertising where employers are urged to go to a career center to receive a 10% discount on a River Cats ticket.

Mr. Pardun inquired what is preventing SACTO from notifying their members of the Sacramento Works Career Centers or asking for assistance from SACTO and the Metro Chamber. If we are sponsoring Perspectives, LEED, Los Rios, it would be great to have them assist us at NO charge. Times are changing. Organizations have to earn the incentive rather than just expecting continued support.

Moved/Ingram, second/DiMantova, to approve the 2008/2009 marketing budget in the amount of \$146,200.

Voice Vote: Unanimous approval.

5. Report back on Career Builder Job Posting Pilot

Ms. Carpenter stated that staff is requesting an additional six months for the final report. There have been difficulties with Career Builder links with the SETA web site. Ms. Carpenter has been meeting with staff to deal with the technical linking problems. This 'pilot' will continue until there is success. The amount of the contract is \$9,999. The Career Builder reputation is on the line and they are committed to making it work.

Mr. Pardun stated that his boss and a member of SACTO gave a presentation to the SACTO Board of Directors on the Opti Solar project.

Ms. Parker noted the \$200,000 to assist parolees transition to work; there will be a full report at the WIB meeting. Ms. Parker inquired whether Next Skills Institute would be involved in assisting the ex-offenders. Mr. Walker stated that staff is working on this and it would be better implemented at the career centers. Staff is still working with the Department of Corrections and parole to see what can be provided when. The PACT goal is to reduce recidivism. Sacramento Works career center staff work with only a few parolees.

6. Adjournment: Meeting adjourned at 10:21 a.m.