

CAREER CENTERS

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CITRUS HEIGHTS

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1000 C Street, Suite 100
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GREATER SACRAMENTO URBAN LEAGUE

3725 Marysville Blvd.
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5655 Hillsdale Blvd., Suite 8
Sacramento, CA 95842
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LA FAMILIA COUNSELING CENTER

5523 34th Street
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5451 Lemon Hill Avenue
Sacramento, CA 95824
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Sacramento, CA 95817
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10638 Schirra Avenue
Mather, CA 95655 (916) 228-
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Sacramento, CA 95815
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Website: <http://www.seta.net>



SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Thursday, August 28, 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 June 20, 2008 Minutes
3. Talent Transfer Job Fair Event
4. Website Activity Report/Marketing Results
5. Adjournment

Committee Members: Kim Parker (Chair), Walter DiMantova, Diane Ferrari, Lisa Harr, 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: THURSDAY, AUGUST 21, 2008

Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis

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

Friday, June 20, 2008
9:00 a.m.

- I. Meeting to Order/Roll Call: The meeting was called to order at 9:06 a.m.

Members Present: Walter DiMantova, Mark Ingram, Kim Parker, James Pardun, Anette Smith-Dohring, Terry Wills

Members Absent: Diane Ferrari, Barbara Hayes, Matt Mahood, Maurice Read.

Others Present: Lisa Harr, Terri Carpenter, Kathy Kossick, William Walker, Robin Purdy.

The Committee welcomed Ms. Lisa Harr; she is considering joining the Committee.

2. Approval of the May 22, 2008 Minutes

Mr. Pardun explained his statement in the minutes seemed too harsh. He wanted to clarify that he was speaking of the leveraging of funds. He said that organizations need to leverage funds and 'step up to the plate'.

Moved/Pardun, second/Ingram, to approve minutes of the May 22, 2008 meeting.
Voice Vote: Unanimous approval with one abstention (Smith-Dohring).

3. **INFORMATION ITEM:** Report back on CareerBuilder Job Posting Pilot

The Committee requested a report back on CareerBuilder. Ms. Carpenter provided a brief overview of the CareerBuilder pilot which includes five job postings a month on the CareerBuilder site along with Sacramento Works banner ad. The pilot included a job posting site that moves all CB jobs to the Sacramento Works job postings site. There are two ways to post for job opportunities: five postings on CareerBuilder and unlimited job postings on the Sacramento Works job site. Ms. Carpenter is still waiting for the report for the Sacramento Works job site activity.

She has been working with CareerBuilder since January, but the posting page was not ready until April. There were a lot of technical problems. There has not been an end date for the pilot from CareerBuilder and they already know that we will not be putting more money into the project.

Ms. Purdy stated that the State sent out a directive that we are not to buy our own system; there will be a statewide system that will save us a lot of money. The state will be replacing CalJobs with another system.

4. **ACTION ITEM**: Approval of Event Sponsorships

Last month the board reviewed and approved \$146,200 for board initiatives. The committee requested a more thorough review of the sponsorship line item. Ms. Carpenter was asked to provide more detail about the sponsorships done in the past, why we should do them again, and the amount of funds being requested for allocation. MMC was asked to provide input as what would be the best benefit for our dollars. Based on meeting with MMC, a criteria was developed to look at sponsorships. The criteria included the sponsorship request, cost, number of attendees, target audience, critical industry focus, past support, and a recommendation.

Ms. Carpenter is recommending future sponsorship of the SACTO Silver Sponsorship event. Ms. Parker asked if we could have two minutes and additional visibility at other events, i.e., introduction of speakers. She would like to see what we can get above and beyond the money we are spending.

This needs to be repeated to all of the organizations funded, i.e., SACTO and Chamber of Commerce. We expect to have more visibility as a part of our agreement. Ms. Carpenter suggested that we request to run the 30 second commercial.

Ms. Smith-Dohring inquired whether any particular event generated a lot of phone calls or interest. Ms. Carpenter stated that staff has always followed up with people that have shown interest in our booth. It is difficult to track exact event responses/interest.

Ms. Parker asked what happens if more requests come up for consideration. Ms. Kossick stated that there are still board initiative funds that can be requested for future project funding. In addition, this committee can recommend to the Executive Committee to set aside more board initiative funds.

LEED is asking us to be a title sponsor at \$15,000; Ms. Carpenter is recommending we stay with \$3,000. Perhaps 'mix it up' and do two event sponsorships at \$1,500 each.

Mr. Kingman Tsang and Mr. Frank Louie are asking us to sponsor Clean Energy Showcase sponsored by SARTA. Ms. Carpenter is recommending sponsorship at the lowest level.

The Sacramento Observer is requesting a year-long Black Expo sponsorship for \$15,000. Sacramento Works has sponsored the Black Expo in the past. Ms. Carpenter is recommending \$2,500 for booth participation at the three day event.

A new event sponsored by SMUD is the Multicultural Career Development Expo. They are requesting sponsorship in the amount of \$888 and Ms. Carpenter is recommending that amount as well.

Ms. Carpenter stated that SAHRA SWEL Table Sponsorship did not seem to be that effective but asked for feedback from the committee. Ms. Parker suggested that SETA be one of the speakers at the SAHRA meetings. Ms. Smith-Dohring suggested putting written materials at the place settings. This is a way to give people information without spending money. Ms. Carpenter will research this to find out the 'biggest bang for the buck'. She will also talk with Jeff Dunn to see if we can speak before the group.

Ms. Carpenter stated that there is a total of \$22,888 being recommended for sponsorship which allows some funds for future sponsorships.

Ms. Carpenter will set up a meeting with Mr. Mahood and/or Ms. Hayes with Ms. Kim Parker and ask if they would show our commercial at their meetings.

Moved/Smith-Dohring, second/Pardun, to approve the events sponsorships for 2008/2009.

Roll Call Vote: Aye: 5, Nay: 0, Abstentions: 1 (DiMantova)

Prison Parole has scheduled another meeting scheduled for June 25th with all five of the pilot counties to talk about what we are doing. Ms. Kossick and Ms. Purdy attended the California Workforce Association meeting. Barbara Halsey indicated money is being set aside with the Department of Corrections to reimburse two to three staff that are doing the work now. Staff is projecting \$250,000 in funding. The Department of Corrections wants to fund additional staff based at the state prisons. An additional one or two staff will be hired and based at Folsom Prison providing pre-release services for soon-to-be released inmates and connected to Sacramento Works services.

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