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SACRAMENTOWORKS

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

Date: Wednesday, July 17, 2019

Time: 4:00 p.m.

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

AGENDA

1. Call to Order/Roll Call
2. **ACTION:** Approval of January 23, 2019 Minutes
3. **ACTION:** Approval of the Employer Outreach Budget
PY 2019-2020
4. **INFORMATION ITEM:** Review of the Future Focus
Financial Report
5. **ADJOURNMENT**

Committee Members: Larry Booth, Troy Givans, Babette Jimenez,
Christine Laster, Fabrizio Sasso, Louise Stymeist, Sandra
Waterhouse, Rick Wylie

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

DISTRIBUTION DATE: THURSDAY, JULY 11, 2019

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

SETA Board Room
925 Del Paso Blvd., Suite 100
Sacramento, CA 95815

Wednesday, January 23, 2019
9:00 a.m.

1. **Call to Order/Roll Call:** Mr. Booth called the meeting to order at 10:10 a.m.

Members Present: Larry Booth, Diane Ferrari, Kathy Kossick, Rick Wylie

Members Absent: Troy Givans, Babette Jimenez, Fabrizio Sasso,
Louise Stymeist, Rick Wylie

Others Present: Roy Kim, William Walker, Terri Carpenter,
Stephen Chuchel, Elise Clark

2. **Action:** Approval of September 28, 2018 minutes

Minutes were reviewed; no questions or comments.

Moved/Booth, second/Ferrari, to approve the September 28,
2018 minutes. Roll Call vote:

Aye 4 (Booth, Ferrari, Wylie, Kossick)

Nay: 0

Abstentions: 0

Absent: 5 (Givans, Jimenez, Sasso, Stymeist, Waterhouse)

3. **Action:** Approval to Extend the Placement of the Talent Billboard in Terminal A at the Sacramento International Airport

Terri Carpenter stated that for the last two years, Employer Outreach activities included placement of a billboard in Southwest/Terminal B at the Sacramento International Airport. With over 200,000 business visitors coming through the terminal, the billboard provides good exposure to the business community. EMRL, SETA's marketing firm, negotiated a great placement rate over the past two years (below the typical \$1,200.00 per month).

We have the opportunity to extend this placement rate until February 1, 2020. The monthly rate has increased by \$20.00, to \$955.00 per month, which would be a total investment of \$11,460.00 to extend the placement for another year. The Employer Outreach amount remaining of \$56,390 supports funding this placement.

Mr. Booth noted that not all of the 200,000-plus travelers moving through Terminal B live in, or have a business in, the greater Sacramento area. He stated that he's seen the billboard, and it's very attractive and jumps out at you, but suggested, for the future, that funds be allocated to include messaging on moving a business to Sacramento.

Ms. Carpenter agreed that this could be part of conversations with the Workforce Development Board for regional initiatives, like the Prosperity Plan

Moved/Wylie, second/Ferrari, to approve allocating \$11,460.00 Employer Outreach Budget funds to extend the Sacramento International Airport, Terminal B, billboard placement until February 1, 2020.

Roll Call vote:

Aye: 4 (Booth, Ferrari, Wylie,

Kossick) Nay: 0

Abstentions: 0

Absent: 5 (Givans, Jimenez, Sasso, Stymeist, Waterhouse)

4. **Action:** Approve Employer Outreach Budget Funding to Support Regional Business Event

Terri Carpenter stated that over the last six-nine months, all of the Workforce Boards have been working together to plan a regional business event, which will be held at the Bayside Church, in Roseville, on May 15, 2019. The purpose of the event is to raise awareness of the workforce development boards, and give the employer/business community something of value.

The keynote speaker will be Patrick Schwerdtfeger who will talk on how technology disruption will change the future landscape of the workforce. The event will also showcase a panel of experts who will weigh in on some of the items that are discussed in the keynote.

This event is partly supported by the regional funding budget and covers the keynote speaker, breakfast and event planning and coordination. One expense not covered is the actual outreach and marketing to get the employers there. Discussion has come up in Committee to look into how the Employer Outreach budget could support some of the ideas to get Sacramento area businesses to attend.

Ms. Carpenter referred to a proposal submitted from EMRL containing their ideas on how to generate a presence for this event, some excitement, and to get businesses to attend. Items include a specific splash page on the Regional website that's used by all the Workforce Boards; a series of e-invites that go to various businesses; partly pulling from the Sacramento Chamber of Commerce and different Chambers of Commerce in the region;

our own list of employers; businesses on Valley Vision's list; and, ads in the Business Journal.

We are in the process of coordinating and compiling a master list of businesses, but this list will contain a finite number of contacts to target. To expand our outreach, electronic advertising as additional support is being considered (YouTube and Adwords (Google)). Also, using the billboard at the Sacramento International Airport is a consideration. Posters and flyers are costly and problematic (printing and posting), but still a possibility to be considered.

Ms. Carpenter introduced EMRL (Stephen Chuchel and Elise Clark). Mr. Chuchel stated that there are many media options, but the biggest thing is to create a splash page on the web that drives traffic to one site where people can sign up for the Business Summit.

A media-mix of YouTube, Adwords, some traditional advertising (posters and flyers), and using the billboard at the airport is suggested. Ms. Carpenter asked what is involved in changing the airport billboard, and what would it cost? Mr. Chuchel said the additional cost for printing and placement of the ad, and changing the billboard out and back, is \$600.00.

Ms. Carpenter asked how the YouTube and Adwords will work to expand attendance? Mr. Chuchel said that those ads across the top of a webpage are the most powerful way to attract people. And, we can retarget people. If someone goes to the splash page but doesn't sign up, then two days later EMRL can insert an ad that is retargeted to them based on how they use their computers. This cycle can run for 2-3 weeks. Ms. Clark spoke to why these specific media options were chosen. Videos and display ads can be used on YouTube and Google. EMRL can manage all YouTube and Google ads from one place.

EMRL asked about the Business Journal advertisement. Ms. Carpenter answered that the idea was to actually look for a partnership as they seem to be a natural sponsor. Mr. Booth asked if The Business Journal would be willing to do this. Ms. Carpenter said the Business Journal has sponsored business-related events in the past and they are a principal publication in the Sacramento area. SETA is waiting to see which elements we could support as sponsorship recruitment will start soon, and the Business Journal is definitely one of the first targets as a sponsor.

Ms. Carpenter continued, that SETA would pursue a partnership that includes display advertisement. The ad placement could be at a reduced rate, or low cost, for SETA with the expansion to a series of ads, hopefully, at a minimal cost as we get closer to the event. Mr. Booth asked if the Business Journal

would become part of the Business Summit. Ms. Carpenter answered that SETA would include their logo in the event ads as a sponsor, and negotiate the cost of the advertisement as part of their sponsorship.

Ms. Ferrari asked if there is a more cost effective outreach than posters or flyers. She mentioned the video billboards near the freeways across Sacramento County (near CSU Sacramento and Hwy 50, in the City of Roseville near Bayside, and near Fulton Avenue by the Mel Rapton dealership) and asked if SETA could partner with these owners.

Mr. Chuchel said that some of the video billboards belong to the City of Sacramento, and some are owned and operated by the private sector. There is a difference in cost between the two. The Clear Channel video billboards are expensive. Ms. Carpenter stated that SETA already has a relationship with Clear Channel and the video billboards cost between \$600-\$800 per month.

Ms. Clark added that emails can be targeted to business owners who interact with these online ads, and the focus can be detailed to where the person first saw the ad, what time of day, which website, how many times they visited the site; this has proven to be very successful.

Mr. Chuchel continued that online and website advertisements reach more people than flyers or posters. Facebook and Amazon could be included in the campaign with follow-up emails sent to targets as reinforcements.

Mr. Wylie asked if the media development included a graphic, and continued to say that one over-arching element to this campaign is that it be the right focus. For the past two years, the Committee has not used employer outreach funds for advertising, and was holding back until we understood what the business community wants, and how to market to them. The Business Summit is the type of event where SETA could develop a valuable connection point; a way to connect with the business community. The Committee needs to identify the best campaign and elements that have life beyond this event.

Mr. Chuchel answered that the media campaign is flexible. EMRL can provide a list to SETA of who attended the event and their business information so that SETA can use these contacts again. Also, a report can be generated after the campaign ends showing the media exposure. Ms. Carpenter said the Committee could use this report to continue outreach with attendees and other businesses of interest.

Ms. Carpenter said that we need to capture all Sacramento area businesses who attended the event on the list so that the Committee can continue promoting the services of our local Workforce Boards and to help them in

the following year. And, with additional effort, we want to convert these leads over to actual users of our services.

Mr. Chuchel said that EMRL will send out follow-up emails to all attendees asking them to comment on the Business Summit, and based upon their reactions, then six weeks later another email will be sent thanking them for their feedback, and six weeks after that another email will be sent saying here is another thing we offer. During the campaign, EMRL will have weekly results to review.

Mr. Booth asked if cost is a big consideration to do what is needed in identifying and attracting business people to the Summit? Mr. Chuchel answered that the campaign can be adjusted to specifically target the right people using the proposed funding. And, Ms. Carpenter stated that there has been success in advertising with Google Adwords in the past.

Ms. Ferrari asked should the action item be changed to remove the funding for flyers and posters because it was part of the proposal summary. Ms. Carpenter, Mr. Kim and Mr. Wylie agreed that the action item need not be changed as the posters and flyers allocation will be moved to online media advertising; and, SETA will be direct billed.

Moved/Ferrari, second/Booth, to approve up to \$40,00 of Employer Outreach funds to support the outreach efforts to maximize business attendance at the Regional Business event.

Roll Call vote:

Aye: 4 (Booth, Ferrari, Wylie,
Kossick) Nay: 0

Abstentions: 0

Absent: 5 (Givans, Jimenez, Sasso, Stymeist, Waterhouse)

5. **Adjournment:** The meeting was adjourned at 11:25 a.m.

ITEM 3 - ACTION

APPROVAL OF THE EMPLOYER OUTREACH BUDGET PY 2019- 2020

BACKGROUND:

On June 6, 2019, the SETA Governing Board approved the Resource Allocation Plan for PY 2019-2020 which included \$94,258 for Board Initiatives. Funds approved for Sacramento Works, Inc. Board Initiatives include employer outreach. Based on the current year expenditures to date, and the carryover of \$68,172 in Board Initiative funds, the amount being recommended for employer outreach activities is \$100,000, leaving a balance of \$62,430 for other Board Initiatives to be determined in the next few months.

The chart below shows Employer Outreach expenditures for the PY 2018-2019 and the proposed Employer Outreach Budget for the PY 2019-2020

Employer Outreach Activity	PY 2018-2019 Expenditures	PY 2019-2020 Proposed Budget
Job Fair/Business Events	\$ 1,495	\$ 2,000
Employer Outreach	36,429	62,000
Marketing-Graphic Design Services	36,000	36,000
TOTAL	\$ 73,924	\$ 100,000

RECOMMENDATION:

Approve the PY 2019-2020 Employer Outreach Budget of \$100,000 to support employer outreach activities.