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SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Thursday, August 11, 2005

Time: 8:30 a.m.

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

AGENDA

1. Call to Order/Roll Call
2. **ACTION ITEM:** Approval of the June 9, 2005 Minutes
3. Update on PR Activities-MMC Communications
4. Review of Proposed 2005-2006 Board Initiative Funds Budget – Marketing/Public Relations
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: FRIDAY, AUGUST 5, 2005

**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, June 9, 2005
8:30 a.m.

1. Call to Order/Roll Call: The meeting was called to order at 8:30 a.m.

Members present: Mark Ingram (Chair), Barbara Hayes, Matt Mahood, James Pardun, Kim Parker.

Members Absent: Walter DiMantova, Diane Ferrari, Maurice Read.

Others Present: Phil Cunningham, Bill Walker, Terri Carpenter, John Harden.

3. **DISCUSSION ITEM:** The advantages of Public Relations versus Marketing

Ms. Carpenter stated that MMC could not be present for this meeting. Ms. Parker liked the binders distributed to WIB members that included copies of what had done. She asked staff to send board members an e-mail when things are going on. When MMC was brought on board, it was stated that we wanted to do marketing instead of advertising. Ms. Carpenter stated that MMC is doing public relations and that \$5,000 has been budgeted for radio spots.

Ms. Parker suggested that the articles be scanned and posted on the SETA web site. She suggested that there be a place on the SETA web site called 'press kit' or 'public relations'.

2. **ACTION ITEM:** Approval of the May 12, 2005 Minutes

Moved/Pardun, second/Parker, to approve the minutes.
Voice Vote: Unanimous approval.

The next big focus will be on the health care industry. Today, the Business Journal will be running an article on health care. Committee members asked that articles be sent to them. All of the spaces at the health care job fair have been filled. Staff have been able to increase the level of the employers at the job fair, which will be held at Antioch Progressive Church.

After the healthcare industry, the emphasis will be on the construction field. Ms. Parker stated that she has the boot camps set up for June, July and August and will be working with Los Rios to continue the boot camps.

Partnership for Prosperity has already spent \$10,000. Over \$260,000 has been committed to this program.

5. Update on Employer Focus Group – Kim Parker

Ms. Parker distributed information on the employer focus group. There have been three focus groups. Because there was a disappointing number of participants, the results from all three groups were compiled together. All questions were asked to all focus group members.

Mr. Pardun asked that since the sample is so small, is there validity in these responses? Mr. Mahood stated that he and Ms. Hayes hear the employers have at the top of their list finding qualified entry level employees.

Mr. Cunningham stated that if employers are willing to spend money to design a program, we could put a fee to it, and recruit employees; this is what the 501(c)3 program is for. The program could include drug testing and soft skills, create a pool of people that have been screened and ready for work. Develop a standardized soft skills curriculum and include drug testing. This initiative is one of the initiatives of the Planning/Oversight Committee and will be discussed at their August meeting.

Mr. Pardun stated that LEED promised to create a system to certify workforce skills for job seekers and that they never followed through. The committee requested an update on workforce skills certification.

Ms. Hayes stated that we must have a business plan before employers are asked for money and ensure that the training for potential employees is excellent. We also have to figure out how to get the people to come in and sit through the training.

6. Review of Interim SRRI report

Mr. Walker stated that after reading this report, Food Preparation, Back Office and Sales were the only three occupations that are in need.

It was also suggested to invite Ryan or Dr. Fountain to report on the SRRI. Ms. Carpenter stated that this is an interim report and would not be sent to the board. However, Ryan will be present to review the report to the Employer Outreach Committee in October, when the report is completed.

7. MMC Scope of Work – Activity Update

Ms. Carpenter reviewed this item. She suggested that at the next meeting, introduce the focus group information to MMC and find out how they can 'spin' it.

8. Occupational Outlook & Training Directory Sponsorship Opportunity

Mr. John Harden suggested that this directory be utilized to get sponsors. He developed a list of people that can be solicited for money/sponsorship. The education and training provider community would be the groups to solicit. Mr. Harden said that groups that he has spoken with have indicated an interest. About 1,000 books and 500 CDs are distributed annually. This information included in the directory has a long shelf life. The vast majority of the books are given out to partners. About \$5,500 has been received due to sales. Mr. Walker suggested that some directories be given to the employers at the Job Expo scheduled for June 30, 2005.

Mr. Cunningham suggested taking the 'no fee' out in the bottom of the ad, especially if we are going to be offering our services to employers at a fee.

Ms. Kossick wants this committee to discuss how \$125,000 can be utilized. Committee inquired whether the funds can be rolled over. Do we want to participate in the economic profile or do sponsorship of SACTO. This item will be agendized for the next committee meeting.

9. Adjournment: The meeting was adjourned at 9:53 a.m.