

## CAREER CENTERS

### **BROADWAY**

915 Broadway  
Sacramento, CA 95818  
(916) 324-6202

### **CITRUS HEIGHTS**

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Citrus Heights, CA 95610  
(916) 676-2540

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Sacramento, CA 95823  
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### **GALT**

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Galt, CA 95632  
(209) 744-7702

### **GREATER SACRAMENTO URBAN LEAGUE**

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Sacramento, CA 95838  
(916) 286-8600

### **HILLSDALE**

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### **LA FAMILIA COUNSELING CENTER**

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### **LEMON HILL**

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### **MARK SANDERS COMPLEX**

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Sacramento, CA 95817  
(916) 227-1395

### **MATHER**

10638 Schirra Avenue  
Mather, CA 95655  
(916) 228-3127

### **RANCHO CORDOVA**

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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.**

### **Executive Committee**

**Date:** Monday, January 23, 2006

**Time:** 4:00 p.m.

**Place:** Sacramento Employment & Training Agency  
**Board Room**  
925 Del Paso Blvd.  
Sacramento, CA 95815

### **A G E N D A**

1. Call to Order/Roll Call
2. Approval of Minutes of the November 28, 2005 Meeting
3. Appointment of Youth Council Member
4. Approval to Extend the Services of MMC Communications to Provide Public Relations and Marketing Services
5. Review of the January 25, 2006 Sacramento Works, Inc. Board Agenda
6. Adjournment

**COMMITTEE MEMBERS:** Kingman Tsang, Dr. Larry Buchanan, Bill Camp, Michael Dourgarian, Mark Ingram, Kathy Kossick, Gerry Lawrence, Elizabeth McClatchy, Kim Parker.

**DISTRIBUTION DATE: WEDNESDAY, JANUARY 18, 2006**

**SACRAMENTO WORKS, INC.**  
**Executive Committee**  
Minutes/Synopsis

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

Monday, November 28, 2005  
4:00 p.m.

1. Call to Order/Roll Call: The meeting was called to order at 4:02 p.m.

**Members Present:** Mark Ingram, Kathy Kossick, Gerry Lawrence, Elizabeth McClatchy, Kim Parker, Kingman Tsang

**Members Absent:** Bill Camp, Dr. Larry Buchanan

**Other Present:** Robin Purdy, Christine Welsch, Phil Cunningham, Diane Ferrari

2. Approval of Minutes of the September 26, 2005 Meeting

Minutes were reviewed. No corrections.

Moved/Kossick, second/Lawrence, to approve the minutes of the September 26, 2005 meeting.

Voice Vote: Unanimous approval.

3. Review of the November 30, 2005 Sacramento Works, Inc. Board Agenda

The board packet was reviewed. Some corrections were made to the agenda items.

4. Adjournment: Meeting adjourned at 4:22 p.m.

## ITEM 3 - ACTION

### APPOINTMENT OF YOUTH COUNCIL MEMBER

#### BACKGROUND:

The Sacramento Works Youth Council has been recently received the application for a representative of local Public Housing Authorities. This seat has been vacant since the resignation of LaShelle Dozier. The Workforce Investment Act requires no minimum or maximum number of representatives on the Youth Council. The WIA states that there are six categories of membership on the Youth Council.

#### Youth Council Membership Categories:

- Members of the local board with special interest or expertise in youth policy;
- Representatives of Youth Service Agencies, including juvenile justice and local law enforcement agencies;
- Representatives of local Public Housing Authorities;
- Parents of local youth seeking assistance under WIA;
- Youth, including former participants and representatives of organizations that have experience relating to youth activities; and
- Representatives of the Job Corp

A copy of Ms. Colleen Clark's application is being sent under separate cover. Staff will provide an oral report on this item.

#### RECOMMENDATION:

Review and appoint Ms. Colleen Clark, Housing Authority Program Manager, Sacramento Housing and Redevelopment Agency, to the Sacramento Works Youth Council.

## ITEM 4 - 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 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 to continue to provide public relations and marketing services.