

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) 227-2577

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

10665 Coloma Rd., Suite 200
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. EMPLOYER OUTREACH

Date: Thursday, August 31, 2006

Time: 8:30 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 22, 2006 Minutes
3. Review/Action of Proposed Employer Outreach Budget 2006-2007
4. Review of Business Retention & Expansion Program (BizPulse)
5. Employer Outreach Activity Report, July 2005 – June 2006
6. Adjournment

Committee Members: Mark Ingram (Chair), Walter DiMantova, Diane Ferrari, Barbara Hayes, Matt Mahood, James Pardun, Kim Parker, 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 24, 2006

Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis

SETA Board Room
925 Del Paso Blvd
Sacramento, CA 95815

Thursday, June 22, 2006
8:30.am.

1. Call Meeting Order/Roll Call:

Members Present: Mark Ingram, Valerie Carrigan (representing Walter Di Mantova) Diane Ferrari, Matt Mahood, James Pardun, Maurice Read, and Kim Parker.

Members Absent: Walter DiMantova, Barbara Hayes, Anette Smith-Dohring, Terry Wills.

Others Present: Robin Purdy, William Walker, Terri Carpenter, Rick Helmer, and Phil Cunningham

2. Approval of the May 18, 2006 Minutes

Moved/Mark Ingram, second/Ferrari, to approve the minutes as distributed.
Voice Vote: Unanimous approval.

3. Review of the Board Initiative Budget:

Outreach budget for 05/06 expenditure: **\$141,500**

Total remaining: **\$38,014**

The remaining will roll into next year's overall budget.

2006-2007 budget: **\$165,000**

Hire-a-Hero, Hire-a-Vet Discussion-Rick Helmer and Diane Ferrari discussed the Hire-a-Hero, Hire-A-Vet job fair that will be held on September 27, 2006 at the Sacramento Convention Center. The registration fee for the event will be \$175. EDD would like to partner with SETA to coordinate this event. EDD is also looking for sponsorship fees to cover certain costs for the event. The goal is to have 70 employers. Over 10,000 post cards will be mailed to veterans in the six county region and the goal is to have up to 2,000 in attendance. The event will also include a Resource component of agencies that provide services to veterans such as Sacramento Veteran Employment Committee (VEC) and various federal, state, local and private organizations in the greater Sacramento area.

4. Discussion of Employer Outreach Plan 2006-07 Marketing Material

- Terri Carpenter handed out a list of marketing suggestions for this year. In a conversation with MMC, some ideas came up about updating the website to make it more user-friendly.

- The ads that have been placed in the Sacramento Bee regional papers, have not brought in enough results due to the decrease in subscription and other job search engines.
- Radio advertisement is not pulling enough results as expected.
- Another suggestion was web-base advertising.

5. Direct mail

Terri Carpenter suggested that postcards be mailed to new and existing employers to announce our new website. The postcard will encourage them to log-on to the website and call us to request information for the new brochures (Employer Services brochures, Training brochures etc.) It will also be used to generate response for information and to thank the employers for their participation around the holidays.

Terri will provide more information on direct mail as well as the website and how to make it more user friendly. Over the last couple of years the Employer Services Department has focused on the employers in the marketing campaign and has generated quite a response. We are continually receiving new employers contacting us about our services. This month there were a total of eight new employers.

Terri suggested educating the job seekers about Sacramento Works and what we have to offer at the career center level. One option was to post the information at the bus or light rail station kiosks. This will get the attention of the job seekers as well as the employers.

There will be a review of the cost for the RT Bus/Light Rail kiosks to see if the cost is feasible.

6. Annual Employment and Training Expo

Terri Carpenter indicated that this year we increased employer attendance at the Fourth Annual Sacramento Employment Training Expo from 46 last year to 70. Because of the overload of employers who wanted to attend, four were turned away due to a lack of booth space availability.

There was a small fee of \$50 for event participation. With such a great turn out, the fee maybe increased next year.

The Employer Services Department is looking at doing a display ad in the Sacramento Bee for the Fifth Annual Sacramento Employment & Training Expo. This will assist with the increase of public awareness and job seeker attendance.

7. Employer Outreach

Terri Carpenter stated that reports through May show that we are doing well and are still showing increases for this year. Next year will be a good measure to meet or beat what we have done. I don't think we'll have a problem doing that, due to the increase in employers that are coming in."

Meeting Adjourned.

*Meeting will be held the last Thursday of every month.
Next meeting 7/27

Employer Outreach Budget
Actual Expenditures
2005-2006

Activity	Budget	Spent	Remaining
SACTO Economic Profile, 2005 - 2006	\$ 12,000	\$ 9,424	\$ 2,576
Agencies Outreach Brochures	18,500	9,200	\$ 9,300
SACTO Event Sponsorships	4,500	4,500	\$ -
Give-away items for employer/job fair events	5,000	5,000	\$ -
4th Annual Expo Job Fair	8,000	5000	\$ 3,000
Job Fair/Business Events	10,000	9,610	\$ 390
Mailing Lists/employer outreach	500		\$ 500
Sponsorships/Chamber Alliance	6,000	5450	\$ 550
Metro Chamber Perspectives Event	5,000	5,323	\$ (323)
Print Advertising	25,000	24,850	\$ 150
Radio Advertising	15,000	15,000	\$ -
Sub-Total	109,500	77,260	16,143
Retain Public Relations Services	32,000	10,129	\$ 21,871
TOTAL Employer Outreach and Public Relations	\$ 141,500	\$ 87,389	\$ 38,014

EMPLOYER OUTREACH PROPOSED BUDGET
2006 - 2007

Activity	Budget	Spent	Remaining
SACTO Economic Profile 2006-2007	\$ 12,000		
Agency Outreach Brochure Printing	\$9,000		
SACTO Event Sponsorships	4,500		
Give-away items for employer/job fair events	5,000		
5th Annual Employment & Training Expo	8,000		
Job Fair/Business Events	12,000		
Mailing Lists/employer outreach	1,000		
Sponsorships/Chamber Alliance	10,000		
Metro Chamber Perspectives Event	5,500		
Print Advertising	20,000		
Radio Advertising	20,000		
Website Development	16,000		
Public Relations 2006-2007	32,000		
Business Retention & Expansion Program (BizPulse)	5,000		
Direct Mail	\$ 5,000		
TOTAL BUDGET	\$165,000		