



ADDRESS REPLY TO:  
Div. of Apprenticeship Standards  
P. O. Box 420603  
San Francisco, CA 94142-0603

## PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING MINUTES

Chairperson Carl Goff

Best Western Lighthouse Pacifica  
Wednesday, October 25, 2017  
9:00 A.M. – 10:00 A.M.

### I. Call to Order/Roll Call

Chairperson Carl Goff called meeting to order at 9:00 a.m.

- Members present: Carl Goff, Scott Gordon, Richard Harris, Jack Buckhorn, Susan Anderson Jim Hussey and DAS Chief Eric Rood
- Members absent: Hector Velez

Welcome and Introduction of new committee member DAS Acting Chief Eric Rood.

### II. Review/approve July 26, 2017 minutes

- Commissioner Carl Goff made a motion to approve the July 26, 2017 meeting minutes. All were in favor. The motion carried.

### III. Updates

- DAS Deputy Chief Forman stated that this issue of the Apprenticeship Newsletter was still in production. New articles for the Apprenticeship Newsletter need to be received no later than the 15<sup>th</sup> of the month prior to the CAC meeting. It was reported that they would like to have five or more new original articles per issue.
- Commissioner Goff suggested that the CCA committee submit an article for the upcoming 2018 California Conference on Apprenticeship (CCA).
- Carl Goff asked if for suggestions for additional items that the apprenticeship community would like to see in the Apprenticeship Newsletter. If anyone has suggestions please provide to Chairman Goff.

- Carl Goff for anyone interested in joining the Working Group to please provide your information to Deneen Phillip at [DPhillips3@dir.ca.gov](mailto:DPhillips3@dir.ca.gov)

#### IV. Strategies, Goals and Better Ways to Market Apprenticeship

- Frank Cuno stated that Apprenticeship week is coming up in November 13-19, 2017. He stated industry, education and workforce leaders across the country to celebrate the third annual National Apprenticeship Week. He asked if they were aware of any upcoming events.
  - Member of the apprenticeship community stated that Plumbing-Heating-Cooling Contractors of California stated that they are having an open house on Thursday November 16th 2017. They are also hosting a training facility tour.
  - On November 16, 2017 the First annual State senate workshop, central valley committee will hold the First Annual event. Greater manufacturing will be apart of this event.
- Recommendation to send the link out of the Newsletter to County office of education/superintendents. Scott Lewis volunteered to comply the list of emails.
- Commissioner Goff stated that if anyone has any suggestions regarding how to better market apprenticeship please forward along the information. Also if you have suggestions on Marketing to new program sponsors.
- Susan Anderson stated that she would like to see a simple message/advertisement about apprenticeship. She suggested an email blast. One item mentioned was apprenticeship statistics to be included in the advertisement.
- Carl Goff stated that a letter is to be sent out from the California Apprenticeship Council in behalf of National apprenticeship week.

#### V. Other Items of Interest

Glen Forman announced that forms were available for Nominations for the Hall of Fame. The forms will be available on the website next week. There is a nomination fee of \$150.00. The nomination forms are due by December 31<sup>st</sup> 2017.

- Volunteers are needed for the CCA committee.

#### VI. Adjournment

The meeting adjourned at 9:28 a.m.