



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

PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING MINUTES

Chairperson Jim Hussey

Visalia Marriott
Wednesday, August 1, 2018
1:30 p.m.-2:30 p.m.

I. Call to Order/Roll Call

Chairperson Jack Buckhorn called meeting to order at 1:30 p.m.

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

II. Review/approve January 24, 2018 minutes

- Commissioner Jack Buckhorn made a motion to approve the January 24, 2018 meeting minutes. All were in favor. The motion carried.

III. Updates

- Newsletter
 - E-Newsletter: Presentation by Esther Gamberutti and DAS Chief Rood
 - The changes to the newsletter were presented and the move to an electronic distribution which will reach more people. With the electronic distribution, the newsletters can be done more frequently and timely as well. They can target more people that do not know much about apprenticeship.
 - Ester stated that there will be no director's report or chief's report and includes more testimonials about how apprenticeship works and tries to get more people aware of it (students, counselors, etc.). She stated that they would like 300 words for articles and wants pictures and any links for it as

well. Presented the sign up for apprenticeship e-newsletter where you can put in e-mail, name, job title, company, and various e-mail lists.

- Those who have subscribed to the newsletter do not have to do anything unless they opt out through the unsubscribe link.
- Use of Constant Contact to analyze newsletter audience and participation
- Expanding Newsletter Audience: Discussion from the floor on potential email lists that might get the apprenticeship message beyond construction trades.
- The subcategories are for targeting specific industries as well. Come together with California Workforce Development Boards and Chancellor's Office. We are also working with California Department of Technology to update our website to make it more user-friendly.
- Eric Rood stated that we are looking to make the topic of the next apprenticeship newsletter. Disadvantage populations. Want to get articles on disadvantaged populations from Department of Rehabilitation or foster care or prison to employment/ex-offender programs as well.
- Jeanne-Marie is doing all the input on the constant contact. Send information to DAS consultant Esther Gamberutti. Please send to EGamberutti@dir.ca.gov Hyperlinks are also allowed so it can link to a bigger article or bigger pictures.
- Questions and comments were made from the apprenticeship community. Complete articles and pictures of events would be appreciated.
- They can get statistics on people clicking the hyperlinks and getting information on what articles are most interesting. Story-driven newsletter and more interaction will be driving the topics on them. Will be working with the chief of communications in the director's office to link to Facebook and Twitter. The newsletter is to reach everyone involved in apprenticeship. Looking at pre-apprenticeship in high schools/junior high schools as well.
- Suggestion to put a calendar with career fair links and the locations. A program's suggestion to click on and fill out a google form for name, e-mail, and phone number that has been effective for 16+ in the program.
- DAS Eric Rood led a discussion regarding hopefully to get the e-newsletter out monthly or at least bi-monthly with good stories to tell. New programs launching would also be good to send out for the newsletter as well.

- Working Groups
 - It was stated that if anyone is interested in joining the Working Group to please provide your information to Deneen Phillip at DPhillips3@dir.ca.gov

IV. Strategies, Goals and Better Ways to Market Apprenticeship

- Jack's example: Program in North Bay had over 2.8 million impressions in less than \$10,000 for budget and have not spent it all – The three they are using are Facebook, radio, and social media over a short period of time in a small market.
- Josh's example: CAI Website open to entire public utilizes Facebook Workplace (free social media platform) and it uses a work e-mail and leverages a similar platform and mentions it would be great if they could have one for the CAC
- Can post from social media and post from one site – time and money; pay a small fee to post on all of them at the same time
- Larry Hopkins with Operating Engineers of SoCal: Spent upwards of 9-12,000 for advertising opening apprenticeship applications but last January they used ZipRecruiter – 8,600 applications in 3 weeks and only cost \$900; Facebook website and Twitter at about 80,000 hits on that; IT people to monitor site and respond to questions – Average response time is 30 minutes; Expect to have over 100,000 people to know who they are next time they open recruitment; Got over 1,500 females as well
- Asked everyone to share the e-Newsletter within their own networks to expand the reach. Susan Anderson stated that she would like to see a simple message/advertisement about apprenticeship. One item mentioned was apprenticeship statistics.

V. Other Items of Interest

Firefighters and police officers flying their flags, but construction doesn't have a flag for Injured and killed in construction trades but nobody knows about it;

California - Training Director; Mark Gonzales with the Northern California Cement Masons Joint Apprenticeship Training Committee made a motion to the California Apprenticeship Council on having a Construction Flag.

Mr. Gonzales shared that different USA Flags with a thin color are used by occupation/industry to display when an accident/injury or death has occurred.

- Police Officers - Royal Blue
- Firefighters - Red
- Border Patrol Agents - Dark Green
- EMS Officials - White
- Dispatchers - Yellow
- Correctional Officers -Gray

Currently there is no flag used for construction workers/building trades and Mark made the motion for the **Safety Green** be the color for this occupation/industry. The Safety Green color is available based on the research done by Mark Gonzales.

The current occupations fly the USA flag with their designated color when an accident/injury or death has occurred and recommended that the Construction industry (building trades' occupations) have one of their own.

The motion was approved and seconded to have an USA Flag representing Construction in the color of "**Safety Green**".

Motion was made to bring it to full council. All in favor. The motion passed.

- Advised the apprenticeship community of a Box on DAS Homepage that tracks the number of registered apprentices and trainees in California. It is updated at 5 am every day – Currently 83,892 apprentices. Glen clarified the difference between registered trainees' vs electrician trainees.
- ❖ Moment of Silence for the fallen Firefighters who have been working diligently to protect the lives and safety of the residents of California during the wildfires.

VI. Adjournment

The meeting adjourned at 2:18 p.m.