

CALIFORNIA APPRENTICESHIP COUNCIL

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PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING MINUTES

Chairperson Jim Hussey
Best Western Island Palms
Wednesday, February 6, 2019
11:00 a.m.-12:00 p.m.

I. Call to Order/Roll Call

Chairperson Jack Buckhorn called meeting to order at 11:00 a.m.

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

II. Review/approve October, 2018 minutes

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

III. Updates

- Newsletter/Outreach
 - E-Newsletter: Presentation by Esther Gamberutti
 - Discussed the success of the e-newsletter. She stated that the new issue was sent out yesterday.
 - She advised the apprenticeship community on how to subscribe to the e-newsletter
 - Esther advised that DAS has a new vision statement and it is posted on our DAS website. Eric Rood made some comments regarding the mission statement and the participation from all DAS staff in the development of this.
 - DAS Mission Statement- “ The California Division of Apprenticeship Standards (DAS) consults with employers to develop a skilled workforce with viable career pathways to increase productivity and strengthen our economy.
 - DAS Vision Statement- “ Create 21st Century solutions that establish innovative apprenticeship programs to provide the State’s industries with the workers they need to compete and prosper, while delivering excellent

training experiences and high-paying career opportunities for California's workers."

- Esther stated that new subscribers to the newsletter would receive this month's issue within the next week.
- Eric Rood discussed the new updated look of our website.
- Stated that testimonials would be great to add to the newsletter.
- Discussion of a theme. Would like to have the 3rd quarter newsletter focused on apprenticeship graduations.
- We would love to get new and innovative career paths.
- Mr. Hussey encourage everyone to register for the apprenticeship newsletter. Request for content to be submitted to Esther Gamberutti via email: EGamberutti@dir.ca.gov;

IV. Strategies, Goals and Better Ways to Market Apprenticeship

- Discussed what would be the best ways to reach people and build our exposure.
 - Discussion from the floor on potential email lists that might get the apprenticeship message beyond construction trades.

 - Asked everyone to share the e-Newsletter within his or her 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.

 - Discussed the "I built it" campaign.
 - Would like to include the I Built It campaign information and roll it out again as well as a digital media statewide to drive people to the newsletter/website;
- Motion Made and Seconded to relaunch "I built it" campaign.

V. Other Items of Interest

- Discussed the Safety Green Flag for Construction workers who have died in the line of duty. Stated that they have contacted Pacific Print in San Jose. State that they are naming this the commemorative construction flag.
- Stated that we are still in the process of having this item published in the newspaper. Once this item is published, DAS will put this item in the e-newsletter.

VI. Adjournment

The meeting adjourned at 11:32 a.m.