

CALIFORNIA APPRENTICESHIP COUNCIL
1515 Clay Street, Suite 301
Oakland, CA 94612
Tel: (415) 703-4920
Fax: (510) 286-144



PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING MINUTES

Chairperson Derrick Kualapai
Wednesday, July 28, 2021
9:00 a.m.

I. Call to Order/Roll Call

Chairperson Derrick Kualapai called meeting to order at 9:07 a.m.

- Members present: Derrick Kualapai, Nick Esquivel and DAS Chief Eric Rood
- Members absent: Richard Harris, Scott Gordon, Christopher Christophersen Sr., Earl Restine, Louis Ontiveros and Carl Goff

II. Review/Approve Previous Minutes

Commissioner Derrick Kualapai made a motion to approve the April 24, 2019 meeting minutes. All were in favor. The motion carried.

III. Updates

- Chairperson Derrick Kualapai stated that he was very excited to be chairing this subcommittee.
- Questions and Comments were made from the public.
- Derrick Kualapai thanked Esther for assisting him with this committee and helping give him direction as he steps into this new position as chair.
- Newsletter/Outreach
E-Newsletter: Presentation by Esther Gamberutti
Discussed the e-newsletter and advised the apprenticeship community on how to subscribe to the e-newsletter. Esther stated they have had a low click rate recently on the e-newsletter and they are looking to improve this. She stated that 40% was the rate in January 2020. She stated that they are trying to brainstorm ideas on how to improve this. Suggestions that she has received from some consultants in more before and after pictures. She stated that one apprenticeship programs is celebrating 100 years in existence. She stated that they would love to capture this

CALIFORNIA APPRENTICESHIP COUNCIL

1515 Clay Street, Suite 301
Oakland, CA 94612
Tel: (415) 703-4920
Fax: (510) 286-144



in photos and make this available in the Apprenticeship newsletter. She stated if there are other programs that have had this longevity it would be wonderful if they were willing to share their story so it can be captured in the newsletter. She stated that we need to shine the light on new and innovative programs that are starting up as well.

Esther stated that she is always looking for testimonials and adding them to the newsletter as well as articles and photos regarding apprenticeship graduations. Derrick Kualapai encourage everyone to register for the apprenticeship newsletter.

Request for content to be submitted to Esther Gamberutti via email:

EGamberutti@dir.ca.gov

The DAS website has a link to sign up for the newsletter. Positive feedback has been received from the CAC newsletter.

Questions and comments from apprenticeship community.

III. Strategies, Goals and Better Ways to Market Apprenticeship

Derrick Kualapai stated if anyone had any suggestions regarding Strategies, Goals and Better Ways to Market Apprenticeship to please reach out to him with ideas.

No additional comments were received at this time.

IV. Other Items of Interest

Glen Forman stated that this committee is in charge of the Hall of Fame Inductees. Glen Forman announced that the notices will be going out just before the next meeting. Glen stated that in January this committee reviews the nominations and makes a decision on who get in to the Hall of Fame.

Chief Rood stated that DAS is looking into ways to do public press releases as we grow apprenticeship.

A member of the apprenticeship community suggested advertisements on Pandora Radio. Pandora advertising allows advertisers to reach their target demographic efficiently and with a guarantee of impressions directly served to your demographic. These capabilities provide considerable advantages in the radio advertising market.

With Pandora Radio, you will know the exact number of people listening to you commercial because listeners must be logged in to their account to access their Pandora account. They stated that they think this would be a great way to advertise to younger populations.

Another suggestion was banners. Recently that have noticed numerous trades have been advertising at the baseball stadiums.

CALIFORNIA APPRENTICESHIP COUNCIL

1515 Clay Street, Suite 301

Oakland, CA 94612

Tel: (415) 703-4920

Fax: (510) 286-144



V. Adjournment

The meeting adjourned at 9:23 a.m.