

**CALIFORNIA APPRENTICESHIP COUNCIL**

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California Apprenticeship Council  
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**PUBLIC RELATIONS & PUBLICITY  
COMMITTEE MEETING**

Minutes

Wednesday, August 10, 2022

Glendale, CA

Chairperson Scott Gordon

I. Call to Order/Roll Call

Scott Gordon opened the meeting up at 9:00 a.m.

- Members present: Scott Gordon, Richard Harris, Earl Restine, Sean McCobb

with CCCO and DAS Chief Eric Rood

- Members absent: Larry Hopkins, Jason Rafter, Louis Ontiveros and Christopher Christophersen Sr.

II. Review/Approve Previous Minutes

Commissioner Gordon made a motion to approve the previous meeting minutes. All were in favor. The motion carried.

III. Updates

- Newsletter/Outreach

- Discussed adding photos from the California Conference on Apprenticeship to the next issue of the Apprenticeship newsletter.
- Discussed DAS five-point plan, which is also located on the DAS website. This action plan details a five-point strategy to significantly expand apprenticeship participation, through a combination of new and revised policies. The five action points include: 1) supporting sectoral and regional intermediaries, which play a critical role in building and sustaining multi-employer apprenticeship

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partnerships; 2) developing and refining state policies and processes for apprenticeships in non-traditional sectors; 3) addressing gender and racial inequities in apprenticeships in traditional construction and firefighting trades; 4) building a statewide youth apprenticeship framework; and 5) encouraging California's state and local governments to hire apprentices into public service.

- Looking at strategic ways to be move visible to the public. Also discussed the need for good leadership with this committee.
- DAS Esther Gamberutti stated that they are working on notifications for the newsletter when something new is posted.
- The July/ August newsletter was just sent out yesterday. We are always looking for content. May/June issue was not this year.
- Esther stated that she is always looking for testimonials and photos from recent apprenticeship graduations. Any content to be submitted please send to Esther Gamberutti via email: [EGamberutti@dir.ca.gov](mailto:EGamberutti@dir.ca.gov) Questions and comments from apprenticeship community.
- Scott Gordon stated that he will have further discussions with Larry Hopkins to see what goals he has in mind for this committee. Will touch base with the commissioners to talk discuss what suggestions they have.
- Asked for all members of the apprenticeship community to look at the apprenticeship newsletter and give feedback regarding what they found interesting and what improvements needed to be made to the website.

V. Other Items of Interest

VI. Adjournment

The meeting adjourned at 9:16 a.m.