

CALIFORNIA APPRENTICESHIP COUNCIL
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PUBLIC RELATIONS & PUBLICITY
COMMITTEE MEETING
Minutes

Chairperson Scott Gordon
Wednesday, February 1, 2023

I. Call to Order/Roll Call

The meeting started at 9:12 am.

- Members present: Scott Gordon, Richard Harris, Louis Ontiveros, Earl Restine, Sean McCobb with CCCO, Gary Adams and DAS Chief Eric Rood
- Members absent: Richard Harris, 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/ Discussion Items

1. Newsletter

Scott stated that he was asked a question asking where DAS newsletter/publication library are located. He stated that we do not have a library.

Stated that the newsletter is really important to really highlight success stories. It is also a way for us to be able to put a face especially with a lot of our underserved populations and it gives us an opportunity to say you can do this.

Chief Rood discussed improvements within DAS in their communications department. He stated that they have been really working hard within the last 12 months to improve DAS website and improve marketing.

Commissioner Gordon stated that his goal is to make to those, especially who don't have access to good information or have learning disabilities. He stated that he wants to make sure that the information. Is readily available and is simple to obtain by the general public.

Chief Rood discussed that the Division of Apprenticeship Standards (DAS) is soliciting proposals for the Equal Representation in Construction Apprenticeship grant (ERiCA). The funds from this grant will go towards supportive resources for childcare and outreach and community building for women, non-binary and underserved populations.

He stated that there was a press release that was released and they're extending the application period for an additional 24 hours on Equal Representation in Construction Apprenticeship grant (ERiCA).

Comments were made that the contact person that answers the phones at the local union hall needs to be a person that is a sales person and have an energetic personality. Discussed the impact of a good recruiter at your local union or program is. How important just engaging with the youth who are interested in the program and letting them know that you're interested in what they're trying to accomplish. You're there to help assist them in reaching those goals.

Discuss someone from our Communications department with DAS attending the next quarterly meeting.

a. Website

- Articles
- Publications
- Meetings

IV. Other Items of Interest

Esther Gamberutti with DAS was in attendance and she stated that our newsletter is currently sent to 5,445. The open rate for our newsletters is currently at 35.4%. The click rate is currently at 4.1%.

V. Adjournment

The meeting adjourned at 9:48 a.m.