

CALIFORNIA APPRENTICESHIP COUNCIL
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PUBLIC RELATIONS & PUBLICITY
COMMITTEE MEETING
Minutes

Chairperson Mark Burris
Wednesday, May 3, 2023

I. Call to Order/Roll Call

The meeting started at 9:12 am.

Chief Rood sat in on that meeting for the Chair Mark Burris

- 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 February 1, 2023. All were in favor. The motion carried.

III. Updates/ Discussion Items

1. Newsletter

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.

Discussion regarding newsletters and publications. Chief Rood stated that he will continue to get someone from the communications and publications department to attend the next subcommittee meeting.

Esther Gamberutti - Associate Editor DAS Newsletter provided an update of our newsletter. The last Newsletter was really robust, with great articles and stories.

Chief Rood stated shared it with my directors of apprenticeship across the country. I got a great response from Willie Higgins, who is the Director of the State of Arizona. He also announced that he is retiring.

He stated that we have made improvements on our websites. We had to revamp the women and construction page that we had on our website.

And as you go in there now it is. You know we're continually trying to refine it. There's a bigger project on the website project as we are updating and improving the whole thing. He stated that the division of apprenticeship standards (DAS) is a real small division in a very large department.

Chief Rood discussed that DAS updated their mission statement and We also, for the first time in the division's history, created the vision statement as well. So we're now asking this committee to help us make sure we are still on point and do we still have the right vision

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.

IV. Other Items of Interest

We had a guest speaker who was Jennifer Lim, DIR External Affairs Deputy Director. She is appointed by Governor Newsom. She presented a slideshow presentation to the members of the apprenticeship community that were present. She discussed how we can elevate your messages and what you are trying to promote into the media or the public eye, or gaining more fans and elevating that to the Rock Star status! She talked about events, videos, resources, and what you can do to help promote that. So, thanking the governor, we got an infusion of funds. She stated that Eric so kindly gave her 2 positions dedicated just towards apprenticeships. She encouraged everyone to

follow DIR on social media. We just publish a guide to DIR that really highlights very nicely apprenticeship standards program. So that is available to pick up on our website. We will be having those in print. She stated that we talked about Logos and colors and all those kinds of things, and we have a brand guide that is going through some revisions. It was said that this brand guide might help you help brand us and your efforts in spreading the word so that will be available to you soon. We really want to partner with you so we can get feedback and get really industry-specific wording and branding to get more people to provide apprenticeships and spread the word of the learn and earn a model.

Questions and comments for the apprenticeship community.

How can our public relations and publicity committee help you as we move forward. She stated that you guys could help us with pictures, names of people that I can talk to about getting sound bites and getting snippet of video. Take a quick video of yourself in front of a work site with an apprentice or someone that you would like to offer a apprenticeship too. Tell us the story. What do you do? How does this relate about getting a good job in the future?

She provided her email: Jslim@dir.ca.gov

Her presentation was well received.

Esther Gamberutti with DAS was in attendance, she stated that our newsletter is currently sent to over 5,000 people. She stated that she is hoping to be able to provide the most current click rate at tomorrow's CAC meeting.

V. Adjournment

The meeting adjourned at 9:4 a.m.