



CALIFORNIA APPRENTICESHIP COUNCIL 2025 PUBLIC RELATIONS & PUBLICITY COMMITTEE MINUTES

**Wednesday, May 7, 2025
1:30 p.m.**

Chairperson Mark Burri

I. Call to Order/Roll Call

- a. Chairperson Burri called the meeting to order at approximately 1:30pm.
- b. DAS Chief Adele Burnes conducted the roll call.
 - i. Members Present: Mark Burri (online), Richard Harris, Earl Restine, Charles "Chuck" Poss III, Larry Hopkins, Shelley Duran, California Community Colleges Gary W. Adams, and DAS Chief Adele Burnes
 - ii. Members Absent: None

II. Review/Approve Previous Minutes

- a. Members approved the minutes from the previous meeting held on October 23, 2024.

III. Introduction/Presentation – Jeanne-Mairie Duval, DAS Outreach Manager

- a. Jeanne-Mairie Duval introduced herself as the new DAS Outreach Manager after being promoted from a communications role.
- b. She provided an overview of the new outreach team, including two new Outreach Advisors, Milan Wiley and Jessica Damien. She also stated the purpose of the outreach team is to champion registered apprenticeship across the state, using compelling storytelling and strategic community engagement.

IV. Updates/Discussion Items

- a. The outreach team is focused on updating the DAS website, developing new outreach materials, creating a strategic social media calendar, and

enhancing the DAS newsletter. A key priority is to tell more stories, especially highlighting women in construction and sharing apprentice testimonials and program successes. The team is seeking input and contributions from the committee members to help identify and share these stories.

- b. Members discussed potential collaboration opportunities, such as hosting a LinkedIn Live discussion or webinar series to showcase California's apprenticeship programs and share their successes with a broader audience, particularly on the East Coast. The committee acknowledged the importance of leveraging existing relationships and networks, such as with local education agencies and community colleges, to amplify the outreach efforts. Commissioner Benjamin Rivera, a representative of Sheet Metal Workers Local 104, proposed utilizing sporting events and other venues where parents and students are present to showcase apprenticeship opportunities.
- c. Commissioner Burri provided feedback on an error in the online roster of the California Apprenticeship Council, which the DAS team agreed to correct.
- d. DAS Chief Burnes encouraged the outreach team to work closely with the DIR website project to ensure the DAS website is updated and improved.

V. Other Items of Interest/Public Comment – None

VI. Adjournment

- a. The meeting adjourned at approximately 1:54pm.