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## PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING

### MINUTES

Wednesday – October 24, 2012 11:00 A.M.

#### I. Call To Order/ Roll Call

Chairman Paul Von Berg called the meeting to order at 11:02 A.M.

Members present: Paul Von Berg, Richard Harris, Anne Quick, Pat McGinn, Scott Gordon, and Chief Diane Ravnik

Members absent: Les DenHerder and Yvonne de la Pena  
 A quorum was met.

#### II. Review and approval of July 24, 2012 Minutes

- A motion was made by Commissioner Anne Quick and seconded by Commissioner Pat McGinn to approve the minutes. All were in favor. The minutes were approved as written.

#### III. Updates

##### Newsletter

- Chief Ravnik reported that the art work on the cover is an original piece by CAC Chairperson, Scott Gordon.
- Commissioner Von Berg reported that Linda Young of the NAWIC has offered to send in an article for the next newsletter.
- Mr. Von Berg presented a list of new contacts for the distribution mailing list.

##### Report from “Working Group”

- Chief Ravnik spoke in lieu of Renee and stated that the committee is open for anyone to join the working group. Ms. Bacchini will continue to be the contact person for the working group teleconferences. She can be reached at [RBacchini@dir.ca.gov](mailto:RBacchini@dir.ca.gov). You may also send information to Chief Ravnik at [DRavnik@dir.ca.gov](mailto:DRavnik@dir.ca.gov) or Glen at [GForman@dir.ca.gov](mailto:GForman@dir.ca.gov). Chief Ravnik offered a suggestion of featuring non-construction programs in the next newsletter.

#### IV. Strategies, Goals and Better Ways to Market Apprenticeship

- Chief Ravnik gave a brief overview of a white paper – Apprenticeship in California. The white paper was a collaborative effort of Peter Cooper ETP, Brian McMahon, Deputy Director of California’s Labor Agency, Tim Rainey,

Executive Director California Workforce Investment Board, John Dunn Department of Education, and Von Ton-Quinlivan California Community Colleges. The focus of the white paper gives a background on apprenticeship and how RSI funding has decreased over time. The paper concludes with some policy recommendations such as action requiring no new traditional funding and ideas *for* funding. It also calls for an ad hoc committee that would include DAS, ETP, Community Colleges, Department of Education, the State Energy Commission, and GO-Biz from the Governor's office which will streamline services for business leaders and enhancing job creation, economic development and international trades statewide.

Chief Ravnik further reported that last week the executive board of the CWIB met and endorsed the idea of the ad hoc committee. That recommendation will go to the full WIB at its first meeting in October 30 – 31, 2012. She asked the committee to endorse the white paper, in concept, and send to the full CAC.

Chief Ravnik made a motion to present the white paper, in concept, to the full CAC and then bring a final white paper to the full Council in January 2013. Commissioner McGinn seconded the motion. All were in favor. The motion carried.

#### Comments from the Public

- Commissioner Scott Gordon gave accolades to DAS Chief Diane Ravnik and Time Rainey for their tireless efforts to bringing apprenticeship to the forefront of the SWIB.
- Herb Kleeman of the United Association Local Union 250 offered his opinion on the effects on the apprenticeship community should Prop. 32 pass.
- John Dunn, Department of Education commented on the white paper that if apprenticeship is expanded it would create a solid training model which will increase the quality of the student applicant pool.
- Chief Ravnik commented on a specific recommendation that the white paper is to engage in a comprehensive public awareness campaign and documenting the benefits of apprenticeship.
- Commissioner Richard Harris commented that apprenticeship does not necessarily mean that one will be driving a nail, or working on a back hoe for the rest of their lives, but that there is opportunity for growth into the administrative sector, or perhaps starting your own business or being an instructor.

#### V. Adjournment

- A motion and a second were made to adjourn the meeting. All were in favor. The motion carried. The meeting adjourned at 11:45 A.M.