



ADDRESS REPLY TO:
Div. of Apprenticeship Standards
P. O. Box 420603
San Francisco, CA 94142-0603

PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING MINUTES

Chairperson Carl Goff

Handlery Hotel San Diego
Wednesday, July 26, 2017
9:00 A.M. – 10:00 A.M.

I. Call to Order/Roll Call

Chairperson Carl Goff called meeting to order at 9:00 a.m.

- Members present: Carl Goff, Scott Gordon, Jack Buckhorn, Susan Anderson and DAS Chief Diane Ravnik
- Members absent: Hector Velez, Pat McGinn, Richard Harris, Yvonne de la Peña,

II. Review/approve January 25, 2017 minutes

- Commissioner Carl Goff made a motion to approve the January 25, 2017 meeting minutes. All were in favor. The motion carried.

III. Updates

- Discussion regarding the Apprenticeship Newsletter. Commissioner Goff encouraged all members of the apprenticeship community to send in articles for the newsletter. Chief Ravnik stated that DAS consultant Esther Gamberutti would be assisting the Apprenticeship Newsletter. Please send to EGamberutti@dir.ca.gov
- Chief Ravnik stated that the theme of this issue of the Apprenticeship Newsletter was 2017 graduations. She stated the cover photo used in this issue were of graduates celebrate their pinning ceremony as the first two Registered Nurse graduates from the California Correctional Health Care Services apprenticeship program.
- Chief Ravnik stated that the sheet metal workers have a new training facility in which they have a grand opening scheduled in September. She stated that they plan to submit an article for the October Apprenticeship Newsletter. She stated they would like to have five or more new original articles per issue.

- Commissioner Goff suggested that the CCA committee submit an article for the upcoming 2018 California Conference on Apprenticeship (CCA).
- Suggested submitting articles on some of the forum topics or the WIBs.
- Chief Ravnik asked for anyone interested in joining the Working Group to please provide your information to Deneen Phillip at DPhillips3@dir.ca.gov

IV. Strategies, Goals and Better Ways to Market Apprenticeship

- Members of the apprenticeship community stated that they are not having any issues recruiting apprentices at this time.
- Commissioner Goff stated that the new administration has signed an executive order. He stated there has been a new bipartisan apprenticeship bill that was introduced to the Senate on June 24, 2017. He stated that it talks about tax credits up to \$3.00 per hour for those that employ apprentices. He stated that will be something to continue to watch.
- Commissioner Goff stated that if anyone has any suggestions regarding how to better market apprenticeship please forward along the information. Also if you have suggestions on Marketing to new program sponsors.
- Tess Gormly, DAS discussed the current partnership that DAS has with BusinessU. She stated that DAS is hoping to put together a 2-minute video to put on our website to help market and advertise apprenticeship. She stated that they are hoping to have the contract finalized with BusinessU within the next 4 weeks. Once the contract is completed, they are hoping to have additional consultant training sessions to help provide additional tools on business outreach for apprenticeship.
- Commissioner Anderson stated that she would like to see a general PowerPoint presentation or a video regarding apprenticeship to present to the business community.
- A member of the apprenticeship community Mike Patterson suggested that a phone app be developed with links to different apprenticeship resources, programs and career guides.

V. Other Items of Interest

None

VI. Adjournment

The meeting adjourned at 9:28 a.m.

DRAFT