



ADDRESS REPLY TO:
California Apprenticeship Council
P. O. Box 420603
San Francisco, CA 94142-0603

PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING MINUTES

Chairperson Jim Hussey
Wednesday, April 24, 2019
11:00 a.m.-12:00 p.m.

I. Call to Order/Roll Call

Chairperson Jim Hussey was not in attendance. Jack Buckhorn called meeting to order at 11:07 a.m.

- Members present: Jack Buckhorn, Derrick Kualapai, Richard Harris, Louis Ontiveros, Derrick Susan Anderson and DAS Chief Eric Rood

- Members absent: Jim Hussey, Scott Gordon, and Carl Goff

II. Review/Approve Previous Minutes

Commissioner Jack Buckhorn made a motion to approve the February 6, 2019 meeting minutes. All were in favor. The motion carried.

III. Updates

Chief Eric Rood discussed that at the last CAC meeting It was recommended that I reached out and we performed an ad hoc committee on opportunities to market and do outreach with the Division of Apprenticeship Standards, Apprenticeship and the CAC as a whole. We looked at a couple of things that are happening as far as vendors and utilize up to about \$40,000 in our current DAS funding to look at re branding. We reached out to our friends about the employment training panel that went through a vendor that rebranded for their department. Their rebranding effort at employment training panel included brochures and other types of documents of marketing materials and course I really like ETP's new golden bear. But also to have some uniformity with other workforce agencies would be nice. He stated that we have meetings set up with DIR communications team and with ETP to go over the challenges of entering in a contract which requires us to get exemption to work with outside agencies from the state.

Questions and Comments were made from the public.

- Newsletter/Outreach

E-Newsletter: Presentation by Esther Gamberutti

Discussed the success of the e-newsletter and advised the apprenticeship community on how to subscribe to the e-newsletter. Esther stated that she was looking for testimonials and they would be interested in adding them to the newsletter. We would love to get new and innovative career paths featured in the E-newsletter. Esther stated that they are looking for article and photos regarding apprenticeship graduations.

The DAS website has a link to sign up for the newsletter. Positive feedback has been received from the CAC newsletter.

Jack Buckhorn encourage everyone to register for the apprenticeship newsletter.

Request for content to be submitted to Esther Gamberutti via email:

EGamberutti@dir.ca.gov

III. Strategies, Goals and Better Ways to Market Apprenticeship

- Discussed what would be the best ways to reach people and build our exposure.
- Discussion from the floor on potential email lists that might get the apprenticeship message beyond construction trades.
- Asked everyone to share the e-Newsletter within his or her own networks to expand the reach.
- Discussed apprenticeship and the buy in with parents. Reaching out to parents so they understand the value and understand that the education and training through apprenticeship is just as worthwhile as a college degree.

Nick Esquivil suggested that everyone looks at the CAI Hub Forum which provides a space for professionals across California to learn more about apprenticeship, share best practices, learn about upcoming events, and build meaningful partnerships.

IV. Other Items of Interest

Discussed the Safety Green Flag for Construction workers who have died in the line of duty. Stated that they have contacted Pacific Print in San Jose. It was advised that they are naming this the commemorative construction flag.

The hope to produce commemorative construction flag bumper stickers and flags.

This item will be published in the E-newsletter.

V. Adjournment

The meeting adjourned at 11:56 a.m.