

CALIFORNIA APPRENTICESHIP COUNCIL
1515 Clay Street, Suite 301
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PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING MINUTES

Chairperson Derrick Kualapai
Wednesday, October 27, 2021
9:00 a.m.

I. Call to Order/Roll Call

Chairperson Derrick Kualapai called meeting to order at 9:07 a.m.

- Members present: Derrick Kualapai, Scott Gordon, Earl Restine, Louis Ontiveros, Sean McCobb with CCCO and DAS Chief Eric Rood
- Members absent: Richard Harris, Frank Quintero and Christopher Christophersen Sr.

II. Review/Approve Previous Minutes

Commissioner Derrick Kualapai made a motion to approve the July 28, 2021 meeting minutes. All were in favor. The motion carried.

III. Updates

- Newsletter/Outreach

E-Newsletter: Presentation by Esther Gamberutti

Discussed the e-newsletter and advised the apprenticeship community on how to subscribe to the e-newsletter.

She discussed the timeline of sending out the news later. Stated that they believe the best time to send it out would be around the week of CAC meetings. She stated that this should increase the click rates of the newsletter. She stated that they are trying to brainstorm ideas on how to improve this.

Suggestions that she has received from some consultants in more before and after pictures.

Briefly discussed the internal process at DAS of getting the newsletter posted.

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Esther stated that she is always looking for testimonials and photos from recent apprenticeship graduations. Any content to be submitted please send to Esther Gamberutti via email: EGamberutti@dir.ca.gov

Esther mentioned National Apprenticeship Week and stated that it will be featured in the upcoming Newsletter.

DAS Chief Eric Rood stated that he was pleased to announce Adele Burnes, Deputy Chief, who will join himself and Glen Forman on our DAS executive team. Adele started on October 1, 2021 and will be a key leader in developing our strategic plan to create 500,000 new apprentices over the next decade. He stated that she is out point person for National Apprenticeship Week.

Adele Burnes introduced herself and stated that they are planning on doing a press release on National Apprenticeship week. DAS is celebrating National Apprenticeship Week with a virtual event, "Inclusive 21st Century Apprenticeships," on November 18. The focus will be on celebrating successful women in apprenticeship. National Apprenticeship Week takes place from November 15-21.

Questions and comments from apprenticeship community.

III. Strategies, Goals and Better Ways to Market Apprenticeship

Derrick Kualapai stated if anyone had any suggestions regarding Strategies, Goals and Better Ways to Market Apprenticeship to please reach out to him with ideas.

Discussed when new programs are approved that this could possibly be featured in the Newsletter.

A motion was made that as non-traditional programs are approved that we highlight those programs either thru the Newsletter or via press releases.

No additional comments were received at this time.

IV. Other Items of Interest

Glen Forman stated that this committee is in charge of the Hall of Fame Inductees. Glen stated that in January this committee reviews the nominations and makes a decision on who get in to the Hall of Fame.

Chief Rood stated that DAS is looking into ways to do public press releases as we grow apprenticeship.

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V. Adjournment

The meeting adjourned at 9:48 a.m.