

HIRE

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Meeting Minutes

August 6, 2008 – Kern County Mental Health – 3300 Truxtun Ave.

In attendance: Claudia Ponder (Talent Knows No Limits Campaign), Stacy Peyton (Valley Adult Services), Rudy Gutierrez (Bakersfield College), Michelle Espinosa (Goodwill Industries), Aaron Markovits (KRC), Carol Bowman (KCMH), Norris Ledbetter (ILC), Kellie Tyndall (Pathpoint), Paula Johnson (BARC), Steve Rogers (BARC), Kathy Winans (KCMH), Jeff Woods (BARC).

I. Update on “Talent Knows No Limits” (TKNL) campaign.

a. Proposal Approved

Aaron reported that the proposal submitted by the Kern Regional Center Foundation to TKNL on behalf of the H.I.R.E. committee was accepted. A contract is being developed.

i. Interviewing local marketing firms.

Aaron and Claudia Ponder will be reviewing proposals submitted by two ad agencies and hope to make the selection by the end of this week. They are looking for a media relations firm who will be able to keep up the momentum of the campaign. Claudia will ensure that there is continuity between the local and the state campaign.

ii. Developed schedules were circulated.

iii. Web site Architecture.

Claudia shared with the group several items pertaining to the development of a new and improved H.I.R.E. web site. There is a time line in place and it is hoped that the new site design will be approved by September. The plan is to correct the existing site and to develop and put up the new site (which will utilize some of the state’s formatting). A discussion ensued. The site will be evaluated after some use and at that time some of the additional suggestions may be able to be incorporated. One such suggestion was a consumer blog. Claudia indicated that the idea had been raised. Additional costs and supports will be required but it is a possibility once the new site is up and has been evaluated. Aaron noted that there is currently a bulletin board feature on the current site and to date there has been only one posting. Part of the evaluation includes outcome measures. An outcome measure that has been recommended for the local area is the placement of 50 people directly related to the H.I.R.E. involved events. The time frame for this actually began in April of this year. The evaluation will also look for an increase in calls to numbers in the collateral material, hits on the web site, length of stay, what pages get the most traffic, etc.

II. Luncheon Next Committee Meeting August 13th at 2:30 @ BARC

The next Mayor’s luncheon will be held October 1st at the DoubleTree Hotel from 11:30 to 1:30. If committee members have employers they would like to invite you must give Aaron the information by August 20th. Invitations are open to all employers and industries. Aaron will work with the Mayor on his invitation list. It was suggested that each committee member invite three employers. Aaron will follow up with the employers once the invitations have been sent out.

Nominations will be solicited for Employer and Employee of the year. Nomination forms and criteria will be emailed.

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III. Job Faire Next Committee Meeting August 20th at 10:00 am at PathPoint

Aaron reported that the October Job Faire will be held October 8th at University Square from 9:00 a.m. to noon. He currently has a verbal commitment from 1 employer. It was agreed at the last sub-committee meeting that each sub-committee member to invite 5 employers. The goal is 30 employers and 100 job seekers. Names are to be submitted at the next job fair meeting on August 22. 10 employers attended last year. Best Buy will provide volunteers and a computer with internet access for on-line applications. They committed to having a booth to recruit possible employees.

IV. Job Club Next Committee Meeting September 10th at 12pm

Two employers, Big Lots and Target, presented at the most recent job club held at the Pathpoint offices. Both interviewed prospective employees and may hire. The next job club is to be held August 27th. The public service announcement is already out. Claudia shared samples of flyers that will be available to advertise the event. The August job club will target the Hospitality industry and has two confirmed employers, Double Tree and Days Inn. There was some discussion on getting more employers to participate. Claudia recommends that 2 is optimal and we should try not to have more than 3 at a time.

September's job club will focus on grocery stores, October's on Kern County government and November's on restaurants. December is dark.

IV. Community Presentations

Aaron reminded the committee that he is still seeking volunteers to speak to community organizations to promote the HIRE cause. At this time Jeff, Paula, Gary and Dinise have offered their time.

Next Meeting: September 10th at BARC, 10:30 a.m.

Announcements:

Best Buy has a "Teach Award Program". Contact Aaron for more information.

Saturday, October 4th – 6th Annual Bakersfield Buddy Walk presented by: Friends and Family of Children with Down Syndrome.