



H.I.R.E. COMMITTEE

September 10, 2008

BARC

Minutes

Introductions and Welcome

Aaron opened the meeting and self-introductions were made.

I. Update on Talent Knows No Limits Campaign

Claudia Ponder and Marlene Heise updated the group on recent accomplishments. A speaker has been arranged for the Mayor's Luncheon – Michael D'Amore – and Claudia is working with the Kern Arts Council on decorations, employer gifts, etc.

Marlene reminded everyone that the requests for nominations for Employer Champion, Employee Champion and the Humanitarian awards are available. She is including this information, along with all event information in a press release that is going out to the media. KGET has agreed to provide opportunities for promotions on their morning shows. Mayor Hall will be doing a PSA and will also solicit for nominations. A PSA with Michael D'Amore is also in the works.

Claudia noted that there will be a media training for the employer and employee champions to be held Monday Sept. 22. The training will be held at KRC and H.I.R.E. committee members are invited to attend. Please RSVP to Claudia.

Claudia reported that the web site renovation is on-going. The original site will remain up until the new site is ready. She is shooting for October 1st. The site will include sections specifically for job seekers, for employers and for service providers. Some section will be interactive. A question was asked about long term care once Claudia is out of the picture and she assured the committee that she is making arrangements to make sure it can be updated.

Marlene asked committee members to let her know about any agency newsletters that she could connect with to ensure that information is being disseminated to all. A discussion ensued on the importance of "branding". It is important to maintain continuity in design so the item is always recognizable. She would also like to have a "voice" that will become connected with the brand. She is working on the donation of some studio time. Press kits are being prepared. They will contain both local and state-wide stories. Marlene has connected with the Chamber of Commerce publicity staff and the campaign will be in newsletter and on their electronic media.

Claudia reported that the Talent Knows No Limits campaign is now involved with the 1st Lady's office to produce a short film. All of the Bakersfield stories will be on it. She may be able to get it on KGOV once it is released for statewide showing. It should be available November 13.

II. H.I.R.E. LUNCHEON: OCTOBER 1ST

Paula reported that planning was coming along for the October 1st event. She handed out forms for the awards. They will be available soon on the H.I.R.E. web site. Nominations are to be forwarded to Aaron by September 17th. Brochures for inclusion in the employer packets and job seeker resumes will be accepted up to September 17th as well. All names for invitations must be submitted to Aaron. Debbie Plant will be accepting the RSVP's and they must be in by September 24th. The invitation letters from Mayor Hall will be sent this week. Cost is \$25.00 for agency people. Employers and some dignitaries are at no cost. Debbie Plant will also be accepting the money.

III. JOB FAIR: OCTOBER 8TH

Denise reported on the job fair set for October 8th from 9:00 a.m. to 1:00 at University Center. Set up will be at 7:30 or 8:00 a.m. – depending on when we can get into the building. The committee focus at this time is on employer recruitment. Denise encouraged all members to invite employers. Registration forms are available. Job seeker flyers are also now available. At this time there are 10 verbal employer commitments and she has received 2 registrations. If anyone has questions please call Aaron or Denise. The deadline for employer recruitment is September 24th. Denise and Aaron would like a headcount of job seekers. Mayor Hall may be available to open the job fair and Jean Fuller or a representative from her office is also scheduled to attend.

IV. PATHPOINT JOB CLUB

Kellie reported that the next job club is scheduled for September 24th. They had such a wonderful turn out at the August job club that they have decided they will be moving to a larger room. Discussion of further logistics needs. Kellie is requesting agency assistance to greet early arrivals. Although the job club is scheduled for 3:30 they have people showing up an hour or two early while programming is still going on. Kellie's staff is occupied with these services and assistance is being sought to greet the early arrivals. Kellie will ask each month for volunteers. Kellie described the Pathpoint job club model, provided a historical perspective on the traditional job club offerings and the difference between the two.

Next Meeting: 10:30 am October 31st, 2008 @ BARC.

Respectfully submitted: Carol Bowman