



County of Santa Cruz

HEALTH SERVICES AGENCY

P.O. BOX 962, 1080 EMELINE AVENUE
SANTA CRUZ, CA 95061
(831) 454-4066 FAX: (831) 454-4770

HEALTH SERVICES AGENCY ADMINISTRATION

July 30, 2002

AGENDA: August 13, 2002

BOARD OF SUPERVISORS
Santa Cruz County
701 Ocean Street
Santa Cruz, CA 95060

RE: Authorize Participation In Cabrillo College's College and Career Night

Dear Board Members:

The Health Services Agency requests your Board's approval to participate as a co-sponsor in the College and Career Night program to be presented by Cabrillo College on November 4, 2002. The sponsorship fee is \$2,500.

Each year, Cabrillo College presents a College and Career Night in cooperation with the Regional Occupational Program and the County Office of Education. This year's program will focus on the allied health fields. HSA has been asked to co-sponsor this event along with Dominican Santa Cruz Hospital, Watsonville Community Hospital, and Sutter Maternity and Surgery Center. The event is expected to attract approximately 4,000 parents and students countywide. By participating as a co-sponsor, HSA will have an opportunity to highlight its services to the community, promote public sector health and clinic careers, and to conduct recruitment activities reaching a large audience. HSA will also participate in a related Community Television "Careers in Health" panel discussion to be aired several times prior to the event. The career night will be held November 4th, 2002.

It is therefore RECOMMENDED that your Board authorize the Health Services Agency to participate as a co-sponsor in the annual Cabrillo College and Career Night and authorize payment of the related \$2,500 sponsorship fee.

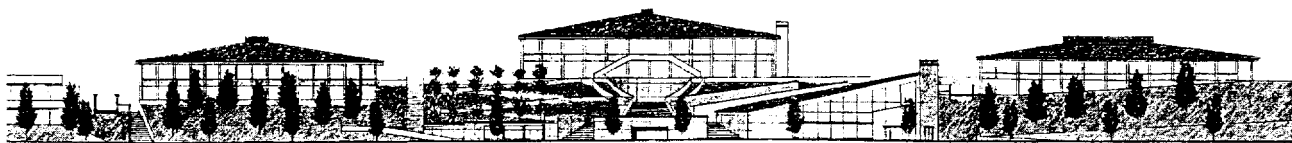
Sincerely,

Rama Khalsa, Ph.D.
Health Services Agency Director

RECOMMENDED:

Susan A. Mauriello
County Administrative Officer

cc: County Administrative Office
Auditor-Controller
County Counsel
County Personnel
HSA Administration
HSA Personnel



Cabrillo College • Celebrating Excellence Since 1959

July 22, 2002

County Health Services Agency

1080 Emeline Avenue, Bldg. D

Santa Cruz, CA 95060

Dear Ms. Herndon,

Every year, on the first Monday of November, Cabrillo College along with the Regional Occupational Programs (ROP) and the County Office of Education sponsor an event called **College and Career Night**. College and Career Night 2002 will take place on November 4th and, if historical numbers prevail, will attract approximately 4,000 parent and students countywide. In addition to the above three sponsors we look for business sponsors to help support this educational event. This year we are focusing our attention on the Allied Health field and have secured the sponsorship of **Dominican Hospital, Watsonville Hospital, Sutter Santa Cruz and Community Television of Santa Cruz County**. This will be a prime event for our health partners to partake in the large number of attendees for their own recruitment efforts. There is a dire need on the part of health service agencies to fill positions all along the health career ladder and to fill many of these positions with Spanish speaking employees. We are confident that this event can help reach these goals and be beneficial for both sides. This year there is the added dimension of a panel discussion on "Careers in Health" sponsored by **Community Television**. This will enable our health partners to reach an even greater audience for job recruitment and information dissemination. Given the current economic condition there may be many in our county looking for alternate careers as well. The scheduled panelists for this program in health care careers is as follows:

-Anna Ventura-Phares - moderator

-Rama Khalsa – Director, County Health Services Agency

-Linda Starn – VP/Chief Nurse Executive, Dominican Hospital

-B.J. Bartleson – Chief Nursing Officer, Watsonville Comm. Hospital

-AI Nocella – VP of Human Resources, Sutter/SCMC/VNA

This panel discussion will be filmed on August 19th for airing during the month prior to the event.

Additionally the County Health Services Agency can count on:

- your logo on 23,000 flyers mailed to all Santa Cruz County students via the school newsletters.
- your logo on 6,000 brochures mailed directly to the parents of all juniors & seniors.
- your logo on advertisements in the Sentinel & Register Pajaronian.
- your logo on the College & Career Night website:
www.cabrillo.cc.ca.us/careernight/

Please consider sponsoring this educational event for the students and parents of Santa Cruz County. We are confident this will be a winning situation for all involved. Our tax ID number is: **94-6121953**. We **are** currently beginning production on all the printed advertisements. Due to the timeline regarding media production I will contact you shortly after faxing this request to discuss the possibility of a County Health Services Agency sponsorship.

Sincerely,



Leslie Read

Program Coordinator for Career Education 479-5778