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SACRAMENTOWORKS

**SACRAMENTO WORKS, INC.
EMPLOYER OUTREACH COMMITTEE**

Date: Wednesday, April 5, 2017

Time: 3:00 p.m.

Location: SETA – Board Room
925 Del Paso Blvd.
Sacramento, CA 95815

AGENDA

1. Call to Order/Roll Call
2. Action: Approval of March 1, 2017 minutes
3. Review of Build Your Own Workforce Employer Registration/ Program Schedule Flyer
4. Discussion of Employer Recruitment Strategy
5. Adjournment

Committee Members: Janet Bard, Larry Booth, Dennis Canevari, Mike Dourgarian, Diane Ferrari, Dr. Jamey Nye, Kim Parker, Louise Stymeist, Rick Wylie

This meeting is open to all members of the Sacramento Works, Inc. Board and the public.

DISTRIBUTION DATE: FRIDAY, MARCH 31, 2017

Employer Outreach Committee
Minutes/Synopsis
(Minutes reflect the actual progression of the meeting.)

SETA Board Room
925 Del Paso Blvd., Suite 100
Sacramento, CA 95815

Wednesday, March 1, 2017
3:00 p.m.

1. **Call to Order/Roll Call:** Mr. Wylie called the meeting to order at 3:14 p.m. The roll was called and a quorum was achieved.

Members Present: Diane Ferrari, Janet Bard, Kim Parker, Rick Wylie

Members Absent: Dr. Jamey Nye, Louise Stymeist, Dennis Canevari, Larry Booth, Mike Dourgarian

Others present: Phil Cunningham, Terri Carpenter, Roy Kim, Kathy Kossick, William Walker, Cara Welch, Marcy Schmidt

2. **Action:** Approval of February 1, 2017 minutes

The minutes were reviewed; no questions or corrections.

Moved/Bard, second/Ferrari, to approve the February 1, 2017 minutes.

Roll Call Vote:

Aye: 4 (Bard, Ferrari, Parker, Wylie)

Nay: 0

Abstentions: 0

Absent: 5 (Booth, Canevari, Dourgarian, Nye, Stymeist)

3. **Action:** Approve the Build Your Own Workforce Workshop Program Outline

Ms. Carpenter stated that the committee has been working on 'Build Your Own Workforce' for 4-5 months. Ms. Carpenter requested input on whether to offer training in one eight hour session or two four hour sessions. The 21st century skills set will be utilized; Ms. Carpenter reviewed the various modules. There was a recommendation to use the career explorer in CalJobs. Mr. Wylie's team is assessing that right now. After further research, the talent assessment is covered under the New World of Work curriculum. It is thought that the WorkKeys Talent Assessment is duplicative so it was recommended to pull it out.

Ms. Bard suggested having four two hour modules. There was a great deal of discussion regarding the number and length of modules.

Ms. Carpenter stated that we will look for customers willing to hire 3-4 people as our prime customers, but we will definitely serve employers hiring 1-2 people. Mr. Wylie stated that most players interested in this would be the employers planning to hire 10-15 people.

Ms. Parker stated that there is a CEA event on March 7 and asked that Ms. Carpenter provide a presentation to the employers. She suggested using the employers as a focus group. Ms. Carpenter stated that she can use this opportunity to pitch the concept to see if the employers are really interested in the program.

Ms. Carpenter stated that the team is working on how to deliver the modules. The mentoring piece has to be confirmed then invitees from EOC can provide feedback.

Ms. Carpenter said from the comments of the committee, there will be no more than 4 hour modules. She will combine the *New World of Work* work readiness in module 1 with module 2 Interest Assessments. Module 1 will cover Work Readiness and Interest Assessment. Module 2 will cover Work Skills Assessment. Module 3 will be Mentorship Training. Three, four hour modules will be offered monthly; not sure which days yet. The launch will be in April. The only thing needed now is a one sheet synopsis of the program. The modules should be held Tuesdays, Wednesdays, or Thursdays. Ms. Carpenter will produce a three-month schedule.

Moved/Parker, second/Ferrari, to approve the Build Your Own Workforce Program Workshop Outline.

Roll Call Vote:

Aye: 4 (Bard, Ferrari, Parker, Wylie)

Nay: 0

Abstentions: 0

Absent: 5 (Booth, Canevari, Dourgarian, Nye, Stymeist)

4. Action: Approval to Extend the Placement of the Talent Billboard in Terminal A at the Sacramento International Airport

Ms. Carpenter reviewed the extension of the airport billboard and requested consideration of having the billboard for another year at a cost of \$10,450. At this point, no event sponsorships have been allocated. There has been a reduction of job fairs. The *California Job Journal* went out of business last year.

Mr. Wylie asked what the expected budgetary needs are for Build Your Own Workforce; he also asked about the grant request that was submitted for the program. Ms. Carpenter stated that we were not recommended for funding. Staff is working to figure out how much the WorkKeys system will be; it could be \$7 dollars per WorkKeys test. She does not see a problem having the funds to

cover the Build Your Own Workforce program and the billboard. Ms. Kossick stated that in July, there will be additional funds available plus there will be a better idea of what the expenses will be once the program is going.

Moved/Bard, second/Parker, to approve the expenditure of \$10,740 for the placement of the "Talent" indoor billboard in Terminal A at the Sacramento International Airport for one year commencing on January 1, 2017.

Roll Call Vote:

Aye: 4 (Bard, Ferrari, Parker, Wylie)

Nay: 0

Abstentions: 0

Absent: 5 (Booth, Canevari, Dourgarian, Nye, Stymeist)

Ms. Marcy Schmidt, Golden Sierra Workforce Board, and Ms. Cara Welch, EDD introduced themselves. They are part of the business engagement team of Golden Sierra.

5. Adjournment: The meeting was adjourned at 4:07 p.m.