

**WORKFORCE DEVELOPMENT
BOARD MEMBERS**

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Ramos Oil Company, Inc.

LARRY BOOTH
Frank M. Booth, Inc.

DENNIS CANEVARI
Sheet Metal Workers Local #104

N. LISA CLAWSON
Kaiser Permanente

LYNN R. CONNER –Chair
Better Business Bureau

MICHAEL DOURGARIAN
Asher College

ANN EDWARDS
Department of Human Assistance

DIANE FERRARI
Employment Development Department

TROY GIVANS
Sacramento County Economic Development
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Sacramento County Office of Education

TOM KANDRIS
Package One, Inc.

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Sacramento Employment & Training Agency

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SEIU – United Healthcare Workers

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Sacramento Asian Chamber of Commerce

ELIZABETH MCCLATCHY
The Safety Center, Inc.

DENNIS MORIN
Sacramento Area Electrical Training Center

DR. JAMEY NYE
Los Rios Community College District

JAY ONASCH
California Department of Rehabilitation

KIM PARKER
California Employers Association

FABRIZIO SASSO
Sacramento Central Labor Council

ANETTE SMITH-DOHRING
Sutter Health – Sacramento Sierra Region

PETER TATEISHI
Sacramento Metro Chamber of Commerce

RICK WYLIE – Secretary/Treasurer
Villara Building Systems



SACRAMENTOWORKS

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

Date: Wednesday, August 2, 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 July 5, 2017 minutes
3. Information Item – Update on Build Your Own Workforce
4. Information Item: Discussion of FY 2017-2018 Employer Outreach Budget
5. Review of Strategic Plan
6. Adjournment

Committee Members: Janet Bard, Larry Booth, Dennis Canevari, Mike Dourgarian, Diane Ferrari, 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, JULY 28, 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, July 5, 2017
3:00 p.m.

1. **Call to Order/Roll Call:** Mr. Wylie called the meeting to order at 3:03 p.m.

Members Present: Janet Bard, Diane Ferrari, Dennis Canevari, Rick Wylie

Members Absent: Larry Booth, Mike Dourgarian, Kim Parker, Louise Stymeist

Others Present: William Walker, Phil Cunningham, Kathy Kossick, Roy Kim

2. **Action:** Approval of April 5, 2017 minutes

Minutes were reviewed; no questions or comments.

Moved/Canevari, second/Ferrari, to approve the April 5, 2017 minutes.

Roll call vote:

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

Nay: 0

Abstentions: 0

Absent: 4 (Booth, Dourgarian, Parker, Stymeist)

3. **Information Item:** Update on implementation of the Build Your Own Workforce program.

Mr. Wylie reviewed this item. Ms. Carpenter discussed the utilization of CalJobs and the New World of Work. The full series of modules will be available in July. Mr. Wylie stated that what they found going through the first workshop the New World of Work soft skills training, is not going to work for this application. It is good training, and the team did good work, but it is not transferrable; not something that a company can take to utilize. It is intended for a classroom conversation and not self-directed learning. Mr. Wylie stated that his team is working on looking at the Conover system; they will probably roll it out in a test mode. It has good testing elements. There is a pre-assessment to find gaps in soft skills and then trainees go from there. Mr. Wylie stated that the CalJobs is a great tool, and adds a lot of value. Committee members talked about condensing down the training by pulling out the soft skills and just doing two or three workshops. The Mentoring Workshop will depend upon how intense the training is.

Mr. Wylie stated that we are going to go through with the first iteration of the training, get some input, and then reach out to employers that could benefit from this training. Ms. Carpenter stated that we will be recruiting the employers first and then schedule the workshops to fit their needs.

Ms. Carpenter stated that the July dates are listed on the website at www.sacramentoworks.org/BYOW. In addition, the Sacramento Works board will be reminded of the availability of the program via an e-mail to the board.

Committee members agreed that it's good to look at the program and make adjustments as seen fit.

4. Action Item – Approval of FY 2017- 2018 Employer Outreach Budget

Ms. Carpenter stated that the annual Resource Allocation Plan was presented the first of June. This plan includes all of the services for dislocated workers, youth, etc., as well as board initiative funding. It has been typically utilized to support EOC activities. For this year, \$100,000 of board initiative funds is being recommended for: Event Sponsorships, Job Fair/Business Events, Employer Outreach, and Marketing-Graphic Design-Advertising Services. Ms. Carpenter reviewed the budget breakdown on how the funds will be spent.

In response to a question about why the event sponsorship has gone down, Ms. Carpenter stated that the job fair market is not the way most employers engage. One of the largest was California Job Journal fair. We generally do community events and the Urban League Diversity Job Fair. We also used to look at business events, Asian Chamber small business group, Perspectives, Metro Chamber, and over the years have looked at other ways to attract employers. There has not been as much of that lately.

Ms. Kossick stated that the unspent funds are carried over to the next fiscal year. The money is designated to be used at the board's discretion.

Mr. Kim stated that it has been a while since we have updated our brochures for employer and business services. These documents need to be updated. Ms. Carpenter is looking for a more economical way, maybe a one sheeter that can be modified for a specific need.

Ms. Kossick stated that staff is in the process of meeting with our adjoining regional boards and looking to see what services we have in common.

Moved/Wylie, second/Canevari, to approve the allocation of \$100,000 of Board Initiative funds to the Employer Outreach Budget for FY 2017-2018.

Roll call vote:

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

Nay: 0

Abstentions: 0

Absent: 4 (Booth, Dourgarian, Parker, Stymeist)

Ms. Carpenter will invite EMRL to the August 2 meeting to discuss marketing ideas and applications for FY 2017-2018.

5. **Adjournment**: The meeting was adjourned at 3:49 p.m.

ITEM 4

DISCUSSION OF FY 2017- 2018 EMPLOYER OUTREACH BUDGET

BACKGROUND:

The FY 2017-2018 Employer Outreach Budget showing expenditures by activity is included for review.

Employer Outreach FY 2017-2018 Proposed Activity	2016-17 Budget	2016-2017 Expenditures	2017-2018 Proposed Budget
Event Sponsorships	\$ 22,000	\$ 0	\$ 9,000
Job Fair/Business Events	10,000	3,549	5,000
Employer Outreach	65,000	14,244	50,000
Marketing-Graphic Design- Advertising Services	36,000	36,000	36,000
TOTAL BUDGET	\$133,000	\$ 53,793	\$100,000

Sacramento Works, Inc. Progression of Goals from 2011 to 2017

Vision	Building a dynamic workforce for the Sacramento Region		
Mission	Partnering with the workforce community to service regional employment needs		
Progression of Goals	SWI Goals -- 2017 Local Strategic Workforce Development Plan	SWI Goals – 2013-18 Local Strategic Workforce Development Plan	SWI Goals – 2011 Strategic Plan
<i>Goals evolved from marketing services to meeting needs of high demand sectors</i>	Meet the workforce needs of high demand sectors of the regional economy	Meet the workforce needs of high demand sectors of the regional economy	Support regional employer’s efforts to hire, train, and transition employees by enhancing and communicating the availability and value of Sacramento Works Business Services
<i>Goals evolved to focus on skill attainment</i>	Diversify the economy through growth and support of industry/occupational clusters with high growth potential	Build and Maintain a World-Class talent pool by increasing the number of customers who obtain a marketable and industry-recognized credential or degree	Prepare customers for viable employment and career pathways in the region by improving and enhancing services provided through the Sacramento Works Career Center system.
<i>Goals continue to focus on high risk youth and skill attainment</i>	Build and Maintain a World-Class talent base by increasing credential and degree attainment	Build and Maintain a World-Class talent pool by increasing the number of high school graduates and providing high risk youth with skills necessary to prepare them for post-secondary education or careers	Prepare youth to thrive and succeed in the regional workforce by providing relevant work readiness and employment programs and engaging regional employers and academia
<i>Goals focus on partnership, collaboration, service integration, regionalism</i>	Support system alignment, service integration and continuous improvement using data to support evidence-based policymaking	Support system alignment, service integration and continuous improvement using date to support evidenced based policymaking	

Update on Strategic Planning Review Goals from Jan. 20, 2017

Participants gathered again by small groups to incorporate the progress reports, and current reality analysis to inform the planning for the coming year (into FY 2018). Groups were asked to determine: 1) 2 Year Success Measures for that Goal going forward. 2) Accomplishments needed by Quarter to move us towards those impacts. And 3) A launch activity within that Goal to build momentum. The following is a moment-in-time snapshot of the planned actions going forward, with **Point Persons** bolded and *Deadlines* in italics.

GOAL	LAUNCH ACTIVITY	Q3: JAN-MAR	Q4: APRIL – JUNE	Q1: JUL – SEP	Q2: OCT-DEC	2 YEAR SUCCESS MEASURES	STATUS UPDATE
<p>Goal 1: Meet the workforce needs of high demand sectors of state & regional economies</p>	<ul style="list-style-type: none"> • Pilot program Terri / William <i>Dec 2017</i> 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Identify 250 prospective employers Terri / William <i>June 2017</i> • CRM – Identify potential software solution Roy / William <i>June 2017</i> 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • CRM Identify data points to capture Staff / EOC <i>Dec 2017</i> • Implement career portfolio tool Anette <i>Dec 2017</i> 	<ul style="list-style-type: none"> • Build your own workforce implementation <ul style="list-style-type: none"> ○ 25 employers implementing (use system) ○ Complete robust tool box for employers ○ Pilot • Engage 250 employers in internships <ul style="list-style-type: none"> ○ Educate in legality ○ Funding access ○ Internship – build your program • Collaboration <ul style="list-style-type: none"> ○ Continue successful partnerships ○ Update from GSEC • Employer Outreach <ul style="list-style-type: none"> ○ Identify # of employers by region /sector ○ Increase number of employers that use SETA by 25% based on Q1 data ○ CRM identified, purchased and implementing 	<ul style="list-style-type: none"> • Initial Program Implementation and Testing conducted. Revision of employer modules/workshops based on feedback • CRM research conducted, including demonstration of “Neoserra”; arranging demo of “Salesforce” • Exploring options for a career portfolio tool, including CalJOBS

GOAL	LAUNCH ACTIVITY	Q3: JAN-MAR	Q4: APRIL – JUNE	Q1: JUL – SEP	Q2: OCT-DEC	2 YEAR SUCCESS MEASURES	STATUS UPDATE
<p>Goal 2: World class talent pool. Increase in #of degrees and increase in # of High School graduations of ‘at risk’ youth</p>	<ul style="list-style-type: none"> • Launch of foster youth employment initiative SETA, CEA, Stanford Youth Options Feb 2017 • ETP pilot for disadvantaged youth Employer, Mayors Office, SETA, Community based orgs May 2017 	<ul style="list-style-type: none"> • Determine # Adults of 18 – 24 OSY Youth committee March 2017 	<ul style="list-style-type: none"> • Determine %of HS / Equivalency Youth Committee April 2017 • Increase the employment of 16-24 age group Youth Committee June 2017 • Program to develop, refer and place internships Youth Committee June 2017 	•	•	<ul style="list-style-type: none"> • Increase in the number of 18 – 24 employed • Increase in the number of 18 to 24 that have High School Diploma / Equivalent • Increase in the number of internships for High School Juniors / Seniors 	<ul style="list-style-type: none"> • Foster youth initiative approved by SWI in Nov. 2016; cohort started in June • ETP pilot awarded; program launched in May

GOAL	LAUNCH ACTIVITY	Q3: JAN-MAR	Q4: APRIL – JUNE	Q1: JUL – SEP	Q2: OCT-DEC	2 YEAR SUCCESS MEASURES	STATUS UPDATE
<p>Goal 3: Service integration and continuous improvement using data for evidence-based policymaking</p>	•	<ul style="list-style-type: none"> • Align Capital Region – membership Kathy, Kathy, Terri, Youth Committee March 	<ul style="list-style-type: none"> • Establish formal GSEC relationship Kathy, Roy, EC June 30th 	<ul style="list-style-type: none"> • Integrated Admin / FX procurement within Reg Roy, Michelle Sept 30th • % identified for increase in board engagements 	<ul style="list-style-type: none"> • Formal engagement in the effort to address income inequality Roy, P/O Dec 31st • Joint efforts on critical social issues and homelessness Dec 31st • Achieve / increase entered employment 	<ul style="list-style-type: none"> • Expanded systems alignment • Increased board engagement (internal and external) • Defined regular board meetings • Increased coordination with 	<ul style="list-style-type: none"> • Continue to discuss common admin functions with other WDBs • Align Capital Region membership on Operations Committee and A-Team

		28 th		Kathy, Roy <i>Sept 30th</i>	rates and median earning Michelle, P/O <i>Dec 31st</i> <ul style="list-style-type: none"> • Stipulate % of accomplishment for education success <i>Dec 31st</i> 	partners, services and data systems and resources <ul style="list-style-type: none"> • Define our role for addressing income equality • Increase # of individuals that accomplish education goals: GED, HS diploma 	<ul style="list-style-type: none"> • GSEC relationship in place • Engaging with Valley Vision on income inequality, regional alignment, and increased business engagement initiatives
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Next Steps

We took time at the end to briefly discuss where we go from here.

- Event documentation into a report completed and submitted to Nancy Jan 20th
- Nancy to review and submit to Board for feedback by Tuesday Jan 24th
- **Board to review draft report and submit corrections, clarifications and additions to Nancy by Jan 31st**
- While reviewing, if individual Board members have “aha’s” about new ideas to include they will 1) submit to Nancy for inclusion and 2) add to the agenda of their next committee meeting for discussion.
- In answer to the question of whether or not to revisit the overall goals and Strategic Plan product it was decided:
 - A) We’d like to see some products and momentum within the existing goals before revisiting.
 - B) There is some new information coming that would inform a new strategic plan.
 - C) This plan product was initially designed to carry us through 2018, let’s continue and build energy.
 - D) Plan for a new Strategic Plan in 2018!