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RICK WYLIE – Vice Chair
Villara Building Systems



SACRAMENTOWORKS

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

Date: Wednesday, March 28, 2018

Time: 8:30 a.m.

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

AGENDA

1. Call to Order/Roll Call
2. **ACTION:** Approval of January 24, 2018 Minutes
3. **DISCUSSION:** Sacramento Works Signature Employer Event
4. **DISCUSSION:** Discussion on the Role of the Sacramento Works Employer Outreach Committee
5. **INFORMATION:** Update on the Build Your Own Workforce Program
6. **ADJOURNMENT**

Committee Members: Larry Booth, Dennis Canevari, Diane Ferrari, Troy Givans, Kim Gusman, Babette Jimenez, Fabrizio Sasso, Louise Stymeist, Rick Wylie

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

DISTRIBUTION DATE: TUESDAY, MARCH 20, 2018

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, January 24, 2018
8:30 a.m.

1. **Call to Order/Roll Call:** Mr. Wylie called the meeting to order at 9:37 a.m.

Members Present: Dennis Canevari, Diane Ferrari, Babette Jimenez, Louise Stymeist, Rick Wylie

Members Absent: Larry Booth, Troy Givans, Kim Gusman, Fabrizio Sasso

Others Present: William Walker, Phil Cunningham, Kathy Kossick, Roy Kim, Rick Bloomfield, Johnny Perez

2. **Action:** Approval of November 15, 2017 Minutes

Moved/Canevari, second/Ferrari, to approve the November 15, 2017 minutes.

Roll call vote:

Aye: 5 (Canevari, Ferrari, Jimenez, Stymeist, Wylie)

Nay: 0

Abstentions: 0

Absent: 4 (Booth, Givans, Gusman, Sasso)

3. **Action Item** – Approval to Extend the Placement of the Talent Billboard in Terminal A at the Sacramento Metro International Airport

Ms. Carpenter stated that EMRL, our marketing firm, has been instrumental in negotiating really good rates; the current rate is \$935 per month which in comparison is very good. The billboard is still up and EMRL is working with Clear Channel to keep the space in order for this committee to approve the extended placement. This committee has the ability to approve a new artwork for the billboard. Ms. Carpenter reviewed the budget and stated that only \$2,500 has been spent to support Build Your Own Workforce mentoring workshops in the summer. There is still \$47,500 in the employer outreach line item.

Ms. Carpenter stated that EMRL is recommending that we develop new artwork for the billboard. There will be no additional cost since it part of the budget. Staff can make recommendations to EMRL on which design layout they prefer for the Airport Billboard. The artwork would be provided by the next committee date.

Ms. Ferrari asked if there was data that we should focus on the customer rather than the employer? Ms. Carpenter replied that it is more difficult finding job seekers since there is such low unemployment rate.

Ms. Sandy Waterhouse from the Sacramento Regional Conservation Corps was introduced; she will be submitting an application to join the EOC.

Mr. Canevari stated that the digital billboard by CSUS charges \$3,000 to change ads for 8 seconds. He recommended changing it to digital because it will be easier to change. Ms. Carpenter will provide this information to EMRL and see what they bring forward.

Moved/Ferrari, second/Canevari, to approve the extension of the placement of the "Talent" indoor billboard in Terminal A at the Sacramento Metro Airport for one year commencing on February 1, 2018.

Roll call vote:

Aye: 5 (Canevari, Ferrari, Jimenez, Stymeist, Wylie)

Nay: 0

Abstentions: 0

Absent: 4 (Booth, Givans, Gusman, Sasso)

4. Information Item: Update on the Build Your Own Workforce program

Mr. Wylie stated that he thinks there will not be enough labor to fill construction sector jobs. He believes we are on the right track with this program. He suggested that we have a soft skills test on-line to offer to employees.

Ms. Carpenter reported that she participated in the CWA youth conference last week and got information for the Center for Work Ethic Development. They have a certification assessment on soft skills. She reached out to this organization and took an assessment herself. It is the closest assessment she has seen in a while that gives a general read that a person has soft skills attainment. Ms. Carpenter has already started conversations with EMRL and they are working on a draft to have on-line access on the Sacramento Works website for the Build Your Own Workforce resources.

Mr. Wylie stated that it is difficult to find a good assessment tool. We need to have an on-line assessment tool for employers to use. We could also do live engagement trainings when needed. Mr. Wylie found UDEMY.com is a good assessment tool.

Ms. Carpenter will reach out to Susan Wheeler on the assessment tool that was referenced this morning by Trish Kelly in Valley Vision's Board presentation. Mr. Gary King suggested that staff connect with SMUD's human resources system for information regarding the assessment tools used by SMUD. Ms. Jimenez suggested asking the Center for Work Ethic Development who some of the other workforce clients are that may be interested in the Build Your Own Workforce program

Ms. Carpenter stated that we do not have the expertise or equipment to do a video and SETA would have to pay for the production. We have been using WorkKeys for many years and have the staff that has the expertise. Mr. Wylie feels that WorkKeys will not be utilized by employers.

Mr. Kim suggested a long term strategy to test on-line assessment tools. There are so many products available but it takes time to test each one of them. Ms. Carpenter stated that there could be an employer toolkit page on the website geared specifically for employers.

5. Discussion Item – Sacramento Works Signature Employer Event

Ms. Carpenter did research on business related events in the region. She distributed a list of events offered outside of the Sacramento market and a schedule of Sacramento area business oriented events by date

Mr. Wylie asked if this would be a new event or do we partner with another organization and be a part of their event? Ms. Kossick replied that it would be a little of both. It would be a regional board event, not just Sacramento Works.

Ms. Carpenter will set up a meeting with Valley Vision and regional partners. There will also be a meeting with regional chambers and economic development agencies in the region. Ms. Kossick stated that each of the regional directors can have their staff talk to their respective chambers.

Mr. Wylie asked committee members to think about what kind of signature events they want and bring all their contacts together.

6. Information Item – Update on Customer Relationship Management Software Execution

Mr. Walker met with EDD's contact on Customer Relationship Management software.

7. Adjournment: The meeting was adjourned at 11:06 a.m.

ITEM 4 - DISCUSSION

DISCUSSION ON THE ROLE OF THE SACRAMENTO WORKS EMPLOYER OUTREACH COMMITTEE

BACKGROUND:

At the January 24, 2018, Sacramento Works Board Meeting, each Committee was asked to return with ideas and priorities for the role of the Board. This item provides an opportunity for members to discuss the roles of the Board and the Employer Outreach Committee, and the specific actions to fulfill these roles as the Board moves forward with developing a vision and implementing strategies as a leader and broker of workforce issues.