

CAREER CENTERS

BROADWAY

915 Broadway
Sacramento, CA 95818
(916) 324-6202

CITRUS HEIGHTS

7640 Greenback Lane
Citrus Heights, CA 95610
(916) 676-2540

FRANKLIN

7000 Franklin Blvd., Suite 540
Sacramento, CA 95823
(916) 262-3200

GALT

1000 C Street, Suite 100
Galt, CA 95632
(209) 744-7702

GREATER SACRAMENTO URBAN LEAGUE

3725 Marysville Blvd.
Sacramento, CA 95838
(916) 286-8600

HILLSDALE

5655 Hillsdale Blvd., Suite 8
Sacramento, CA 95842
(916) 263-4100

LA FAMILIA COUNSELING CENTER

5523 34th Street
Sacramento, CA 95820
(916) 227-2577

LEMON HILL

5451 Lemon Hill Avenue
Sacramento, CA 95824
(916) 433-2620

MARK SANDERS COMPLEX

2901 50th Street
Sacramento, CA 95817
(916) 227-1395

MATHER

10638 Schirra Avenue
Mather, CA 95655
(916) 228-3127

RANCHO CORDOVA

10665 Coloma Rd., Suite 200
Rancho Cordova, CA 95670
(916) 942-2165

SOUTH COUNTY

8401 - A Gerber Road
Sacramento, CA 95828
(916) 689-3560

Administrative Offices & Employer Services

925 Del Paso Blvd.
Sacramento, CA 95815
(916) 263-3800

Website: <http://www.seta.net>



SACRAMENTO WORKS, INC. EMPLOYER OUTREACH

Date: Thursday, September 27, 2007

Time: 9:00 a.m.

Location: SETA - Magnolia Room
925 Del Paso Blvd.
Sacramento, CA 95815

AGENDA

1. Call to Order/Roll Call
2. Approval of the July 26 and August 23, 2007 Minutes
3. Career Builder Government Partnership-Presentation by Nick Bruckner
4. Adjournment

Committee Members: Kim Parker (Chair), Walter DiMantova, Diane Ferrari, Barbara Hayes, Mark Ingram, Matt Mahood, James Pardun, Maurice Read, Anette Smith-Dohring, Terry Wills.

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

DISTRIBUTION DATE: MONDAY, SEPTEMBER 24, 2007

**Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis**

SETA Board Room
925 Del Paso Blvd
Sacramento, CA 95815

Thursday, July 26, 2007
9:00 a.m.

1. Call Meeting Order/Roll Call: Mr. Ingram called the meeting to order at 9:00 a.m.

Members Present: Walter DiMantova, Diane Ferrari, Barbara Hayes, Mark Ingram, James Pardun, Kim Parker, Maurice Read, Anette Smith-Dohring, Terry Wills

Members Absent: Matt Mahood.

Others Present: Kathy Kossick, Terri Carpenter, Dave Butler, Phil Cunningham, Valerie Carrigan.

Mr. Dave Butler provided a brief update for the PfP workforce component. The first job was to develop strategies in the educational field to meet the needs of employers. To date, \$27,000 has been raised with a hope that \$40,000 will be raised by August 31. SMUD has contributed, as well as Teichert and Sacramento Works. Secondly, inventory existing training programs so once the study is completed, staff can find out what is lacking (gap analysis) of where training programs are short and where they are heavy.

Mr. Pardun inquired how this study is different. The WIB board invested \$90,000 into SRRI studies and this seems very similar. Mr. Butler stated that it is more prioritized according to growth. The WIB was intended to be the 'go to' group in the region; is this no longer the case? Ms. Kossick replied that this will be a regional effort with regional investment.

2. Approval of the March 22, May 24 and July 9, 2007 Minutes

Moved/Ferrari, second/Ingram, to approve the March 22, May 24, and July 9 minutes as distributed.

Vote: Unanimous approval.

4. Review/Update of NSI Pilot Project

Ms. Carrigan reviewed a matrix of contracted services and what has been accomplished. The curriculum has been completed and the research on foundation funding relevant for NSI has been done. Seventeen foundations have been identified for potential funding. She reviewed the curriculum for the eight modules. Some of the Sacramento Works staff participated in a 'teaser' of two

modules and it went over well. The NSI web site is up but the logo and actual content is in the process of being fine tuned. She distributed information on the pricing for NSI; the pilot training will be \$481.00 per person. Ms. Kossick stated that the Head Start parents will be included in the pilot. The pilot will be funded through Head Start.

Ms. Carpenter stated that a survey was done of all Head Start parents and staff. Ms. Kossick stated that staff is still assessing interest and availability to do eight, eight hour days. Ms. Smith Dohring would like to see a catalog of modules; some employers do not need everything; she would like the option to pick and choose.

Ms. Parker stated that the curriculum is done and ready. The program will be piloted to work out the kinks in the program. Ms. Carrigan stated the program is also being piloted to have some data to present to employers.

There was discussion of not doing the direct mailing; just do e-mail blasts utilizing various e-mail listings.

3. Approval of the Proposed 2007-2008 Board Initiative Funding/Employer Outreach

Ms. Carpenter reviewed the budget and reviewed some items that Sacramento Works is being asked to sponsor: 1) Salute to Labor organized by AFL/CIO; an ad in the program would cost \$600. This would be an opportunity to reach out to the labor community; 2) Workplace Excellence sponsored by SAHRA. To sponsor a table would cost \$1,500, which would include inclusion in a supplement in the Sacramento Bee reaching over 800 members; 3) Sponsoring a table at Convergence would be \$750 per table; and 4) SRRRI prosperity index publication at a cost of \$7,500, which would be mailed to 2,700 people.

Ms. Carpenter reported back that she received information on the ads run in movie theatres. The cost for eight weeks is \$320 which is very reasonable.

Moved/Ferrari, second/Ingram, to approve an allocation of \$600 for Salute to Labor, and \$750 for one table at Convergence, include movie advertising and changing from radio to electronic advertising.

Roll Call Vote: Aye: 7, Nay: 0, Abstentions: 0

Moved/Ferrari, second/Ingram, to approve the funding for the Sacramento Economic Profile (\$6,200) and the SACTO event sponsorships (\$5,000):

Roll Call Vote: Aye: 6, Nay: 0, Abstentions: 1 (Hayes)

5. Adjournment: Meeting adjourned at 10:40 a.m.

Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis

SETA Board Room
925 Del Paso Blvd
Sacramento, CA 95815

Thursday, August 23, 2007
9:00 a.m.

1. Call Meeting Order/Roll Call: Ms. Parker called the meeting to order at 9:00 a.m.

Members Present: Walter DiMantova, Barbara Hayes, Mark Ingram, James Pardun, Kim Parker, Anette Smith-Dohring, Terry Wills

Members Absent: Diane Ferrari, Matt Mahood, Maurice Read,

Others Present: Terri Carpenter, Valerie Carrigan, Phil Cunningham, Kathy Kossick.

2. Approval of the July 26, 2007 Minutes: No action.

3. Approval to Decrease Quorum Number

This item was reviewed.

Moved/Ingram, second/Wills, to approve a decrease in the quorum requirement to 40% of the total members of the committee.

Voice Vote: Unanimous approval.

4. Review of Employer Outreach Marketing Plan

A chart showing activities for the upcoming campaign year was distributed. The movie ads will begin showing in November/December. A photo shoot for the spring campaign will be done in the near future. Staff will choose the movie theatres that will give the most 'bang for the buck'.

5. Review of 4th Quarter Employer Outreach Activity Report

Ms. Carpenter distributed the fourth quarter employer services activity report. There is an increase of services from FY 2006 to FY 2007. There was discussion of AAA moving out of the Sacramento area. There was discussion of tracking the benefits offered by employers; staff can only gauge if employers offer benefits if they offer the information.

The recruitment events have increased over the year. The Career Builder run in the Sunday Sacramento Bee has really increased SETA's visibility to employers. Employers see the listing in the Bee and then call in and ask for our assistance.

Mr. Pardun thinks employers come back time and again because of the quality of the screening and the people that are made available to the employers.

Ms. Hayes stated that she was contacted by a person from Career Builder. They can get information, on a monthly basis, on the number of people in a geographic area looking for a specific job. In addition, they can do a ZIP sort according to the location of the residence. Ms. Carpenter stated that Career Builders is starting a new government partnership. Ms. Hayes stated that the contact from Career Builder will be sending her information which she will evaluate, and report back.

6. Update on NSI Pilot with Head Start

Mr. DiMantova reported things are moving ahead methodically with the pilot. Ms. Carrigan stated Head Start funding was acquired for the pilot. Ms. Carpenter stated that 20 Head Start Family Services Workers and 20 Head Start parents will be involved in the pilot. Staff is in the process of developing the flyer for the parents. Names will be drawn from a hat to select Family Services Workers that wish to attend the NSI pilot. The training will be eight hour days on a Friday; either every Friday or every other Friday, no more than once a week. The NSI pilot will be rolled out on October 5, from 8:00 a.m. – 12:00 p.m. at the Radisson Hotel.

Ms. Carrigan reviewed the different populations to be served: WIBs, train the trainer, incumbent workers (contracting with employers to train, fee based idea), students on campus (have been talking with deans and faculty to create a credit course). There is no credit but the parents going through the training will receive a certificate of completion. The prison population is another group to be included. Mr. DiMantova stated that staff has already talked with Pride Industries about the prison population.

Ms. Kossick inquired when it would be a credited course. Ms. Carrigan stated that perhaps by the spring time. The course has to go through a committee on campus. There may be a way to challenge the course and eventually get credit.

There is hope of having SAHRA as a sponsor. The logos have been developed by Phillips Design. Barbara Hayes and Kim Parker offered their mailing lists for the NSI.

Ms. Hayes stated that the Air Force is creating a new branch called Cyberforce, lead by General Elder at Barksdale AFB outside of New Orleans, LA. This will be an arm of the military specifically for IT, systems software, and on line security. Another location is being sought for the Cyberforce base. Three locations are currently being considered: Nebraska, San Antonio, and Beale AFB. Beale AFB is being pitched since there is tremendous fiber in Beale. On September 21,

General Elder will be in the area and there will be an event at Peachtree Plaza to show support for locating the Cyberforce base at Beale.

SACTO is asking for resolutions to support this effort. The decision as to the location of the Cyberforce base will be made by October 15. SACTO will begin a media blitz and wishes to present a package to General Elder. There is \$100 million earmarked for Cyberforce. At Beale, there is a tremendous amount of acreage that is secured which would be a huge asset. The Air Force is determining ways to generate revenue.

7. Adjournment: Meeting adjourned at 9:52 a.m.