

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

LA FAMILIA COUNSELING CENTER

5523 34th Street
Sacramento, CA 95820
(916) 452-3601

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) 852-3608

SOUTH COUNTY

8401 - A Gerber Road
Sacramento, CA 95828
(916) 525-4717

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925 Del Paso Blvd.
Sacramento, CA 95815
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Website: <http://www.seta.net>



SACRAMENTO WORKS, INC. PLANNING/OVERSIGHT COMMITTEE

Date: Wednesday, October 17, 2007

Time: 8:30 a.m.

Location: **Hillsdale Career Center
5655 Hillside Blvd., Suite 8
Sacramento, CA 95842**

AGENDA

1. Call to Order/Roll Call
2. **ACTION ITEM:** Approval of Minutes of the September 11, 2007 Meeting
3. **ACTION ITEM:** Approval to Place the Sacramento Works Incentive Policy on Hold (Bette Blanchard)
4. **ACTION ITEM:** Approval of the Inclusion of Human Services Workforce Careers to Sacramento Works "Critical Occupational Groups" (Christine Welsch)
5. **DISCUSSION ITEM:** Planning for Demand Driven Learning Labs (Melissa Noteboom, Sandra Brown, Elvina Carrington, and Robin Purdy)
6. Input from the public
7. Adjournment

Committee Members: Mike Dourgarian (Chair), Lynn Conner, Kathy Kossick, Jim Lambert, James Pardun, Joan Polster, Tim Ray.

DISTRIBUTION DATE: WEDNESDAY, OCTOBER 10, 2007

Sacramento Works, Inc.
Planning/Oversight Committee
Minutes/Synopsis

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

Tuesday, September 11, 2007
8:30 a.m.

1. Call to Order/Roll Call: Mr. Dourgarian called the meeting to order at 8:32 a.m.

Members Present: Mike Dourgarian, Kathy Kossick, Jim Lambert, Tim Ray, Joan Polster.

Members Absent: Dr. James Hernandez, Matt Kelly, James Pardun.

Others Present: Robin Purdy, Lynn Conner, Earl Sullaway, Bette Blanchard, William Walker, Christine Welsch, Phil Cunningham, Ralph Giddings, Patty Correia, Melissa Noteboom, Laura Acuña, Ed DeHererra, Mary Araiza, Rosa Ramirez-Galvez

2. **ACTION ITEM**: Approval of Minutes of the March 19, 2007 Meeting

No questions or comments.

Moved/Lambert, second/Kossick, to approve the minutes as distributed.
Voice Vote: Unanimous approval.

3. **DISCUSSION ITEM**: Demand-Driven, Skill-Based Integrated Service Delivery--WIA/WP integration Learning Labs

Ms. Purdy stated that the Department of Labor and Congress are reviewing WIA legislation. The legislation has not been reauthorized because Congress is not happy with the implementation thus far. There is talk of increasing the number of people receiving services. SETA is one of 12 learning labs throughout the state. As of July 1, 2008, SETA will be approved to do things outside of the current rules. SETA will have to serve far more people than are now served. One of the reasons SETA was asked to do this is that SETA utilizes SMARTware as a way of tracking people served at the career centers. Last year, SMARTware tracked 43,000 people accessing services in the career centers.

Under the new procedure, the state wants SETA to report on the 43,000 people rather than the 1,500 people actually enrolled in the program. Currently, the state requires those enrolled in the program to provide documentation such as selective service registration, right to work and proof of age. SETA does not require that documentation for customers NOT enrolled. The state is saying is that they will allow latitude to collect the information to enroll all 43,000 people

and utilize staffing services to provide coaching and other services. This would mean the front end of the system would need to be redesigned to move staff from case managers and intensive coaches to coaches and assisting people to access resources available in the community.

The way the state is doing it is to develop three teams that are made up of partners, staff, and career center staff and supervisors that work on: 1) What happens when people come in the door? What will be provided at the front end? What assessment will people get of their skills and what services are available to all so everyone leaving will receive some, 2) Work on developing the list of services available, i.e., OJT scholarships, long term training, and 3) How will the Agency interact with employers? How can employers be screened and recruited? A plan needs to be in place by January with full implementation in July, 2008.

The state is saying now is the time to request permission to get rid of forms, systems out of place, and performance standards that are unnecessary. Staff is suggesting using the SMARTware system to keep track of every new skill that a customer achieves; every customer will get or practice a new skill in career development, job seeking, technical skills, or success/next skills.

Staff is also recommending that all scholarships be in the critical industries that have been approved; in addition, a set (75%) number of jobs are in the critical industries. And, although it will not be a requirement in the future, retain the customer services survey.

Currently, SETA's performance measures are based on the 1,500 now enrolled; the new system performance measures will be based on the 43,000. The Agency has a very high performance right now; next year it may change.

Ms. Purdy stated that staff can access the Franchise Tax Records via EDD. The SMARTware system will be working with the JTA system to track the people going through our program. Ms. Noteboom stated that staff will be negotiating SETA's performance measures to determine customer performance measures. Ms. Purdy stated this has been done in New York, Oklahoma, and Louisiana where the entered employment rates have reduced 10-15% and average wage have gone up and retention rates have been about the same. There will be huge staffing changes to accommodate this new provision of services.

Ms. Purdy stated that there are mechanisms in place to count the core services. A lot of areas do not have such tools so this is an opportunity to market the SMARTware program to other areas.

Mr. Dourgarian inquired how much lab space is available in our career centers. Ms. Welsch stated that there are maybe about 150 computer stations in a lab, not the resource room. Every career center has a room available for classes.

Mr. Ray inquired how difficult it is to get the information from people six months after the training. And as the number of customers expands, what kind of problems will that bring? Ms. Purdy stated that on a weekly or monthly basis, staff will upload the names and SSN of everyone in the SMARTware system to EDD. The state will take those records and compare them to the base wage file from Franchise Tax Board so anyone that has recorded wages, they will be matched and reported to us.

Ms. Purdy stated that staff is working to get EDD, school district staff and program operator staff to create teams of all the partners and have them report to this body. The state is giving SETA feedback that Sacramento has too many career centers. There will be discussion to determine if there is infrastructure savings if some career centers were closed and the money put into staffing. There are five career centers in the city of Sacramento.

Ms. Purdy is requesting the committee to approve the performance measures. Given the amount of changes that the Agency will be going through this year, More flexibility as to meeting service goals need to be allowed. The funds previously used as incentive money could be utilized to pay for training, staff development, and consultants.

Mr. Ray stated that it seems a shame to take away from the recognition; it is not a lot of money. Ms. Blanchard stated that it evens out the money among the career centers. Staff can come back with some recommendations on how to continue this. Staff can rewrite the incentive policy and come back at a later date.

4. **ACTION ITEM**: Approval of Performance Measures for the Sacramento Works Career Center System
6. **ACTION ITEM**: Approval of the 2007-2008 Modification of the Sacramento Workforce Investment Area Strategic Five-Year Local Workforce Investment Plan

Action was taken on items #4 and #6.

Moved/Poster, second/Lambert, to approve:

- 1) Effective July 1, 2007, the Sacramento Works Career Center system discontinue use of the 17 performance measures listed in Section 136 of the Workforce Investment Act and implement the common performance measures described in Tables 1 and 2 of this directive. In addition, that the Committee reviews the options for local measures and take appropriate action.
- 2) Approve the submission of SETA's Modification of the Five (5) Year Strategic Plan to the State of California, Employment Development Department.

Voice vote: Unanimous approval.

5. **ACTION ITEM**: Approval of Recession of the Sacramento Works Incentive Policy

Moved/Ray, second/Kossick, to send this back to staff for reconfiguration. Staff is directed to return in October with a new report and recommendation.

Voice vote: unanimous approval.

Mr. Dourgarian stated there is a potential problem regarding data privacy if sensitive information will be collected on 43,000 people. Ms. Purdy stated that staff is working on a new system. SETA is using privacy issues as one of the reasons to use the SMARTware system.

Ms. Welsch stated that there are computerized assessments and there are pen/paper assessments. One of the things John Chamberlain brought up is that there are not enough computers for customers. Ms. Patty Correia has been researching different assessment tools and will be reporting back at a later date.

Ms. Purdy stated that currently, staff spends a little time with a lot of people but with the new system, staff will be connecting with a LOT more people. There is going to be a huge paradigm change regarding the provision of services. The state wants SETA to offer services only to people that cannot find a job. The people who are more self sufficient we should not serve. Ms. Noteboom stated that the services will be much more restricted; we will find out what the customer needs rather than what the customer wants.

Ms. Polster inquired whether the assessments come in other languages. Ms. Correia stated that WorkKeys comes in Spanish, but no other languages. There is another assessment that offers other languages but not necessarily the languages that are needed in the region.

7. **INFORMATION ITEM**: Review of One Stop Career Center Annual Performance Report FY2006-2007: No comments.

8. Input from the public: Ms. Kossick stated that there are two seats available for the upcoming Perspectives meeting to be held at the Community Center. Contact her for additional information.

Meeting adjourned at 9:55 a.m.

ITEM 3 - ACTION

APPROVAL TO PLACE THE SACRAMENTO WORKS INCENTIVE POLICY ON HOLD

BACKGROUND:

Each year, the State of California sets aside funds to provide incentives to local areas that exceed negotiated performance levels. In February 2005, Sacramento Works, Inc. approved an incentive policy that allowed Sacramento Works One Stop Career Centers and on-the-job training (OJT) providers to earn a financial incentive for exceeding the ten Adult/Dislocated Worker performance levels set by the State of California for the SETA Local Workforce Investment Area.

During the last Planning/Oversight Committee meeting a request was made for SETA staff to revise/reconfigure the current incentive policy and continue to provide career centers and OJT providers performance incentives.

Effective July 1, 2007, the State of California is proposing to implement three Common Measures for Adults and Dislocated Workers.

1. Entered Employment
2. Employment Retention
3. Average Earnings

SETA is negotiating performance levels with the State for each measure.

RECOMMENDATION:

Until negotiations are complete, SETA staff is recommending a hold be placed on the incentive policy.

ITEM 4 - ACTION

APPROVAL OF THE INCLUSION OF HUMAN SERVICES WORKFORCE CAREERS TO SACRAMENTO WORKS "CRITICAL OCCUPATIONAL GROUPS"

BACKGROUND:

In September 2007 the Sacramento Works Youth Council heard public testimony supporting the inclusion of Human Services careers as a Sacramento Works Critical Occupational Group. A primary component of Sacramento Works Youth Council services is the infusion of youth development principles into the service delivery. The Youth Council is interested in developing strategies to create and support more entry-level human service worker occupations. National studies have shown that there is a link between the quality of the workforce and our ability to improve the outcomes for youth.

The Employment Development Department Labor Market projections indicate a growth rate of 27% in this sector. Additionally, the average hourly wage exceeds the self-sufficiency standard established by the Sacramento Works, Inc. board. This appears to meet the criteria set by the Sacramento Works, Inc. to be included as a critical occupational group. However, the education level for the majority of the occupations represented is either baccalaureate or masters level. There are several initiatives, including Pre-school for All, the Child Welfare Design Effort, Proposition 49 (After School Education and Safety Program Act of 2002) and Proposition 63 (Mental Health Services Expansion Funding) that will require a significant number of **new** human services workers. Additionally, as with many other industries, the impending retirement of the baby boomers is shrinking the pool of potential employees. The Workforce Education and Training component of the Mental Health Services Act requires the Sacramento County Division of Mental Health conduct a comprehensive workforce needs analysis for Sacramento County. Testimony at the September 2007 Youth Council meeting revealed the following workforce needs/gaps for Sacramento County:

- New After School funding has created a need for over 2,000 youth workers,
- Sacramento County Division of Mental Health reports 130 new mental health jobs,
- The City of Sacramento hires between 1,500 and 2,000 youth annually.

On September 12, 2007, the Sacramento Works Youth Council recommended the inclusion of human services careers as a critical occupational group. The Youth Council is recommending several action steps to facilitate this process:

- Review the scope of the emerging human services workforce needs
- Identify career pathways that will facilitate and promote more youth entering these careers

- Explore options for career pathway building partnerships between community colleges and Sacramento Works, Inc.
- Increase community awareness of the emerging needs and gaps in the workforce.

Staff and members of the community will provide an overview of the Human Services Workforce and the impending gaps in the workforce needs.

RECOMMENDATION:

Approve the inclusion of Human Services Workforce to the Sacramento Works Critical Occupational Group.

ITEM 5 – DISCUSSION

PLANNING FOR DEMAND DRIVEN LEARNING LABS

BACKGROUND:

Staff will be present to discuss Demand Driven Learning Labs.