

## 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) 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**

10381 Old Placerville Rd.,  
Suite 150  
Sacramento, CA 95827  
(916) 255-3255

### **SOUTH COUNTY**

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

### **Administrative Offices & Employer Services**

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

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



## **SACRAMENTO WORKS, INC. PLANNING/OVERSIGHT COMMITTEE**

**Date:** Wednesday, February 20, 2008

**Time:** 8:30 a.m.

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

### **AGENDA**

1. Call to Order/Roll Call
2. **ACTION ITEM:** Approval of Minutes of the January 16, 2008 Meeting
3. **INFORMATION ITEM:** Preview of SETA/Sacramento Works web-page (Terri Carpenter)
4. **REPORT BACK/ACTION:** Clearinghouse Web-Portal Phase 2 Recommendations (Robin/John) - see attached.
5. **INFORMATION ITEM:** One Stop Career Center Mid-Year Reports
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, FEBRUARY 13, 2008**

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

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

January 16, 2008  
8:30 a.m.

1. **Call to Order/Roll Call:** Mr. Dourgarian called the meeting to order at 8:30 a.m.

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

**Others Present:** Bill Mueller, Phil Cunningham, Terri Carpenter, Walter DiMantova, Melissa Noteboom, Christine Welsch, Patty Correia, John Harden, Better Blanchard, Robin Purdy, Liz Friend.

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

Minutes were reviewed; no questions or comments.

Moved/Pardun, second/Polster, to approve the minutes.

Voice Vote: Unanimous approval.

4. **ACTION ITEM:** Review and Approval of Web-Based Clearinghouse of Employment and Training Providers and Options to Strengthen Web-based Services

Mr. Bill Mueller, CEO and managing partner of Valley Vision, was introduced. Mr. Mueller stated that Valley Vision is an intermediary where people and organizations come to focus on economic, social and environmental issues. They bring people and research together. He is presenting Partnership for Prosperity, a new on-line resource funded by Sacramento Works, Inc. and called the Clearinghouse of Education and Training Providers.

Mr. Mueller stated there will be a regional occupation forecast to link the regional job demands to the central clearinghouse of occupational and educational training providers. The forecast will be a 10-month study done by SRR and Valley Vision looking at national, state and local data and primary research (focus groups) to validate data. The forecast will be covering two, five, and, ten-, year time periods. Seventy-five industries are being studied which will cover 82% of the jobs in the region. The study is 80% complete and expected to be done by March.

The Clearinghouse contracted with Sky's the Limit and Valley Vision to create and design an education and job clearinghouse. The WIB allocated \$16,000 for this project. The focus was on occupations, programs and providers. Sacramento Works has the Occupational Outlook & Training Directory and this will make the directory available on line so it will be more accessible. This will not be a proprietary document or database but something that is transferable, strong and interactive web-based that can be frequently updated.

Mr. Mueller showed the on-line "Occupational Outlook and Training Resource" web page. Mr. Harden provided a tour of the web site. The challenge is that there is a LOT of data on the web site and staff have to figure out a way people can access exactly what they want, i.e., a screening method.

Mr. Dourgarian inquired whether there has been a mock up of what is expected to be done in the future. Ms. Purdy stated that staff has been talking about linking with a data listing of employers and have banner ads that employers can sponsor on the web site.

Phase II includes introducing the data on-line which will entail converting SRRl tables and data, develop an on-line interface to access data, and develop an overall content management system.

Mr. Jim Lambert inquired what tools have been developed for the job seeker. Mr. Mueller stated that the marketing push has not begun. The Partnership for Prosperity is essentially a group of 34 different economic development groups; hoping to market through SETA/Sacramento Works, the Metro Chamber, and the other economic development groups. In addition, they are hoping to do a marketing campaign that will involve paid advertising. Mr. Lambert inquired whether this would be available to all employers and users at no cost and Mr. Mueller stated that it would.

Phase II will cost about \$20,000. Ms. Purdy stated that funds could come from the advertising and sales of the *Occupational Outlook and Training Resource* or from sponsorships. Phase III is anticipated to be around \$50,000.

Mr. Dourgarian inquired who owned the site. Mr. Mueller stated that it is currently owned by SETA, however the agreement is that this is not only SETA's but the Partnership for Prosperity. Valley Vision believes this is a way to democratize information so it is available to users 24/7; this is the wave of the future.

Ms. Purdy stated that this is a report back on the initial investment of \$16,000. The committee is being asked to consider what has been done and consider whether more money should be put toward it. Mr. Ray would like to have Phase II in layman's terms.

Ms. Conner asked if this be available before 12/2008? Mr. Mueller stated that it would; the public release will be March/April of this year which would be after Phase II.

Mr. Ray stated that his vision of Phase II is to be very user friendly so parents can access this information for their children's future. He wants a pie chart showing what jobs are available in the region. Ms. Purdy stated that SETA can take on the marketing; the benefit to our customers and career centers will be huge.

Ms. Kossick stated that she is excited because the WIB should be involved in and be the leader in workforce development.

Committee members stated that participating in Phase II is fine but make it clear that for Phase III, SETA has an expectation that the rest of the community will chip in funds to complete it.

Mr. Cunningham inquired where is the money coming from? Ms. Purdy stated that there is \$19,000 in *Occupational Outlook and Training Resource* funds available. Mr. Harden stated that any money that is invested in the directory such as printing, distribution cost and staff cost, would be saved. Mr. Jim Pardun requested a presentation on this so they can see what it is.

Mr. Harden has talked with IT about hosting the web site at SETA. To maintain the web site he would probably still be doing it since he updates the directory frequently.

Mr. Dourgarian stated that it is logical to have this available on line. He asked why SETA would not do this instead of going through another entity. Ms. Purdy stated that the concept originally came out of the Education Team for Partnership for Prosperity. SETA had the data and wanted to define the product so it would be usable to us as well as to schools, parents and the rest of the community. The WIB is charged with making the connection between demand occupations and schools providing the training.

Mr. Pardun inquired whether Valley Vision and SACTO fund this project as well? Ms. Purdy stated that they participated in the first round of funding.

Ms. Conner suggested that SETA is willing to put in \$10,000 in Phase III and have other partners step up for the remainder of the funding necessary.

Ms. Polster stated that when SETA was first approached by PfP, LEED was going through reorganizing; she was concerned where the WIB fit in there and what our place would be. Is this where we are taking a leadership role? At that

time we wanted to define where each of the organizations fit in the employment and training development effort.

No action was taken on this; this item was tabled.

3. **ACTION ITEM:** Approval of the Sacramento Integrated Service Transformation Initiative Local Plan

At the previous two meetings, brief presentations were given on the upcoming Integrated Services program. Staff is working with EDD job search staff to shift the career center system to become more targeted on developing skills that are needed by employers. Three teams are working with specific recommendations.

**Ms. Melissa Noteboom, Welcome Team:** This team is coming up with methods and ways of engaging customers coming into the career centers. Staff is looking at serving a substantially larger number of customers. Customers will be enrolled and all will have to provide proof of eligibility. Staff has cut the SMARTware application down to a one-page application that has all of the information the State requires. This will also be the initial assessment document. Case management will not be coaching so it is not as an intensive service. Bar codes will be utilized to track customers. Staff will be providing skill development and shorter-termed workshops.

**Sandra Brown, Skills Development Team:** This team will determine job readiness and will utilize aptitude testing. The team will be working with local education providers. Staff is currently attending soft skills training so training can be provided at the career centers. The coaching will be very different in that Sacramento Works will be sharing customers, not managing the customers. Customers will be empowered to be more independent. Ms. Purdy stated that staff is looking at different assessment tools to be utilized because everyone coming in the door will be skill measured.

**Terri Carpenter/Bill Walker: Talent Development/Job Getting Team.** This team will have résumé workshops, and more group workshops to assist more customers. Staff is talking about compiling a job seeker toolkit so customers can have access to information. There will be more industry-specific job fairs. The Employer Outreach Committee has approved a partnership with *CareerBuilders* for three months. The *CareerBuilders* web site will allow access to all jobs and will link to jobs on *CareerBuilders*. This site should be launching next week. Ms. Carpenter will be sending out a link.

When the EOC entered the partnership with CareerBuilders, SETA staff was under the impression that *CareerBuilders* and the EDD CalJOBS system would work together. Since entering the partnership, staff has been informed that *CareerBuilders* cannot link to CalJOBS and that the Department of Labor and the State of California have entered into a labor exchange partnership with one of

*CareerBuilder's* competitors. Staff will continue discussion with EDD as to the future of the state labor exchange system and will keep the board informed.

Ms. Kossick gave kudos to the staff for their work on this implementation plan. The full plan will be presented to the Workforce Investment Board next week.

Moved/Ray, second/Lambert, to approve the draft plan and submit to the Sacramento Works board.

Voice Vote: Unanimous approval.

5. Input from the public: No comments.
6. Adjournment: Meeting adjourned at 10:04 a.m.

## ITEM 3 – INFORMATION

### PREVIEW OF SETA/SACRAMENTO WORKS WEB-PAGE

#### BACKGROUND:

Staff has been working on a total redesign of the SETA website providing customers with easier navigation to SETA's programs and services. The new website design and format will be presented for review.

## ITEM 4 - REPORT BACK/ACTION

### CLEARINGHOUSE WEB-PORTAL PHASE 2 RECOMMENDATIONS

#### BACKGROUND:

At the January meeting, the Planning/Oversight Committee reviewed the completed Clearinghouse of Employment and Training Providers, which organizes the full range of current education/training programs in the region by education providers.

SETA/Sacramento Works and Valley Vision worked with **Sky's The Limit Interactive**, a Sacramento based digital design firm, to create the Web-based relational database with open-source database language. The database was populated with current education/training program information from the Sacramento Works Occupational Outlook and Training Directory and is linked to the national O\*NET database, which contains hundreds of standardized and occupation-specific descriptors, including the key features of an occupation (the day-to-day aspects of the job and the qualifications and interests of the typical worker).

Users of the webpage will be able to search by occupation or by education and training provider. If searching by occupation, the user will be able to link to all education and training providers in the region that provide training in the occupation. If searching by education and training provider, the user will be able to see all of the courses the education and training provider has listed.

After hearing the presentation, the Committee wanted more information and discussion about the web-presence of Sacramento Works. The Chair of the Committee requested that staff return to the Planning Committee in February with a more detailed vision of the future web-presence for Sacramento Works, a more detailed scope for Phase 2 of the Clearinghouse, and discussion of how the web-based efforts of PFP and Sacramento Works will compliment each other.

SETA/Sacramento Works has recently updated the organizations website to a user friendly format that includes links to many websites offering services to job seekers and employers. These links provide customers with information on jobs, careers, training providers, business development and community resources of our partner organizations while branding them with the Sacramento Works brand and logo. The link to the Clearinghouse will be made from the Job Seeker tab on the Sacramento Works webpage and the Sacramento Works logo will be clearly visible on the Clearinghouse so that our customers will know that the information is updated and maintained by Sacramento Works, Inc. staff. Since the January Planning/Oversight Committee meeting, SETA has met with representatives of Valley Vision and have proposed that SETA/Sacramento Works:

1. Update the information on education and training providers, and monitor and maintain the Clearinghouse website.



2. Arrange for hosting of the website
3. Recruit sponsors for the website and use the funds to offset the cost of administering and enhancing the site.

In our meetings with Valley Vision regarding Phase 2 of the Clearinghouse, the objectives were clarified. Phase 2 would allow for two enhancements.

1. First, a program would be added to the Clearinghouse which would develop an overall Content Management System to facilitate easy, browser-based data updating and site management to allow schools and training providers to update their own information and notify the Sacramento Works administrator whenever changes were made.
2. Second, Phase 2 would convert data tables from the SRRI Forecast to seamless online database which would connect to the Clearinghouse database through the development of an online interface to access this data. This would allow customers using the Clearinghouse to access up-to-date regional labor market projections regarding the occupations for which they are seeking training.

The estimated cost for Phase 2 is \$20,000 and completion will occur by May 2008.

1. Convert multiple and extensive Forecast data tables to seamless online database.	STLI	\$9,000
2. Develop online interface with new facilities to access this data.	STLI	\$5,500
3. Develop overall Content Management System to facilitate easy, browser-based data updating and site management.	STLI	\$3,500
4. Project administration, coordination, & data integration.	Valley Vision	\$2,000
<b>TOTAL</b>		<b>\$20,000</b>

**RECOMMENDATION:**

Review the Clearinghouse Web-site link on the Sacramento Works/SETA webpage, discuss the value of the Phase 2 enhancements and decide whether to go forward to the full board with a recommendation to finance a portion of the Phase 2 enhancements to the Clearinghouse website.