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



SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Thursday, October 22, 2009

Time: 9:00 a.m.

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

AGENDA

1. Call to Order/Roll Call
2. Action Item: Approval of the July 22, 2009 Minutes
3. Review of Committee Goals, Strategies, Activities, and Outcomes for Strategic Plan
4. Discussion: Ethnic Chamber request for assistance surveying diverse small businesses
5. Adjournment

Committee Members: Kim Parker (Chair), Larry Booth, Diane Ferrari, Lisa Harr, Barbara Hayes, Mark Ingram, Matt Mahood, Mike Micciche, James Pardun, Anette Smith-Dohring, Terry Wills.

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

DISTRIBUTION DATE: THURSDAY, OCTOBER 15, 2009

Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis

SETA – Shasta Room
925 Del Paso Blvd.
Sacramento, CA 95815

Wednesday, July 22, 2009
9:00 a.m.

1. **Meeting to Order/Roll Call:** Ms. Parker called the meeting to order at 9:37 a.m.

Members Present: Kim Parker, Larry Booth, Diane Ferrari, Barbara Hayes, Mark Ingram, Matt Mahood, Mike Micciche, and Anette Smith-Dohring

Members Absent: Lisa Harr, James Pardun, Terry Wills

Others Present: Kathy Kossick, Robin Purdy, Terri Carpenter, Jim Lambert, Phil Cunningham, Kathy Kossick.

2. **Action Item:** Approval of the May 27, 2009 Committee Minutes and June 25, 2009 Committee of the Whole Minutes

Moved/Ferrari, second/Micciche, to approve the minutes as distributed.
Voice vote: Unanimous approval

3. **Action Item:** Approval of Sponsorship Recommendations for FY 2009-2010

Board members with conflicts: Larry Booth, Barbara Hayes, Matt Mahood.

Ms. Carpenter reviewed the recommended board initiative sponsorships.

Moved/Ferrari, second/Ingram, to approve sponsorship as outlined in the agenda, reducing the Starfish sponsorship to a more reasonable level; the SAHRA will be brought later for consideration.

Roll Call Vote: Aye: 5, Nay: 0, Abstentions: 3 (Booth, Hayes, Mahood)

4. **Information Item:** Metro Pulse Presentation

Mr. Matt Yancey stated that this has been up and running for two years. This program is about employer outreach, taking limited dollars and getting the most bang out of the buck. They are developing and implementing strategies to connect employers to resources as seamlessly as possible. There is a common software program or digital filing cabinet for everything you're doing with an employer. The city is also able to keep track of referrals issued and follow-ups which streamlines communication.

Sacramento Metro Chamber is the managing partner which means he does the behind the scenes work. The software program was developed by the man that teaches business retention course.

Mr. Yancey spoke of Business Walks in Arden-Arcade district which was expanded to four areas. This year there are five Business Walks in a three hour period with 3-4 dozen volunteers going out to interview 100-175 businesses. They will be asked how business is, what is working for you, and what challenges are being faced. A lot of time there are small and mid-level companies that have never been visited before. The first year the program got out to 1,100 businesses 380 were business walks and 716 were non-business walk.

Mr. Yancey stated that a big initiative this year is adding options for integrating data bases; adding another data base to include WIA forms looking at what needs to be done to streamline the data entry. This is needed from the investors that say it is a labor challenge. SETA has invested \$5,000 per year; this is the third year.

Ms. Smith-Dohring asked if there was an opportunity to pull in information on existing businesses and tie it into career.gps. Mr. Yancey stated that they are with a system now that is tracking information and transitioning into Metro Pulse.

Mr. Matt Mahood stated that Metro Pulse has evolved and as we continue to do business walk. They are committed to small to medium size businesses to stay in the area.

Ms. Smith-Dohring asked if we could use the report to advocate more for small businesses. Ms. Purdy stated that we want to bring all of the regional partners together; we have to agree on the things that we want to market and then agree on marketing brochures specific to different walks. All partners need to be involved in the design and input of the brochures; it must be done quickly.

5. **Adjournment:** Meeting adjourned at 10:22 a.m.

ITEM 3

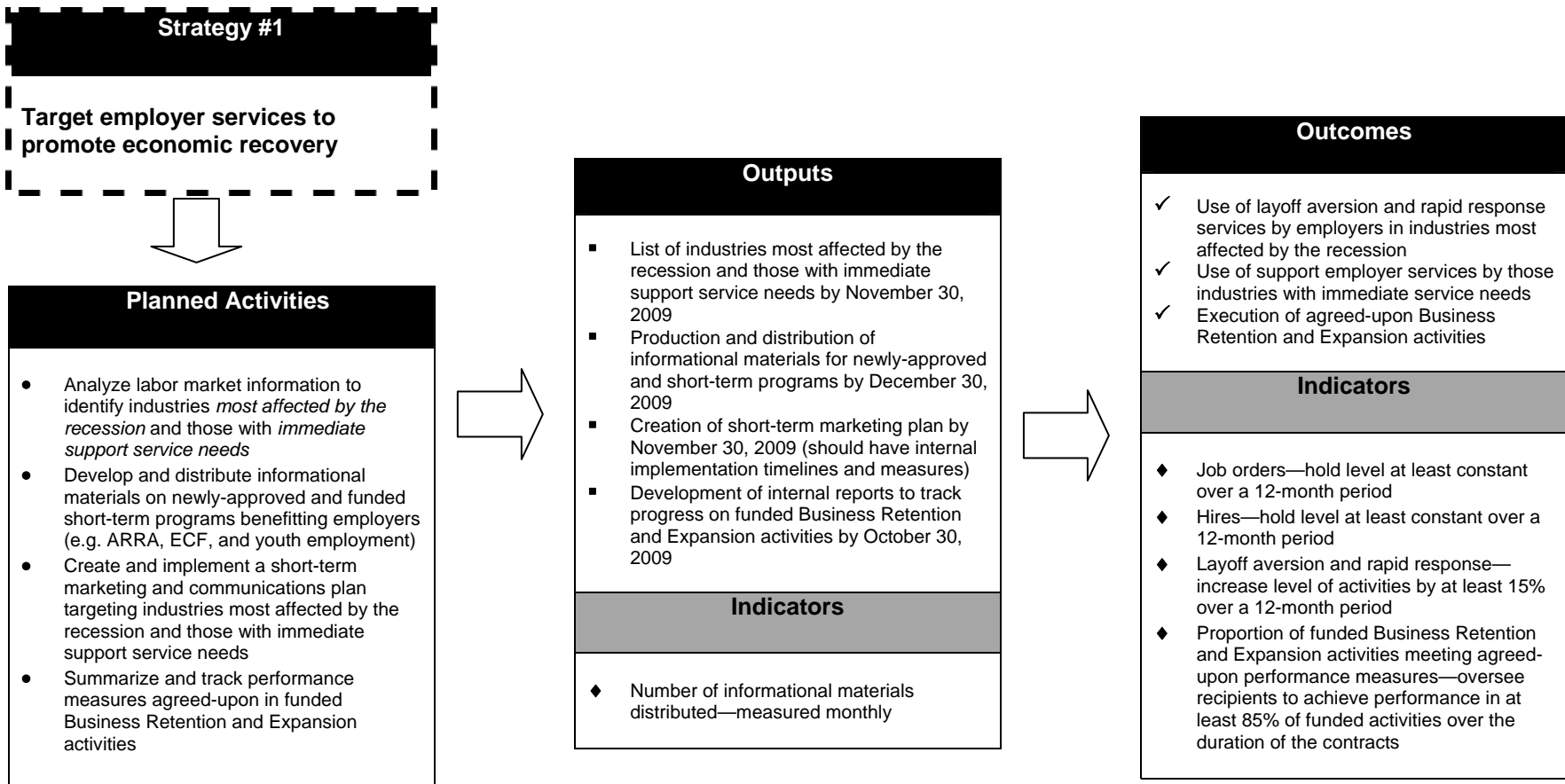
REVIEW OF COMMITTEE GOALS, STRATEGIES, ACTIVITIES, AND OUTCOMES FOR STRATEGIC PLAN

BACKGROUND:

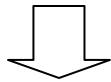
Attached are the drafts of the individual committee strategic plans for your review and approval. The plans are based on the goals developed at the Sacramento Works Inc. retreat in May 2009 and the meetings held in September with the committee staff, committee chairs, and Ryan Sharp of the Center for Economic Strategic Research. The plans are crafted to cover an 18-month period beginning September 2009 and ending February 2011 and are meant to focus on specific goals for the next 18 months, which support ongoing activities that are part of each committee's mission; therefore, the performance measurement systems within them focus on the plan goals and not necessarily overall management or oversight. The output dates and outcome indicator targets are placeholders at this point. Committee staff are reviewing them and recommending necessary changes.

Employer Outreach Committee

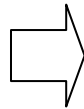
Goal: *Support regional employers' efforts to hire, train, and transition employees by enhancing and communicating the availability and value of Sacramento Works' employer and business services.*



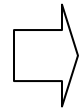
Strategy #2
Communicate availability and value of Sacramento Works services



- Planned Activities**
- Purchase media advertising to promote the benefits of services
 - Produce and distribute marketing materials
 - Explore and implement strategies making use of social networking
 - Create a Committee member speaking schedule to promote Sacramento Works services for a 12-month period
 - Target sponsorships to events and activities reaching employers supporting Critical Occupation Clusters and small businesses
 - Test effectiveness of communications efforts through employer feedback (refer to Strategy #3) and adjust efforts appropriately



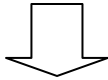
Outputs
<ul style="list-style-type: none"> ▪ Purchase (or schedule) media advertising by October 30, 2009 ▪ Produce and distribute (or create distribution schedule) marketing materials by October 30, 2009 ▪ Develop strategies to utilize social networking by February 28, 2010 ▪ Creation of Committee member 12-month speaking schedule with 10 assignments by February 28, 2010 ▪ Targeted sponsorships—ongoing based on allocated funding
Indicators
<ul style="list-style-type: none"> ◆ Financial investment in advertising and sponsorships—measured quarterly ◆ Number of attendees at Committee member speaking engagements—measured annually ◆ Number of recipients or attendees of sponsored activities—measured annually ◆ Financial investment per recipient/attendee of sponsored activities—measured annually ◆ Number of affiliated individuals through social networking efforts—measured quarterly ◆ Proportion of employers that participate in feedback system (refer to Strategy #3)—measured quarterly feedback system (refer to Strategy #3)—measured quarterly



Outcomes
<ul style="list-style-type: none"> ✓ Employer use of services ✓ Visibility of services among employers
Indicators
<ul style="list-style-type: none"> ◆ Number of new employers using support services—attract 20 new employers by February 28, 2011 ◆ Level of employer support services—increase use of services by at least 10% over a 12-month period ◆ Audience reached with advertising and marketing materials—increase number by at least 10% over a 12-month period ◆ Financial investment per audience reached from advertising—establish a baseline for annual analysis ◆ Results of employer feedback related to awareness and marketing (refer to Strategy #3)—establish a baseline for annual analysis and adjust communications efforts ◆ Proportion of services provided to employers supporting Critical Occupation Clusters—increase proportion by 15% in a 12-month period

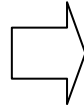
Strategy #3

Enhance Sacramento Works delivery of employer services



Planned Activities

- Implement a more comprehensive employer feedback system (in collaboration with Planning and Oversight Committee) to gather opinions on program satisfaction, service needs, employee retention, and marketing effectiveness
- Design and implement a more comprehensive quarterly dashboard report on employer service activity for the Committee (i.e. one-page data/graphic-graphic focused report summarizing key information)
- Develop an employer service improvement plan based on analysis of program activities, employer feedback, and best practices

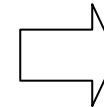


Outputs

- Creation and implementation of employer feedback system by November 30, 2009—invite all employers to participate at conclusion of service and create a 9-month follow-up mechanism
- Development of quarterly dashboard report by February 28, 2010 (should contain additional performance measures)
- List of potential employer service improvements and related best practices by August 31, 2010
- Completion of employer service improvement plan by February 28, 2011 (should have internal implementation timelines and measures)

Indicators

- ◆ Proportion of employers that participate in feedback system—measured quarterly



Outcomes

- ✓ Employer service improvement
- ✓ Employer satisfaction

Indicators

- ◆ Results of initial employer feedback related to satisfaction and service needs—establish baseline measures for annual analysis
- ◆ Results of follow-up employer feedback related to employee retention and service needs—establish baseline measure for annual analysis
- ◆ Number of returning employers—increase repeat customers by at least 10% in a 12-month period