

## CAREER CENTERS

### **BROADWAY**

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

### **CITRUS HEIGHTS**

7011 Sylvan Rd, Suite A  
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**

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

### **LEMON HILL**

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

### **MARK SANDERS**

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>



## REGULAR MEETING OF THE SACRAMENTO WORKS, INC. BOARD

**DATE:** Wednesday, January 28, 2009

**TIME:** 8:00 a.m.

**LOCATION:** SETA Board Room  
925 Del Paso Blvd.  
Sacramento, California 95815

While the Sacramento Works, Inc. Board welcomes and encourages participation in the Sacramento Works, Inc. meetings, it would be appreciated if you would limit your comments to five minutes so that everyone may be heard. Matters under the jurisdiction of the Sacramento Works, Inc. Board and not on the posted agenda may be addressed by the general public following completion of the regular agenda. The Sacramento Works, Inc. Board limits testimony on matters not on the agenda to five minutes per person and not more than fifteen minutes for a particular subject. Meeting facilities are accessible to persons with disabilities. Requests for Assisted Listening Devices or other considerations should be made through the Clerk's office at (916) 263-3827. This document and other Board meeting information may be accessed through the Internet by accessing the SETA home page: [www.seta.net](http://www.seta.net).

## **A G E N D A**

- I. **Call to Order/Roll Call** (5 Minutes)
  - Introduction of New Board Members: Mike Testa
- II. **Consent Items** (5 minutes)
  - A. Approval of Minutes of the November 19, 2008 Meeting
  - B. Approval to Allocate Youth Council Initiative Funds
  - C. Approval to Increase Maximum Scholarship Award
- III. **Discussion/Action Items**
  - A. Planning for the Economic Stimulus Package (60 Minutes)

**IV. Information Items** (5 minutes)

- A. Dislocated Worker Update (William Walker)
- B. Augmentation of Workforce Investment Act, Title I, Adult Subgrant Agreements
- C. Committee Updates
  - Youth Council
  - Planning/Oversight Committee
  - Employer Outreach Committee
  - Board Development Committee

**V. Other Reports** (5 minutes)

- 1. Chair
- 2. Members of the Board
- 3. Counsel
- 4. Public Participation

**VI. Adjournment**

**DISTRIBUTION DATE: WEDNESDAY, JANUARY 21, 2009**

# Role of Sacramento Works, Inc., the Local Workforce Investment Board

Sacramento Works, Inc., the local Workforce Investment Board is a 41-member board charged with providing policy, planning and oversight for local workforce development initiatives.

**Vision:**

Building a dynamic workforce for the Sacramento Region.

**Mission:**

Sacramento Works unites business, labor, education and public agencies to assure qualified and trained workers are available to meet the needs of the region's economy.

# Sacramento Works, Inc.

## Strategic Business Plan

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### **GOAL 1 - Train Workers for Critical Occupational Clusters**

- Sacramento Works, Inc. identified the following high wage, high growth occupational clusters that are critical to the economic growth of the region and invests public workforce dollars to train workers for these occupational clusters.

- |     |                                       |
|-----|---------------------------------------|
| (a) | ADMINISTRATIVE AND SUPPORT SERVICES   |
| (b) | ARCHITECTURE AND ENGINEERING          |
| (c) | CONSTRUCTION                          |
| (d) | HEALTHCARE AND SUPPORT SERVICES       |
| (e) | HUMAN SERVICES WORKER                 |
| (f) | INFORMATION TECHNOLOGY                |
| (g) | INSTALLATION, MAINTENANCE, AND REPAIR |
| (h) | TOURISM AND HOSPITALITY               |
| (i) | TRANSPORTATION AND PRODUCTION         |
| (j) | CLEAN/GREEN ENERGY TECHNOLOGY         |

### **GOAL 2 - Increase Employer Involvement and Satisfaction by:**

- Creating a public relations campaign focusing on regional employers
- Creating a standardized system to recruit, screen, and refer job candidates to employers
- Surveying employers to assess their employment needs and to identify levels of satisfaction with the system and the workforce

### **GOAL 3 - Develop a Workforce that Creates, Attracts, and Sustains Jobs that Pay a Livable Wage by:**

- Promoting talent development and upward mobility through life-long learning, employed-worker training and development of career ladders,
- Focusing on soft/success skills and basic reading, writing, math and computer skills.

#### **GOAL 4 - Prepare Youth to Compete in the Local Economy by:**

- Engaging employers to hire youth
- Focusing on skills development for youth at risk
- Training youth for jobs in critical occupational clusters
- Enhancing employability and academic retention by focusing on "soft" skills
- Focusing on high school completion or GED attainment.

#### **GOAL 5 - Evaluating and Improving the One-Stop System by:**

- Transforming the one-stop system to focus on talent engagement, development and marketing
  - Creating a variety of tools, both virtual and on-site to guide job seekers in accessing education, training and jobs.
  - Meeting the workforce and hiring needs of business by recruiting, preparing, screening and referring qualified job candidates.
- 



**Sacramento Employment & Training Agency**  
925 Del Paso Blvd., Sacramento, CA 95815 916.263.3800

ITEM II-A – CONSENT

APPROVAL OF MINUTES OF THE NOVEMBER 19, 2008 MEETING

BACKGROUND:

Attached are the minutes of the November 19, 2008 meeting for review.

RECOMMENDATION:

That your Board review, modify if necessary, and approve the attached minutes.

## **REGULAR MEETING OF THE SACRAMENTO WORKS, INC. BOARD**

### Minutes/Synopsis

SETA Board Room  
925 Del Paso Blvd.  
Sacramento, California

Wednesday, November 19, 2008  
8:00 a.m.

#### **I. Call to Order/Roll Call:** Mr. Ingram called the meeting to order at 8:08 a.m.

Members Present: Larry Booth, Bill Camp, Lynn Conner, Walter DiMantova, Mike Dourgarian, Mark Erlichman, Diane Ferrari, David Gordon, Lisa Harr, Mark Ingram, Gary King, Kathy Kossick, Frank Louie, Elizabeth McClatchy, James Pardun, Kim Parker, Deborah Portela, Tim Ray, Anette Smith-Dohring, Kingman Tsang, Bruce Wagstaff, Terry Wills, David Younger, Thomas Zender.

Members Absent: Chris Ferguson, Dr. Brice Harris, Barbara Hayes, Matt Kelly, Michael Micciche, Dennis Morin, James Lambert, Matt Mahood, Maurice Read, Lorenda Sanchez.

- Introduction of New Board Members: Mr. Larry Booth stated that his company specializes in HVAC for institutional customers. Mr. Thomas Zender is with the Sacramento Job Corps. Mr. Zender stated that he would like to join the Youth Council.

#### **II. Consent Item**

##### A. Approval of Minutes of the September 24, 2008 Meeting

Moved/Tsang, second/McClatchy, to approve the minutes.  
Voice Vote: Unanimous approval.

Mr. Ingram stated that Items D and E will be dropped from the agenda. Each board item has assigned times; board members were asked to honor the time to allow more time in policy discussions.

#### **III. Discussion/Action Items**

##### A. Discussion Item: How can Sacramento Works facilitate/elevate Policy discussions around youth achievement and education

Mr. Dourgarian stated that items A and B will be discussed together. The purpose will be to discuss how to facilitate, educate and prepare youth for work. At board meetings, board members come in, vote on items and there is not much board member to board member discussion. The Planning/Oversight Committee realized that there are a lot of subjects coming up on what should the board be doing in response to these changes and how should these issues be

incorporated into the planning process. It becomes important for the board to discuss these things ultimately. What is the Board's role in relation to LEED so we are not in competition with preparing kids for work.

Mr. Tsang stated that he feels when we show up to the meetings it is almost like rubber stamping; there is no discussion as to why items are being done. This board is a policy board instead of the PIC. We have to look at what is going on and how we can take things to utilize and steer the WIB.

Ms. McClatchy would like to talk about 1) youth connecting finishing high school with a job, 2) support the systemic change that needs to happen in schools, and 3) how can we encourage youth to stay in school.

#### B. Discussion Item: Board Engagement

Mr. Tsang distributed a copy of the minutes of the November 3 meeting. Mr. Tsang stated that board meetings are a part of the reshifting of time; it is not just about getting people to show up. It is about getting people to be active and participate. The Board Development Committee is an ad hoc committee formed to help members be more active. We need to strengthen the buddy system as this helps new board members go in the right direction. We need more regular activities; breakfast and other meetings.

Mr. Younger stated that in today's economic times, the budgets are being reduced. Dr. Harris made a statement where there is a \$14 million shortfall in Los Rios. One thing that happens in education, when there is a job downturn, people go back to school; now they will not be able to afford an education. This will impact the kids in their choice in a career. How do we get kids engaged in education or workforce training programs.

Mr. Ray stated that we have to position ourselves to tell staff where we want to direct funds and produce programs. There should be a clear focus and path for kids that will not go to college and then another stream for kids that will go on for higher training. He does not see a lot of focus on 15-21 year old kids that will not go to college; how does this get incorporated into the career centers.

Ms. McClatchy stated that the Board needs data to see what the resources are available and whether there are other organizations that have the data of why young people are leaving school. Statistics show a strong correlation between kids leaving school and their prospects for employment.

Mr. Pardun stated that career exploration funding has dried up at high schools which did direct kids to higher education.

Ms. Christine Welsch stated that youth specialists are funded to connect youth to resources and programs in the community. Valley Vision will be doing a four-



county regional survey to identify every service resource available to young people a lot like Career GPS.com. They are hoping to have the mapping done by next spring. They want to make it interactive so the providers can state what services are available and whether they have space. Luther Burbank had a great program with Area Congregations Together and did a great job of working to keep truant kids to stay in school. Police, probation, school staff, and program operators all worked on this program. It came from an idea from Area Congregations Together. Mr. Read asked if ACT could come to the Youth Council to tell them what they are doing.

Mr. Tsang asked how we can communicate effectively with the superintendent of schools or the school board. Will we be crossing the line of education or talking specifically about job development.

Mr. King stated that there are programs looking at getting kids get exposure to the world of work; the kids come in and work. There are sessions teaching them about life, budgeting, and money issues. At SMUD it is important to get to the high school students to show them what exists at SMUD and the training they need to get them a job at SMUD.

Mr. Pardun reported that he attended a conference at the state chamber where it was stated that a lot of kids do not want to go on to college because they are so turned off by the educational system that does not meet their needs. They turn to gangs or crime. Kids need to know that it is okay for them to go to vocational training instead of college.

Ms. Portela stated that the environment is ripe to look at what works and what will produce productive citizens. Kids need to be more proactive in their choices for employment and training.

Ms. McClatchy stated that we do have the capability of helping people figure out what they want to do with their lives.

Ms. Kossick stated that while there is an opportunity to get more data regarding education, what can the WIB do? Connect employers with job seekers and build economic development of our community. We have to not get too involved in the education part; we need to concentrate on the employment part. We are the connectors in the community of workforce development.

Ms. Conner stated that the timing of this discussion is good when the one stops are used to connect with career opportunity. We just changed how one stops provide services to customers; they are more efficient in handling large numbers of people.

Ms. Espinoza stated that the conversation the board is having is almost exactly as it was 30 years ago. Years ago in the youth program, there were staff actually

going to the schools; we no longer have the staff to go to the schools. We somehow have to open the doors of the schools to have job fairs to get information to kids about where they need to go and where to get more training or employment. We need to open the doors of the career centers specifically for the high school kids. The high school doors need to be open to us.

Ms. Alicia Lawson, Twin Rivers School District, stated that they believe that children need to have options. She is here to offer information and to make sure that the kids enrolled in their vocational program have jobs available when their kids leave their programs. People are looking for their students. When their students graduate, they can go directly into American River College for additional training.

Mr. Tsang stated that if anyone has an idea, please e-mail it to him; identify points or a wish list of what we can do. It would be nice to have the other school districts available to see what they have available. Ms. McClatchy suggested that at the next meeting, staff have something from the career centers to talk about what they are doing and see if there could be a master directive.

C. Discussion Item: Strategic Planning Retreat for 2009

Mr. Dourgarian stated that sometimes we get so broad in our views, we lose track of what needs to be done. He stated that the Board needs to focus our attention and our resources on what we feel is the most impactful in terms of our mission. Mr. Dourgarian reviewed the agenda and the results of the retreat. Some of the things we resolved to do got dropped; if we have a retreat, we need to use our time wisely and develop in alignment with our goals. We need to come up with goals that are in alignment with the goals of the organization and what we offer to the world of workforce development.

Mr. Wagstaff stated that we have to think about what information the board needs to be productive. We particularly need to find the impact of our region of this economic downturn, how has it affected our region? Do we need to refocus our resources?

Mr. Camp stated that hopefully by the time the date is set, staff will we have an idea of what the new direction that will come out of the federal government and how can it be used to make a better impact locally. We need to find out the federal stimulus package could be. We should know in the next couple of months who will take the lead at the federal level.

Mr. King spoke about focusing the board on more policy issues. What is the outcome we are expecting from these discussions? He suggested finding someone with expertise to ensure a process is set in place to make sure the goals are being implemented.

Ms. Parker would like to focus on things that can be done. She inquired what is the staff wish list. Ms. Purdy stated that there is good involvement at the committee level so she will make sure there will be staff involvement.

Ms. Ferrari requested an update of the results of the last retreat.

Ms. Kossick stated that the retreat could potentially be done in February or March. Staff is hoping to have the agenda firmed up by January. Mr. Camp stated that within the first 100 days of President Obama's term, there should be bills signed and in place. By January 22, staff should have an outline of expectations.

Mr. Dourgarian feels safe that there will not be a lot of new money; his recommendation to have the retreat sooner rather than later. It was decided that the agenda will be developed in January and the retreat will be the first week of March.

D. Discussion and Approval of Policy Streamlining Youth Funding  
Recommendations: No discussion or action taken.

E. Approval to Allow Sacramento Works, Inc. to appoint non-members to Committees: No discussion or action taken.

#### **IV. Information Items**

1. Sacramento Works Career Center Orientation Video

Ms. Carpenter stated that a DVD was produced showcasing our services at career centers focusing on the new integration of services. This DVD explains services available to our customers. The DVD is being deployed to the career centers and can be used in a lot of different ways.

Ms. Parker asked that the DVDs distributed to employers and local high schools. She also asked that it be put on our web site. Mr. Dourgarian suggested youtube.com.

2. Update on the Sector Initiatives Collaborations: Healthcare: No questions.

3. Regional Initiative: Construction Sector Community of Practice: No questions.

4. Submission of CalGRIP grant to California Labor and Workforce Development Department: No questions.

5. Dislocated Worker Update: Mr. Walker stated that the most impacted dislocation is Mervyn's plus the businesses around the Mervyn's facility. Staff will be visiting the surrounding employers to find out their impact and offer assistance.

6. Committee Updates

- Youth Council: No report.
- Planning/Oversight Committee: No report.
- Employer Outreach Committee: The Committee will be meeting right after the Board meeting; Mr. Walker stated that staff is still waiting to see if the Agency received a \$400,000 prison to employment grant. Mr. Walker was asked whether the DVD was shown at the PACT meeting and Mr. Walker stated that they were and that the counselors like the DVD.
- Board Development Committee: No report.

V. **Other Reports**

1. Chair: Mr. Ingram reported that the Executive Committee approved \$10,000 toward sponsorship of a clean technology roundtable with Valley Vision. Mr. Bill Mueller spoke of the roundtable and the goals.
2. Members of the Board: Ms. Conner stated that she enjoyed the discussion. Ms. Kossick thanked members that attended SETA's 30<sup>th</sup> anniversary event on October 15.
3. Counsel: No report.
4. Public Participation: No comments.

VI. **Adjournment**: Meeting adjourned at 9:46 a.m.

## ITEM 2 - CONSENT

### APPROVAL TO ALLOCATE YOUTH COUNCIL INITIATIVE FUNDS

#### BACKGROUND:

During the annual funding allocation the Youth Council set aside funds to be used for Youth Council initiatives which could include sponsoring job fairs, community outreach, supporting the Youth Development Network, and youth leadership training. During the Summer 2008, a portion of these funds supported two Sacramento Works for Youth Job Fairs. Members of the Youth Council and Sacramento Works, Inc. participate in a variety of initiatives in the community including:

#### **Design Build Competition and Construction Career Awareness Day**

These events provide hundreds of high school students the opportunity to learn more about the construction industry, meet apprenticeship programs, and employers working in the industry.

The Design Build Competition engages youth in the actual design and building process of a structure. Historically, Sacramento Works, Inc. provides approximately \$5,000 in sponsorship for the Design Build Competition.

The Construction Career Awareness Day, coordinated by Association of General Contractors, and hosted by Granite Construction is supported by private and public donations including \$50,000 from the SETA-administered CalTrans funding.

#### **Sacramento Works for Youth Employer Outreach**

For the past two years, Assemblymember Dave Jones has partnered with SETA/Sacramento Works, Inc., ACT and the City of Sacramento to host employer breakfasts. "Sacramento Works for Youth Employer Breakfasts" seeks to promote youth employment to the employer community and engage them in this effort. Given the economic downturn, staff is very concerned that youth employment will be even more challenging this year.

#### **Human Services Workforce**

The human services workforce is one of critical occupational groups identified by the Sacramento Works, Inc. For the past year, the Youth Development Network, SETA, the County of Sacramento and other community partners have been planning a strategy to address the issue of the human services workforce. This strategy includes researching the careers in the cluster, identifying the gaps and challenges in the workforce, identifying career pathways, and developing training to increase the capacity of new and

existing workforce. The partnership is hosting a Human Services Workforce convening on March 5, 2009 to engage and inform the community about this issue.

Staff is recommending an allocation of \$5,000 for the Human Services Workforce convening.

### **CareerGPS Enhancements**

SETA/Sacramento Works, in collaboration with the Partnership for Prosperity (PFP) and LEED Sacramento, have developed CareerGPS.com. CareerGPS.com is a web-based application designed to provide job seekers, students, workforce development professionals, teachers, and employers with one central location to find the information they need to make informed education and career decisions. The application is comprised of two individual searchable online relational databases; the first database contains a comprehensive listing of public and private sector education and training providers in the Sacramento region as well as and the programs they offer (Sacramento Regional Education and Training Resource); and the second database contains industry/occupational forecast information on the top 75 industry sectors and their occupational composition. These 75 sectors, and sub-sectors, represent approximately 80% of the employment in the Sacramento region. The forecast includes the breakdown of occupational employment by industry sector over the next 2 years, 5 years, and 10 years as well as the ability to view industry sector data based on the training level of each individual sector.

Currently CareerGPS contains information on all of the education and training providers in the region that provide post secondary and adult educational programs targeting critical industries. In order to increase the usefulness of the website to high school students, parents, and educators, staff is recommending an expanding the education and training provider listing to include all Career Technical Education Programs offered in all secondary schools in the region. This effort would include:

- Reaching out to the State Department of Education and all secondary schools in the region to introduce CareerGPS, talk about the importance of a regional inventory of programs, and gain agreement to participate in developing the information necessary to compile the inventory.
- Collecting contact people and program information on all Career Technical Education programs in the region
- Developing a standardized format to present the information on the CareerGPS website

Staff is recommending a sole source contract with LEED Sacramento for \$12,000 to complete this work. As the recognized education intermediary for the Sacramento region, LEED is uniquely qualified to complete this work and has the linkages and

relationships necessary to collect and verify the information and provide it in the standardized format for the website.

The Youth Council met as a Committee of the Whole on January 14 and there was consensus on this item. Staff will be available to answer questions.

RECOMMENDATION:

Approve the following allocation of youth initiative funds

- 1) \$5,000 to support the Human Services Workforce convening, and
- 2) \$12,000 to support Career GPS.com enhancements through LEED.

## ITEM 3 - ACTION

### APPROVAL TO INCREASE THE MAXIMUM SCHOLARSHIP AWARD

#### BACKGROUND:

Beginning in February, 2008, the Sacramento Works Career Center (SWCC) system volunteered to be one of 12 Learning Labs in an effort sponsored by the State of California Employment Development Department and the California Workforce Association which seeks to transform the one-stop career center system to a skill-based system that develops a talent pool which meets the needs of regional employers. The effort consists of 12 local Workforce Investment Areas who are testing whether integration of federal workforce development programs (Workforce Investment Act (WIA), Adult and Dislocated Worker Programs, Wagner-Peyser, and the Trade Adjustment Assistance Act), providing staff assisted services to all job seeking customers, and focusing on skills development and employment services result in higher rates of employment, wages and job retention.

Sacramento Works local plan, approved in September, 2008 included substantial changes in the policies regulating how funds are distributed for Individual Training Accounts/Scholarships. Because the Learning Lab proposed to increase the number of customers receiving skill development services and Sacramento County did not receive an increase in funding, the board approved a policy instituting a maximum scholarship award of \$2,000. Customers have been encouraged to research additional funding sources such as institutional, state and federal educational grants, and to utilize more free and low cost training offered through the SWCC programs and partners.

In the first two quarters of the fiscal year, the reduction in the maximum Scholarship has resulted in the following:

1. A decrease in the number of approved scholarships
2. An increase in the enrollments in free and low-cost training to the point where several adult education and community college classes are turning away students or placing customers on waiting lists.
3. An effort by training providers to split certificate courses into modules that are priced below \$2,000.

Because of the downturn in the economy, career centers are reporting an increase in the number of dislocated workers and unemployed job seekers seeking services at the career centers who are in need of skills development and skills upgrade.

The Planning/Oversight Committee will review and take action on this item at their January 21, 2009 meeting.



## RECOMMENDATION:

To ensure that the career centers are able to provide scholarships that will prepare workers for the skills needed by employers in the region, staff is making a recommendation to increase the maximum Scholarship award to \$5,000. If approved, the Scholarship Award Policy would be revised as follows:

Up to \$5,000 can be awarded for a scholarship if it has been determined, as supported through the results of the financial needs assessment that the customer is unable to pay for or secure loans or grants for the full amount of the cost of training. Adequate justification for any amount over \$2,000 must be clearly stated in the SMARTware training/Financial Assistance Template. The justification must include the reasons why a more expensive training option is required by the customer. The maximum amount for training of \$2,000 may be exceeded only with the written approval by the Regional Manager or Deputy Director.

## ITEM III-A – DISCUSSION/ACTION

### PLANNING FOR THE ECONOMIC STIMULUS PACKAGE

#### BACKGROUND:

On January 15, 2009, the American Recovery and Reinvestment Bill of 2009, the first step in a concerted effort to create and save 3 to 4 million jobs and jumpstart our economy, was published by Congress. In the next two weeks, Congress will be holding hearings on this bill, which calls for \$275 billion in economic recovery tax cuts and \$550 billion in priority investments.

SETA/Sacramento Works has been informed that a portion of this economic stimulus funding will be allocated to the public workforce system through the local Workforce Investment Boards. While at this point in time we do not know how much money Sacramento will receive or what the parameters and accountability measures will be, the Planning/Oversight Committee and the Executive Committee of Sacramento Works have begun a discussion of what the local priorities should be for economic stimulus funding in the Sacramento region, and have asked for input and discussion from all board members.

To assist board members in preparing for the discussion, the following items have been attached to this agenda for your review:

1. Summary of the American Recovery and Reinvestment Bill of 2009 (from the US House of Representatives Committee on Appropriations)
2. Summary of Economic Stimulus Priorities from local Workforce Investment Board Directors from throughout California
3. “Job Training Policy in the United States”, an article giving the history of public workforce development policy since it’s beginnings during the Great Depression. There are charts that summarize the activities and the programs that have been provided.

## Economic Stimulus Ideas

Below are ideas and suggestions provided by WIB Directors across California for changes in the WIA law and regulations that would allow Workforce Investment Boards to better serve our customers. The leadership team of the California Workforce Association (CWA) will meet with DOL policy makers in DC in January to communicate these ideas.

### 1. Provide Temporary Job Creation for immediate employment, income and economic development

- Provide earmarked funding for infrastructure employment (recognizing that "infrastructure" jobs are appropriate for less than the full population)
  - When you say that "infrastructure" jobs are appropriate for less than the full population, what I think this means is many of these jobs will require either driving a big earthmover (highly skilled) or doing the building (skilled, but a different set of skills)... if so, one of the significant groups that is being left out is middle skilled folks whose jobs have evaporated.
  - The basic physical systems of a country's or community's population, including roads, utilities, water, sewage, etc. These systems are considered essential for enabling productivity in the economy. Developing infrastructure often requires large initial investment, but the economies of scale tend to be significant. **In what is becoming more and more a knowledge-based economy, I think augmenting our nation's talent development infrastructure to enhance our social capital could provide all of the pay offs of the infrastructure enhancements to our physical capital, both in the immediate future and in the longer term.** The talent of our workforce is as essential as the hardscape in enabling productivity in the economy. So we should resource an infrastructure development strategy for both the physical development and the talent development.
- Include administrative, planning and office management type positions in infrastructure projects
- Provide additional funding for employment opportunities for the rest of the population.
- Let the identification and selection of infrastructure projects be a local WIB decision
- Be sure and include small business in the mix of targeted employment sites
- Allow placement in the private sector (e.g., Renewable Energy)
- Fund public service employment programs

### 2. Create a public sector employment program in the stimulus package

- Maximum employment time is approximately nine months to one year. Many economists are predicting the beginning of an economic turn around in the

- One of the major problems with PSE during CETA was a limit on how much money you could pay a participant. This eliminated referring participants to many of the professional occupations that municipalities have as part of their professional staff. PSE should not just be for low paying jobs. Let's try and create opportunities for well-educated individuals who have been laid off and cannot find work in their profession.
- Expand the eligibility to allow anyone who is laid off to be served – regardless of the likelihood of returning to occupation or industry

### **3. Ultimate goal of workforce development is economic development.**

- Continue to fund training in High Wage/High Growth sustainable industry clusters (e.g., Health Care, Renewable Energy, etc.).
- Fund local economic development teams to assist with related business start up, retention and expansion
- Continue to encourage loosely defined business services
- Continue to emphasize the importance of universal customer access
- Allocate the bulk of the funding directly to the WIBs to assure all areas of the country and each State are served.
- Use funding to assist with economic development. This supports business services.
- Assure economic stimulus is applied in rural areas as well as urban areas

### **4. Increase the funding and decrease the eligibility criteria for youth.**

- Get rid of the in-school/out-of-school requirements – a youth should be served if they are under 21, low income, and barriers to employment
- Allow 25% of the enrollments to be non-barriered
- If retain income eligibility, allow eligibility for the School Lunch program to count
- Revise eligibility in stimulus package to be consistent with the flexibility we have in determining economic guidelines for economically disadvantaged adults. It seems logical that each LWIA could then benchmark youth eligibility consistent to each local area's interpretation of family economic criteria established for self-sufficiency.
- Make low income an additional barrier rather than a threshold eligibility criteria for youth. Get away from the focus on low income to lessen the perception that we are a poverty program.

- Allow up to 50% private sector work experience placements in order to expose youth to opportunities in renewable energy.
- If we can't get rid of "in" and "out" of school, include "alternative school" as "out of school. If they do keep in-school/out-of-school, then "alternative school" should be considered "out-of-school"...but truthfully it would be better to just drop the definitions and focus on youth workforce preparation.

## 5. Fund a Summer Youth program

- Drop the performance standards and define work experience to learn work readiness skills as the primary expected outcome
- Provide career exploration.
- Allow private sector work experience (e.g., energy sector)
- Allow at least 1 to 2 weeks paid classroom experience to augment the work experience placement.
- Understanding that the stimulus package is temporary and it may come late for the larger areas to initiate the full capacity needed to engage youth this summer, it would be beneficial if the money could be good through September 2010. That will give us 2 years for the summer jobs program and the ability to argue its importance when WIA Reauthorization occurs. It may also get us a higher level of funding.
- Encourage the allowability of academic enrichment activities. Allow incentive payments for school participation. This will encourage youths to combine work experience with education and connect lifelong learning to employment. This will allow us to develop strong linkages with community colleges, adult schools and the ROP system. It may also help improve the vocational infrastructure in public schools, which will help us provide services in year-round programs.
- Allow Summer Youth Employment Program (SYETP) to use work sites in both the public and private sector for temporary job creation. No restrictions except those embedded in Federal and State law.
- Waive all performance requirements for summer jobs. Re-establish the exit code (Return to School). Require tracking placements (Hard exits) and educational services provided so that we can report on how many jobs or credits youths earned and how much additional money was created in seat-time for our educational partners.

Suggestions/ideas developed by local leaders and WIB members:

1. Internships for students enrolled in the ACE Mentorship Program
2. Resume Bank/Skill Transference Assistance for Green Jobs
3. Targeting Infrastructure jobs to laid-off construction workers
4. Using infrastructure funds to assist with public sector infrastructure jobs
5. Support Career Technical Education in the K-Adult education system

## ITEM III-B – DISCUSSION/ACTION

### ENDORSEMENT OF A POSITION PAPER ON THE ROLE OF CAREER AND TECHNICAL EDUCATION IN A GLOBAL INNOVATION ECONOMY

#### BACKGROUND:

In November, 2008 at the joint meeting of the Planning/Oversight Committee and the Youth Council, members brain stormed recommendations to the full board on ways to elevate the policy discussion around youth achievement and education. Discussion revolved around four key areas:

1. Reaching those youth who are most at risk of dropping out of school and engaging them.
2. Encouraging more youth to stay in school by recruiting business partners
3. Contribute more to the effort to enhance drop-out recovery, and
4. Focus on workforce development for non-secondary school students and advocate for an increase in adult education and apprenticeship.

Linking Education and Economic Development, (LEED) has recently released a position paper on the "Role of Career and Technical Education in a Global Innovation Economy". This position paper makes a strong case for alignment of the Sacramento regions education and skills development with area employer needs and supports the idea that Career Technical Education supports and develops core academic skills. We believe that this position paper reflects the first two priorities developed in our policy discussion and would recommend that Sacramento Works support and endorse this position paper.

The Planning/Oversight Committee will review and take action on this item at their January 21, 2009 meeting.

#### RECOMMENDATION:

Discuss and take appropriate action to endorse the position paper on the Role of Career and Technical Education in a Global innovation Economy.

ITEM IV- A – INFORMATION  
DISLOCATED WORKER UPDATE

BACKGROUND:

The most current dislocated worker update will be distributed at the meeting and staff will be available to answer questions.

## Dislocated Worker Information PY 2008/2009

The following is an update of information as January 21, 2009 on the Worker Adjustment and Training Notification (WARN) notices and Non WARN notifications in Sacramento County

<b>WARN STATUS</b>	<b>MONTH RECEIVE NOTICE</b>	<b>COMPANY AND ADDRESS</b>	<b>WARN STATUS</b>	<b># OF AFFECTED WORKERS</b>	<b>SETA'S INTERVENTION</b>
Official	3/10/2008	<b>CSAA</b> Elk Grove, CA	3/28/2008	26	RR Scheduled Services Ongoing
Official	5/23/2008	<b>Sun MicroSystem-Sacramento Site</b> 8880 Cal Center Sacramento, CA 95826	8/8/2008	1	Mailed packet
Official	7/1/2008	<b>Intuit, Inc.</b> 1860 Howe Ave., Ste. 260 Sacramento, CA 95825	8/25/2008	6	8/25/2008
Unofficial	7/2/2008	<b>Room Source</b> 849 North 10th Street Sacramento, CA 95814	7/18/2008	25	7/18/2006
Official	7/7/2008	<b>Windsor Capital Group, Inc. Residence Inn Sacramento</b> 2410 El Camino Ave. Sacramento, CA 95833	8/29/2008	87	Declined Services
Official	7/11/2008	<b>American Airlines</b> 6900 Airport Blvd Terminal B Sacramento, CA 95837	9/5/2008	8	8/7/2008
Official	7/23/2008	<b>Indymac Bank</b> 10860 Gold Center Drive Rancho Cordova, CA 95670	8/29/2008	109	Declined Services
Official	7/23/2008	<b>GenCorp-Aerojet</b> Highway 50 & Aerojet Rd Rancho Cordova, CA 95670	9/23/2008	99	9/24/2008
Official	7/24/2008	<b>Paramount Pictures</b> 5555 Melrose Ave Hollywood, CA 90038	9/22/2008	1	Declined Services
Official	8/5/2008	<b>AT&amp;T Advanced Solutions Inc., Broadband &amp; Narrowband Operations</b> 3675 T. Street Sacramento, California	9/6/2008	188	9/10-11/08 RR scheduled 9/17/08
Unofficial	8/7/2008	<b>Western Wood Manufacturing</b> 3700 Riego Rd Elverta, CA 95626	9/25/2008	35	9/4/2008
Unofficial	8/14/2008	<b>Winter Volvo</b> 3805 Florin Rd Sacramento, CA	8/26/2008	45	8/20/2008
Unofficial	9/9/2008	<b>Muzio Baking Co.</b> 1708 34th Street Sacramento, 95816-7004	9/9/2008	15	Delivered Packets
Unofficial	9/15/2008	<b>Ikon</b> 1225 8th Street, Sacramento, CA 95814	9/15/2008	10	9/15/2008
Unofficial	10/3/2008	<b>Bank of America</b> 11080 White Rock Road Ste. #500 Rancho Cordova	10/10/2008	15	10/9/2008



## Dislocated Worker Information PY 2008/2009

The following is an update of information as January 21, 2009 on the Worker Adjustment and Training Notification (WARN) notices and Non WARN notifications in Sacramento County

WARN STATUS	MONTH RECEIVE NOTICE	COMPANY AND ADDRESS	WARN STATUS	# OF AFFECTED WORKERS	SETA'S INTERVENTION
Official	10/10/2008	<b>Wachovia</b> 1510 Arden Way Sacramento, CA 95825	7/5/08 - 12/31/08	56	Pending
Official	10/1/2008	<b>Johnson Controls</b> 1900 Prairie City Rd Folsom, CA 95630	12/7/2008	36	Pending
Official	10/28/2008	<b>Mervyns</b> Sacramento, CA	12/31/2008	512	Services Ongoing
Official	10/29/2008	<b>CSAA</b> Elk Grove, CA	12/31/2009	346	RR Scheduled 11/24/08 Services Ongoing
Official	11/13/2008	<b>Michael's Furniture</b> 5849 88th St. Sacramento, CA	12/31/2008	123	12/19/2008
Official	12/4/2008	<b>Panattoni</b> 8775 Folsom Blvd, Suite 200 Sacramento, CA 95826	2/5/2009	91	Pending
Official	12/12/2008	<b>Marvell Semiconductor, Inc.</b> 890 Glenn Drive Folsom, CA 95630	2/13/2009	3	Pending
Unofficial	12/19/2008	<b>Borders</b> 4750 Natomas Blvd. Sacramento, CA 95835	1/3/2009	30	12/23/08 Delivered Packets
Official	1/9/2009	<b>Health Net, Inc.</b> 12033 Foundation Place Rancho Cordova, CA 95670	3/12/2009	58	Pending
Official	1/12/2009	<b>JC Penney</b> 5949 Fair Oaks Blvd. Carmichael, CA 95608	3/30/2009	244	1/12-15/09
Official	1/21/2009	<b>Optisolar</b> McClellan, CA 95652	3/21/2009	105	Pending
Official	1/21/2009	<b>Health Net, Inc.</b> 12033 Foundation Place Rancho Cordova, CA 95670	3/10/2009	58	Pending
Official	1/21/2009	<b>Circuit City</b> 8211 Laguna Blvd. Elk Grove, CA	3/21/2009	57	Pending
Official	1/21/2009	<b>Circuit City</b> 7980 Arcadia Citrus Heights, CA	3/21/2009	45	Pending
			<b>Total # of Affected Workers</b>	<b>2434</b>	

## ITEM IV-B - INFORMATION

### AUGMENTATION OF WORKFORCE INVESTMENT ACT, TITLE I, ADULT SUBGRANT AGREEMENTS

#### BACKGROUND:

On November 21, 2008 Governor Schwarzenegger directed the Employment Development Department (EDD) to use \$8 million of Workforce Investment Act (WIA) funding to assist with education, training and job placement for those individuals who are out of work as a result of the economic slowdown.

The EDD distributed funds to the 15 Local Workforce Investment Areas that had the largest total number and relative percentage increase in unemployed individuals between September 2007 and September 2008. SETA/Sacramento Works was one of the 15 selected Local Workforce Investment Areas (LWIAs) and received an augmentation of \$546,376, which must be used by June 30, 2009.

Using the objectives set forth in the Workforce Investment Act Annual Plan and Resource Allocation Plan approved by Sacramento Works, Inc. and the SETA Governing Board, staff allocated the funding to Sacramento Works One Stop Career Centers to increase the numbers of unemployed and underemployed adults who receive training/skills development and job placement services through the Sacramento Works One Stop Career Center system (see Attachment A).

Funds will be used for the following activities and services:

#### **1. Talent Engagement (\$145,877) and Talent Development (\$192,317):**

As part of the transformation to a talent development system, the Sacramento Works Career Center system is ensuring that each customer

- Receives an assessment to identify their occupational/academic skills
- Is informed about the skills that are necessary to compete in the regional job market
- Implements a plan to improve or increase their skills
- Gets the best job possible with the skills they learn

To assist customers to know their skills, enhance their skills and get the best job possible with their skills, SETA/Sacramento Works, Inc. selected three nationally recognized on-line, internet-based tools to

1. Conduct an initial skills assessment
2. Provide curriculum to remediate or improve academic and occupational skills
3. Certify a customer's skill level through a Career Readiness Credential

In the first two quarters of this fiscal year, the career centers implemented KeyTrain™ a comprehensive, yet easy-to-use system that provides an initial assessment and targeted, self-paced instruction, pre- and post-assessments, a complete learning management system and an occupational job profiles database. Over

2,600 customers have completed the initial assessment since July 1, 2008. KeyTrain components are used to help individuals learn, practice and demonstrate the skills they need to succeed in the jobs and careers they desire.

Upon completion of the KeyTrain program, customers can be certified through the WorkKeys® Assessment and receive a National Career Readiness Certificate. WorkKeys has profiled over 460 occupations to identify the work skills that are necessary for workers to be successful in each job. Individuals who score at certain levels on three WorkKeys assessments—Applied Mathematics, Reading for Information, and Locating Information qualify for a certificate. The Certificate has three levels of achievement, based on the scores a customer receives:

Certificate	WorkKeys Scores	Type of Jobs
Gold	5 and above	Has skills required for 90% of all jobs profiled
Silver	4 and above	Has skills required for 65% of all jobs profiled
Bronze	3 and above	Has skills required for 35% of all jobs profiled

Implementation of the WorkKeys Career Readiness Certificate is critical to making a good referral of job seekers to employers. Staff has piloted the use of the WorkKeys Career Readiness Certificate with several employers (Campbell’s Soup, Federal Express, and the City of West Sacramento) and has received positive feedback on candidates. The Career Readiness Certificate is also being used in the CalWORKS Job Club/Job Search classes to provide customers who may have limited work history, with a Skills Certificate to add to their resume and portfolio.

The KeyTrain and WorkKeys Career Readiness Certificate are tools that are critical to assisting customers in making good decisions regarding the types of education and training programs they should enroll in and the type of employment they should be seeking.

The WIA augmentation funds allocated to Talent Engagement and Talent Marketing (\$338,194) will be used to increase the capacity of the career centers to serve 2,539 additional customers and fully implement the WorkKeys Career Readiness Certificate.

**2. Talent Marketing:**

Talent Marketing funds (\$97,798) will be used to augment the on-the-job-training providers to provide wage subsidies for employers who are willing to hire and train low-income and unemployed public assistance recipients. SETA was recently informed that the current contract with the County of Sacramento, Department of Human Assistance for on-the-job training wages would be reduced to \$200,000.

**One Stop Support:**

One-Stop Support funds will be used to research, test, and implement enhanced reporting tools. Funding will enable staff to get performance and program information as needed. The project will consist of securing a consultant to perform the research and testing, implement the selected tools, establish a reporting infrastructure, and train staff in its use.

**Sacramento Works Resource Allocation Plan  
Attachment A**

<b>Resource Allocation Plan for One Stop Activities</b>	<b>% of Funding</b>	<b>Additional WIA Adult/DW funding 1/2009</b>	<b>Description of cost and services</b>
<b>Talent Engagement:</b> Staffing, infrastructure, and equipment associated with welcoming customers, providing orientation, registration, skill review, initial assessments, career coaching, counseling, referral to social services, talent development or talent marketing. <b>Augmentation adds the cost of staffing for KeyTrain QuickGuide Skills Review</b>	<b>27%</b>	<b>\$ 145,877</b>	Centers serving over 3,000 this year: Broadway, Franklin, Hillsdale, Lemon Hill, Mark Sanders, South County = \$15,312 each x 6 = <b>\$91,872</b> . Centers serving less than 3,000 customers this year: Citrus Heights, Galt, Greater Sacramento Urban League, La Familia, Mather, Rancho Cordova = \$9,000 each x 6 = <b>\$54,000</b>
<b>Talent Development:</b> Staffing, infrastructure, and equipment associated with vocational skills assessment, career planning, coaching, workshops, on-site skills development classes, scholarships and occupational skills training provided by training providers and educational institutions, employed worker training, English-language training and support services. <b>Augmentation adds the cost of staffing and the WorkKeys Career Readiness Certificate and additional scholarships.</b>	<b>34%</b>	<b>192,317</b>	Centers serving over 3,000 this year: Broadway, Franklin, Hillsdale, Lemon Hill, Mark Sanders, South County = \$15,500 each x 6 = <b>\$93,000</b> Centers serving less than 3,000 customers this year: Citrus Heights, Galt, Greater Sacramento Urban League, La Familia, Mather, Rancho Cordova = \$9,000 each x 6 = <b>\$54,000</b> . <b>\$45,322</b> remaining funds used to purchase WorkKeys CRC Assessments and other training initiatives.
<b>Talent Marketing:</b> Staffing, infrastructure, and equipment associated with employer outreach, job development, resume and interview assistance, pre-screening and referral, On-the-Job Training, job advancement and job retention. <b>Augmentation pays for the costs of marketing the WorkKeys Career Readiness Certificate to employers and augmenting On-the-Job Training wage subsidies</b>	<b>18%</b>	<b>97,798</b>	<b>\$82,000 in reserve to provide additional wage subsidies to OJT</b> subgrantees: Asian Resources, Inc., Bach Viet Association, Inc., La Familia Counseling Center, Inc., Sacramento Chinese Community Service Center, Inc., Sacramento Lao Family Community, Inc. <b>\$15,798</b> to develop marketing plan and tools to market Career Readiness Certificate to employers
<b>One Stop Support:</b> Program Monitoring, SMARTware support, Client tracking, reporting and follow-up. <b>Augmentation pays for training for staff on WorkKeys Career Readiness Certificate and software and training to increase reporting and data matching capacity of Career Center system.</b>	<b>11%</b>	<b>57,367</b>	Consultant to research, test and implement enhanced reporting tools
<b>Administration:</b> General Administration, Personnel, Payroll, Information Systems, Fiscal and Contracts staff	<b>8%</b>	<b>42,069</b>	
<b>Board Initiatives:</b> Funds Sacramento Works Board initiatives, including employer outreach, labor market research, participating in regional workforce plans and initiatives	<b>2%</b>	<b>10,927</b>	Additional funding for Sacramento Works Board Initiatives
<b>Total</b>	<b>100%</b>	<b>\$ 546,356</b>	

**Attachment B**  
**Sacramento Employment and Training Agency**  
**Workforce Investment Act (WIA) Title I, Adult/Dislocated Worker**  
**ONE-STOP SERVICES**  
**Staff Augmentation Recommendation**  
**FY 2008 - 2009**

Sacramento Works One Stop Career Center	Funding Year 2008-2009					WIA Augmentation 1-2009	
	One-Stop Services	Talent Development Scholarships	Total Funding	Cost per Customer	Number to be Served	Augmentation	Additional Customers
<b>Subcontracted Sacramento Works One Stop Career Centers</b>							
Citrus Heights - Crossroads	\$284,954	\$170,000	\$454,954	\$108	4,212	\$ 18,000	167
Broadway - Asian Resources, Inc.	322,522	180,000	502,522	108	4,652	30,812	285
Lemon Hill - Sacramento City USD	440,000	80,000	520,000	142	3,667	30,812	217
La Familia Counseling Center	240,000	70,000	310,000	109	2,851	18,000	166
Career Center - Mather* -	240,000	0	240,000	112	2,142	18,000	161
South County - Elk Grove USD	300,000	160,000	460,000	137	3,349	30,812	224
Sacramento Urban League	240,000	80,000	320,000	138	2,317	18,000	130
<b>Total Subcontracted</b>	<b>\$2,067,476</b>	<b>\$740,000</b>	<b>\$2,807,476</b>	<b>\$122</b>	23,190	<b>\$ 164,436</b>	<b>1,350</b>
* Mather Career Center is hosted by Sacramento County DHA. Because of a hiring freeze, Mather's augmentation will be non-cash support services and incentives, equipment and facility improvements							

**Attachment B**  
**Sacramento Employment and Training Agency**  
**Workforce Investment Act (WIA) Title I, Adult/Dislocated Worker**  
**ONE-STOP SERVICES**  
**Staff Augmentation Recommendation**  
**FY 2008 - 2009**

Sacramento Works One Stop Career Center	Funding Year 2008-2009					WIA Augmentation 1-2009	
	One-Stop Services	Talent Development Scholarships	Total Funding	Cost per Customer	Number to be Served	Augmentation	Additional Customers
<b>SETA hosted Sacramento Works One Stop Career Centers</b>							
Sacramento Works CC - Franklin	\$405,000	\$145,000	\$550,000	\$108	3,750	\$ 30,812	285
Sacramento Works CC - Galt	150,000	75,000	225,000	108	1,389	18,000	167
Sacramento Works CC- Hillsdale	270,000	220,000	490,000	108	2,500	30,812	285
Sacramento Works CC - Mark Sanders	468,000	220,000	688,000	108	4,333	30,812	285
Sacramento Works CC - Rancho Cordova	230,000	170,000	400,000	108	2,130	18,000	167
<b>Total SETA hosted</b>	<b>\$1,523,000</b>	<b>\$830,000</b>	<b>\$2,353,000</b>	<b>\$108</b>	<b>14,102</b>	<b>\$128,436</b>	<b>1,189</b>
<b>Funds for WorkKeys Career Readiness Credential and Customer Incentives</b>							
All Career Centers						\$ 45,322	
<b>Total Funding</b>	<b>\$3,590,476</b>	<b>\$1,570,000</b>	<b>\$5,160,476</b>	<b>\$116</b>	<b>\$37,292</b>	<b>\$338,194</b>	<b>2,539</b>

## ITEM IV- C - INFORMATION

### COMMITTEE UPDATES

#### BACKGROUND:

This item provides an opportunity for a report from the following committees:

- Youth Council – Matt Kelly
- Planning/Oversight Committee – Mike Dourgarian
- Employer Outreach Committee – Kim Parker
- Board Development Committee – Kingman Tsang



## ITEM V - OTHER REPORTS

1. CHAIR'S REPORT: The Chair of the Sacramento Works, Inc. Board, on a regular basis, receives numerous items of information concerning employment and training legislation, current programs, agency activities, and miscellaneous articles.

The important information from the material received and meetings attended will be shared with the entire Board and the method proposed by the Chair is to give a verbal report at each regular meeting. It will also allow time for the Board to provide input on items that may require future action.

2. MEMBERS OF THE BOARD

This item provides the opportunity for Workforce Investment Board members to raise any items for consideration not covered under the formal agenda. It also provides the opportunity for Board members to request staff to research or follow up on specific requests or to ask that certain items be placed on the next agenda.

3. COUNSEL REPORT: The Sacramento Works, Inc. Legal Counsel is the firm of Phillip M. Cunningham, Attorney at Law. This item provides the opportunity for Legal Counsel to provide the Sacramento Works, Inc. Board with an oral or written report on legal activities

4. PUBLIC PARTICIPATION: Participation of the general public at Sacramento Works, Inc. Board meetings is encouraged. The Sacramento Works, Inc. Board has decided to incorporate participants of the audience as part of its agenda for all meetings. Members of the audience are asked to address their requests to the Chair, if they wish to speak.