

CAREER CENTERS

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Sacramento, CA 95818
(916) 324-6202

CITRUS HEIGHTS

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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
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5655 Hillsdale Blvd., Suite 8
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5523 34th Street
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(916) 452-3601

LEMON HILL

5451 Lemon Hill Avenue
Sacramento, CA 95824
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MARK SANDERS

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

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10638 Schirra Avenue
Mather, CA 95655
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10381 Old Placerville Rd.,
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SOUTH COUNTY

8401 - A Gerber Road
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Website: <http://www.seta.net>



SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Wednesday, May 26, 2010

Time: 9:00 a.m.

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

AGENDA

1. Call to Order/Roll Call
2. **Action Item:** Approval of the March 24, 2010 Meeting Minutes
3. **Action Item:** Approval of Proposed 2010-2011 Employer Outreach Budget
4. **Information Item:** Update on Committee Strategic Planning Goals, Strategies, Indicators and Outcomes
5. Adjournment

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

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

DISTRIBUTION DATE: FRIDAY, MAY 14, 2010

Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis

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

Wednesday, March 24, 2010
9:00 a.m.

1. **Call to Order/Roll Call:** The meeting was called to order at 9:11 a.m.

Members Present: Kim Parker, Larry Booth, Diane Ferrari, Barbara Hayes, Matt Mahood, James Pardun, Anette Smith-Dohring.

Members Absent: Lisa Harr, Mark Ingram, Mike Micciche, Terry Wills.

Others present: Phil Cunningham, Tanja Poley, Kathy Kossick, Terri Carpenter, William Walker.

2. **Action Item:** Approval of the January 27, 2010 Meeting Minutes

Moved/Smith-Dohring, second/Ferrari, to approve the minutes as distributed.
Voice vote: unanimous approval.

3. **Action Item:** Approval of Gold Sponsorship for Sacramento Eighth Annual Workplace Excellence Leader Awards program

Ms. Carpenter stated that Sacramento Works has participated as a table sponsor for this event. This event will allow Sacramento Works to show the DVD to have more presence with the sponsors. Sacramento Works is booked for the luncheon sponsorship in November 2010.

Moved/Mahood, second/Pardun, to approve the Gold Sponsorship for the Sacramento Eighth Annual Workplace Excellence Leader Awards program for the amount of \$5,000.

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

4. **Information Item:** Review of 2009-2010 Employer Outreach Committee Budget

Ms. Carpenter reported that the EOC budget is currently at 74% of expenditures. She anticipates that all of the money will be utilized. The Marketing items for employer/job fair events line was exhausted. Job Fair participation has been scaled back since there has not been a need to advertise the career centers to job seekers. The print advertising and broadcast line item will definitely be expended. The Comcast spring campaign will begin in May. Currently, \$108,520 has been spent out of a total of \$146,200 budgeted.

Ms. Parker spoke of the Elevate America program and that since funds are available, perhaps put an ad in the Sacramento Bee that these vouchers are available. If in another month there are a lot of vouchers available, another advertising needs to be placed notifying the public. Ms. Carpenter stated that the Sacramento Bee will give the media coverage for free.

Ms. Smith-Dohring suggested that the Sacramento Bee be asked to do a story with the emphasis that the vouchers are available, especially for IT upgrades.

Ms. Carpenter suggested that, if a story is done about what is available, the focus could be on a person that picked up a certificate and the result of the Microsoft training they received through the Elevate America program. Ms. Parker would prefer to have a story before all of the vouchers are taken. If there are still a lot of vouchers available by April 15, Ms. Carpenter will go forward with a story.

Ms. Kossick stated that every career center has the vouchers available. Ms. Carpenter will send information to Committee members about the partnership and the three levels of certificates available.

Mr. Pardun stated that the web site being developed for the Enterprise Zone is a huge project. Ms. Carpenter stated that with just a little 'tweaking' there will be a calculator on the web site and employers can figure out their tax credits. The web site is clean, professional, contains lots of information and should launch by April 15. It will be very easy to maneuver. Mr. Pardun wanted to emphasize that employers must know that these are tax credits, not cash up front.

Ms. Ferrari reported that the governor gave EDD funds for California's Operation Welcome Home which will assist recently separated veterans. EDD hired 16 new temporary employees that will be serving and trying to find military veterans. Veterans will be matched up with one stops and register for state or federal benefits.

Ms. Smith-Dohring stated that Sutter has increased their hiring and are averaging a 100 new employees a week. These new employees work in several counties in a number of different job classifications.

Ms. Kossick asked whether the committee wanted to consider meeting every other month. Committee members agreed to meet immediately after the board meetings every other month.

5. **Adjournment:** Meeting adjourned at 9:44 a.m.

ITEM 3 - ACTION

APPROVAL OF PROPOSED 2010-2011 EMPLOYER OUTREACH BUDGET

BACKGROUND:

Last year, the 2009-2010 Employer Outreach Budget was a total of \$146,200. The following is the status of all expenditures through April 30, 2010 and obligations anticipated through June 30, 2010.

Activity	Budget	Spent as of 4/30/2010	Obligated	Remaining
SACTO Economic Profile	\$ 6,200	\$ 3,720	\$	\$ 2,480
Event Sponsorships	33,000	32,000		1,000
Marketing items for employer/job fair events	5,000	6,189		-1,189
Job Fair/Business Events	12,000	3,372	3,815	4,813
Mailing Lists/Employer Outreach	1,000	0		1,000
Print Advertising	20,000	13,545	6,000	455
Broadcast Advertising	21,500	13,629	7,744	127
Public Relations-Graphic Design-Advertising Services	40,000	29,971	10,029	0
Business Retention & Expansion Program (BizPulse)	5,000	5,000		0
Direct Mail	2,500	0		2,500
TOTAL BUDGET	\$146,200	\$107,426	\$ 27,588	\$ 11,186

The Agency will be receiving an 8.5% reduction in the WIA allocation for fiscal year 2010-2011 and the proposed budget for Employer Outreach has been reduced by 8.5% or \$12,427 from last year's budget.

The proposed 2010-2011 Employer Outreach Budget includes a focus on print and broadcast media placement. Goals for this new fiscal year include moving forward with social media marketing strategies including a Face Book and Twitter page on the Sacramento Works website slated to be launched July 1, 2010. The following is the proposed employer outreach activities for 2010-2011:

Activity	Budget
SACTO Economic Profile	\$ 4,000
Event Sponsorships	33,000
Marketing items for employer/job fair events	5,000

ITEM 3 – ACTION (continued)
Page 2

Job Fair/Business Events	10,233
Print Advertising	20,000
Broadcast Advertising	21,500
Public Relations-Graphic Design-Advertising Services	40,000
TOTAL BUDGET	<u>\$ 133,733</u>

Ms. Kathy Kossick will be available to answer questions.

RECOMMENDATION:

Approve \$133,733 allocated for employer outreach activities for fiscal year 2010-2011.

ITEM 4 - INFORMATION

UPDATE ON EMPLOYER OUTREACH COMMITTEE STRATEGIC PLANNING GOALS, STRATEGIES, INDICATORS AND OUTCOMES.

BACKGROUND:

Strategy #1—Target employer services to promote economic recovery

Accomplishments:

- ARRA brochure produced documenting regional investments in training and job creation programs.
- Updated and redesigned Employer Services and One Stop Career Center brochure.
- Board Initiative funded providers delivered briefing to Employer Outreach Committee in February and will deliver a full-program report on performance/achievements to the committee in July 2010.
- Short-Term Marketing Plan completed and approved November 30, 2009.

Strategy #2—Communicate availability and value of Sacramento Works services

Accomplishments:

- In April 2010, Sacramento Works banner ads began running on The Sacramento Business Journal website. In the first month, we received 115,924 impressions and 110 individuals clicked through to our website. The on-line advertisement with the Business Journal is a pilot project and will run through the July of this year providing a 4 month on-line campaign. Results will be evaluated at the end of the pilot to determine future feasibility of on-line placement with the Sacramento Business Journal.
- Comcast Television advertising campaign began in May and will run through June, and then will start again in August and run through October of 2010. A new television advertisement featuring employer testimonials from Golden Corral, Northern Sheets, and Goodwill Industries was launched as part of the new television campaign. In the first two weeks of the television campaign, the website has had 201 new visitors as compared to 68 for the same period last year.

Strategy #3—Enhance Sacramento Works delivery of employer services

Accomplishments:

- Employer Customer Service and Satisfaction Survey indicated that 89 of the 90 employers who participated in the survey said they would recommend Sacramento Works to another employer.

- The number of returning employers indicated by our recent third quarter survey included 37 out of the 90 had previously used our services and 9 were referred by another employer.
- The development of new employer services reports which include the quarterly dashboard report will be implemented when the agency converts to the new Virtual One Stop system. The Virtual One Stop software package includes an employer reporting component which will allow us to generate employer data reports automatically from the system. We anticipate the new reporting function for employer services to be available by 2011.