

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) 286-8623

HILLSDALE

5655 Hillsdale 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) 227-0301

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, March 17, 2010

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 the January 20, 2010 Meeting Minutes
3. **Discussion Item:** Update on Committee Strategic Planning Goals, Strategies, Indicators and Outcomes (Robin Purdy and Ed Proctor)
4. **Action Item:** Approval of Workforce Investment Act/American Recovery and Reinvestment Act (WIA/ARRA) Annual Plan Modification (Melissa Noteboom and Sandra Kinsey)
5. **Action Item:** Approval to Recommend Funding for the Northern California Center of Excellence to Conduct Labor Market Research on the Information and Communications Technologies Sector
6. **Information Item:** New Funding for the Region (Robin Purdy)
 - a. Regional Industry Clusters of Opportunity - \$200,000
 - b. Department of Labor HealthForce funding - \$5,000,000
7. Input from the public
8. Adjournment

Committee Members: Lynn Conner (Chair), Pat Godwin, Matt Kelly, Kathy Kossick, Jim Lambert, Frank Louie, James Pardun, Dan Throgmorton, Bruce Wagstaff.

DISTRIBUTION DATE: THURSDAY, MARCH 18, 2010

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

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

Wednesday, January 20, 2010
8:30 a.m.

1. **Call to Order/Roll Call:** Mr. Pardun called the meeting to order at 8:36 a.m.

Members Present: Matt Kelly, Jim Lambert, Kathy Kossick, Frank Louie, James Pardun.

Members Absent: Pat Godwin, Lynn Conner, Dan Throgmorton, Bruce Wagstaff.

Others Present: Robin Purdy, Melissa Noteboom, Bette Blanchard, Ed Procter, William Walker, Cindy Sherwood-Green, Ralph Giddings, John Harden.

2. **Action Item:** Approval of Minutes of the October 21, 2009 Meeting

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

3. **Action Item:** Approval of Indicator and Output Reports for Strategies for the Planning and Oversight Committee Goal

Ms. Purdy reviewed the goals and three strategies for this committee. The outcomes are jobs in viable employment opportunities. Second quarter reports were provided.

Mr. Ed Proctor stated that staff is going through the strategies to see how to monitor the progress of the programs. Quarterly reports have some good information. Reports will be updated to show more meaningful data. Staff is looking for feedback from the committee. Staff is in the process of creating a survey system based from SMARTware which will blast out e-mails to SMARTware clients.

Mr. Louie asked if the e-mail blast will be sent to just people registered in the one stop. Mr. Proctor replied that the challenge is how does staff know who these people are? If e-mails are sent out specifically with an ID tag, staff will know who responded and what type of services they accessed.

Tableau is a graphic presentation platform that will be utilized to show the data. The Board wants to have more data and have it presented better.

Ms. Melissa Noteboom and Mr. Ralph Giddings stated that Tableau is a tool staff has been working with to “drill down” into the SMARTware data. The outputs from strategies can now be shown graphically. Mr. Proctor stated that the Job Training Automation data can be correlated with the SMARTware data to give more information about our customers.

Mr. Proctor asked committee members to consider what information they would want to know about services provided in our career center system.

Ms. Purdy stated that staff will prepare reports on larger groups of people to find out more detail about those customers. Staff will be moving forward on the e-mail survey to connect better with the customers; we need to figure out better ways to connect back with the customers.

Moved/Kelly, second/Louie, to approve the staff recommendation and select the data and reports that the Committee will review quarterly to evaluate progress towards achieving the goal, strategies and outcomes.

Voice Vote: Unanimous approval.

4. **Action Item:** Review of Performance for Recovery Act Phase 1 and 2 Providers and Approval of Funding Modifications

Ms. Purdy stated that this committee assisted the Governing Board in deciding which programs to fund. The committee requested an update on how programs were doing. Staff looked at the programs to make sure the resources are being utilized to ensure a good return.

Ms. Purdy stated that staff is concerned with the progress of three occupational skills providers that have less than 50/% enrollment: CET, Galt Joint Union High School, and the Greater Sacramento Urban League. Staff will be talking with these programs regarding their enrollment numbers.

Ms. Ciba Alexander stated that Galt had a late start but they are now on the right track. There are currently 19 people in training and Ms. Alexander feels confident their programs will meet their numbers. They have people enrolled for medical assistant and some emergency medical assistant. By the end of January, all participants should be enrolled.

Ms. Tuyen Tran, SETA monitor, reviewed the enrollment statistics for GSUL.

Ms. Fina Dempsey, SETA monitor, reported on CET. They are at 35% of their phase 2 contract. Ms. Dempsey will work with them to improve their enrollments.

The recommendation on occupational skills training will be changed. Staff will work with CET and GSUL to see if their slots can be filled. If they cannot make enrollment, the Committee will consider action to reduce their slots.

Tech Skills was funded to work with a school that works with autistic children. When they were funded, they wanted to hire 30 instructional assistants. The school changed the working conditions to 16 hours but the Agency is unable to do OJTs for less than full-time employment. Associated General Contractors and Juveniles at Risk returned the funds since they were unable to continue administering the public dollars. The funds have been returned and reassigned.

Robert Sanger, Rene John, Folsom Cordova Community Partnership: They are working with employers to establish relationships in the community.

Rudy Meza and Nancy Compton, Charles Jones Business Center: Thanked the committee for the opportunity to serve 100 dislocated and unemployed people. They will very soon be at 105% of their goal. Mr. Meza stated that they are now having people that have 20 years of work experience coming into the career center. It is difficult to take a person from 40-60 years of age and help them to go through the unemployment issues for the first time in their lives. They would greatly appreciate more funds to help more people.

Mr. Kelly asked if there will be more funds to allocate to organizations that have gone over and above. Ms. Purdy replied that some of the organizations wrote great proposals but were unable to hit the ground running but she is very happy with the services that are being provided. Ms. Purdy is not as concerned with the low enrollment in OJT since it is a shorter program. There are some new providers that are hitting different groups and providing different services. The Department of Human Assistance allocated \$2 million which has not been utilized; funds can be given to programs that have done a good job. Business development programs have the slowest start since this was a new activity. Staff is very pleased with SARTA; they have done a good job of getting the incubator up and running with three companies in the incubator. Overall, Ms. Purdy is very pleased with the progress.

Mr. Louie inquired why some of the programs have such low numbers. Ms. Purdy replied that CET is a good example of a provider proposing a green job but they did not have all of the pieces in place to get the program up and running. They also needed the people that went into the classes to have some heating and air conditioning experience. Staff will contact them to find out what the problem is.

Moved/Kelly, second/Lambert, to approve funding modifications as recommended by staff to ensure that funds are utilized to mitigate the effects of the recession and to provide viable employment opportunities and career pathways.

Voice Vote: Unanimous approval.

5. **Information Item:** Baseline Occupational Information on Jobs Most Impacted by the Recession and Occupations with Viable Employment Opportunities

Mr. John Harden reviewed the occupations in decline.

6. **Information Item:** Sacramento Works Career Center Second Quarter Performance Reports

The reports were reviewed. Mr. Pardun stated that it is very difficult to work in the career centers and stated that he appreciated the work of the career center staff.

Ms. Noteboom stated that as of this quarter, the career centers have served over 100% of the annual requirements.

7. Input from the public: None.

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

ITEM 3 - DISCUSSION

UPDATE ON COMMITTEE STRATEGIC PLANNING GOAL, STRATEGIES, INDICATORS AND OUTCOMES

BACKGROUND:

Goal:

Prepare Customers for viable employment opportunities and career pathways in the region by improving the One Stop Career Center system

Strategy #1

Utilize ARRA funding for Programs to mitigate the effects of the recession

Strategy 1 - Big Picture Outcomes and Overall Success:

1. Recovery Act investments made by Sacramento Works are training workers for viable immediate employment opportunities. 80-85% of all training is provided in an occupation that is expected to grow.
2. Recovery Act investments are targeting employees in industries affected by the recession (35%), unemployed adults (29%) and youth (36%).
3. Sacramento Works is "telling our story" effectively in print and electronic media and through our website.
4. The ARRA investments are being reviewed through internal and external monitoring/auditing.

Strategy 1 Indicator Reports (attached):

- ▶ Report 1: Funding Overview of Recovery Act.
- ▶ Report 2: Proportion of ARRA funding aligned with employment and training activities in viable immediate employment opportunities.
- ▶ Report 3: Summary of External Communications, Outreach Events and Publicity
- ▶ Report 4: ARRA Summer Youth funded activities Monitoring Log.
- ▶ Report 5: Proportion of Customers in ARRA-funded activities who are receiving unemployment insurance.

Strategy #2 – Target services to viable career pathways in critical occupations -
no update

Strategy #3: Enhance One Stop Career Center system service delivery

Update on Planned Activities: Proposed elements of Quarterly Performance Dashboard

Goal: Prepare customers for viable employment opportunities and career pathways in the region by improving the One-Stop Career Center system.

Strategy #1

Utilize ARRA funding for programs to mitigate effects of recession

Planned Activities

- | | |
|---|--|
| <ul style="list-style-type: none"> *Analyze labor market information to identify industries and occupations <i>most affected</i> by the recession and those with <i>immediate</i> support service needs *Analyze labor market information to identify high growth/high wage and emerging occupations --mine findings along with Critical Occupation Clusters for <i>viable immediate employment opportunities</i> *Target ARRA funding to re-employment services for employees in industries and occupations most affected by the recession and training and employment services for viable immediate employment opportunities *Summarize and track performance measures agreed-upon in ARRA-funded organizations and activities *Implement an internal and external transparency, audit, and reporting systems for ARRA funding and results *Realign resources to ensure investments result in jobs and employment opportunities | <ul style="list-style-type: none"> *Report of occupations most affected by recession presented to Planning/Oversight Committee 1/2010 *Report of viable immediate employment opportunities presented to Planning/Oversight Committee 1/2010 *Funding decisions of ARRA focused on critical occupations, primarily health care & clean energy *Quarterly reports-12/31/09 *Reobligation/deobligation-1/2010 *Monitoring-Spring 2010 *Reobligation/Deobligation recommendations made 2/2010 |
|---|--|

Outputs

- | | |
|--|---|
| <ul style="list-style-type: none"> *List of industries and occupations most affected by the recession those with immediate support service needs by November 30, 2009 *Summary of viable immediate employment opportunities by December 30, 2009 *Creation of internal reports and audit procedures for ARRA funding by November 30, 2009 *Development of external communication tools to report on ARRA funding and related results by January 31, 2010 | <ul style="list-style-type: none"> * January, 2010 Completed * January, 2010 Completed * March 2010 Monitors provide schedule tools & monitoring log for ARRA subrecipient, documenting performance & corrective action * Performance dashboard presented to Planning/Oversight 3/2010 & 1/2010 |
|--|---|

Indicators

- | | |
|--|---|
| <ul style="list-style-type: none"> *Proportion of ARRA funding aligned with transitional services for employees in industries most affected by the recession --measured monthly *Proportion of ARRA funding aligned with employment and training activities in viable immediate employment opportunities --measured monthly *Number of viewers of external communications (e.g. recipients of reports and web site hits) on ARRA funding and results --measured quarterly *Proportion of ARRA-funded activities reviewed through internal audit procedure --measured quarterly *Proportion of participants served by ARRA-funded activities with initial and transitional unemployment claims | <ul style="list-style-type: none"> *\$19,033,818 received, 35% of funds allocated to training for employees in industries affected by the recession, 36% of funds allocated to youth employment activities, 29% of funds allocated to training for unemployed adults *March, 2010----John Harden Customer Enrollment Report. 80% enrolled in training associated with growth occupations. 85% of OJT's in occupations with growth *March 2010---Terri Carpenter 22 articles in print media, 6 stories in TV/radio, 55,720 website visits *March 2010---Bette Blanchard # of ARRA programs reviewed:20 # of ARRA reviews scheduled:29 *March 2010 WIA Adult-9,580 enrolled, 14% unemployment insurance. WIA Dislocated Worker-3,578 enrolled, 52% on unemployment insurance |
|--|---|

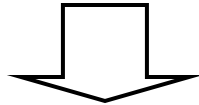
Outcomes

- * Jobs in viable immediate employment opportunities
- * Easing of labor market deterioration
- * Execution of agreed-upon ARRA-funded activities

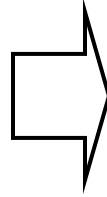
Indicators

- * Number of initial unemployment claims among participants served by ARRA-funded activities--slowing in number of claims for participants over a 12-month period
- * Entered employment rates--achieve a rate of at least 50% in a 12-month period
- * Proportion of jobs in viable immediate employment opportunities--direct at least 50% of participants entering employment to jobs in immediate viable opportunities in a 12-month period
- * Proportion of ARRA-funded providers meeting agreed-upon performance measures--oversee recipients to achieve performance in at least 85% of funded activities over the duration of the contracts
- * Financial investment in ARRA-funded provider programs per job created--establish a baseline for quarterly analysis and adjust investments

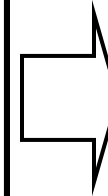
Strategy #2
Target services to viable career pathways in critical occupations



Planned Activities	
*Analyze labor market information to identify high growth/high wage and emerging occupations --mine findings along with Critical Occupation Clusters for viable career pathways that provide self-sufficiency wages, employer paid benefits, and career advancement	*Spring 2010 Regional clusters of opportunity-Clean Energy. ICT Information &
*Align adult and dislocated worker employment programs with Critical Occupation Clusters, high growth/high wage jobs, and emerging career pathways	*Spring 2010
*Develop a plan to update regional industry and occupation forecasts, CareerGPS.com information, and Critical Occupation Clusters	*Spring 2010
*Ensure adult and dislocated worker programs are appropriately serving a diverse range of residents and those with multiple barriers/at-risk	*SMARTware dashboard Spring 2010
*Develop a targeted marketing and communication plan based on analysis of program participant diversity	
*Work with Sacramento State to revise the work-force development professionals assessment to capture understanding of viable career pathways	*Summer 2010



Outputs	
*List of viable career pathways and dissemination with briefings to key staff by November 30, 2009	*February, 2010 All staff meeting-Clean Energy Careers
*Creation of occupational data update plan by March 31, 2010	
*Comparisons of participant diversity with regional diversity -- ongoing	
*Completion of targeted marketing and communication plan by May 31, 2010	
*Revision of workforce development professionals assessment by August 31, 2010	
Indicators	
*Participant demographics compared to the general population and services in the prior year--measure quarterly	
*Proportion of key staff that understand viable career pathways --measured biannually	

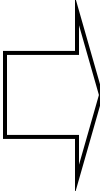


Outcomes
* Training and employment in viable career pathways
* Customer job success
Indicators
* Proportion of training and employment services in viable career pathways— provide training and employment services in viable career pathways to at least 75% of participants in a 12-month period
* Comparison of entered employment or advanced training/education rates in viable career pathways to other opportunities—rates more than 10% higher for those in viable career pathways in the 12-month period following completion
* Comparison of earnings increase rates in viable career pathways to other opportunities—rates more than 10% higher for those in viable career pathways in the 12-month period following completion

Strategy #3
Enhance One Stop Career Center system service delivery

Planned Activities

- | | |
|---|--|
| <ul style="list-style-type: none"> *Design and implement a brief quarterly dashboard report on One Stop service activity for the Committee (i.e. one-page data/graphic-graphic focused report summarizing key information) *Implement a more comprehensive participant, employer (in collaboration with Employer Outreach Committee), and staff feedback system to gather opinions on program effectiveness, capacity building needs, and service gaps *Develop a One Stop program improvement plan based on analysis of program activities; participant, employer, and staff feedback; identified needs; and state/national Learning Lab best practices *Create a summary reference guide of workforce development partners that defines roles and services *Distribute workforce development partners information to One Stop staff for referrals and among partners for external outreach | <ul style="list-style-type: none"> *January 2010-committee review & discussion March 2010-Presentation of draft dashboard *March 2010-Committee review & discussion |
|---|--|

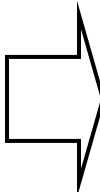


Outputs

- *Development of quarterly dashboard report by March 31, 2010 (should contain additional performance measures)
- *Creation and implementation of feedback system by November 30, 2009 --invite all participants and employers to participate at conclusion of service and staff to participate on a quarterly basis
- *List of potential One Stop program improvements and related best practices by August 31, 2010
- *Completion of program improvement plan by February 28, 2011
- *Production and distribution of workforce development partner compendium by February 28, 2010
- *One Stop staff and resource development --ongoing based on feedback and identified needs

Indicators

- *Number of workforce partner reference guides delivered to partners --measured annually
- *Proportion of key staff that are aware of work-force development partners reference guide -- measured biannually
- *Proportion of employers that participate in feedback system -- measured biannually
- *Proportion of participants that participate in feedback system -- measured biannually
- *Proportion of staff that participate in feedback system --measured biannually



Outcomes

- * One Stop service improvement
- * Participant and employer satisfaction

Indicators

- * Results of participant feedback— establish baseline measures for annual analysis
- * Results of employer feedback— establish baseline measures for annual analysis
- * Results of staff feedback—establish baseline measures for annual analysis
- * Entered employment or advanced training/education rates—hold rates at least constant over a 12-month period
- * Job retention rates—hold rates at least constant over a 12-month period
- * Earnings increase rates—hold rates at least constant over a 12-month period

**Report 1
Funding Overview of Recovery Act**

ARRA Program	Program Description	Funding
Funding for Employees in Industries affected by the recession (Dislocated Workers)		
Workforce Investment Act Dislocated Workers: Employees in industries affected by the recession	Dislocated Worker Assistance program provides re-employment services and retraining assistance to individuals permanently dislocated from their employment. In addition, States use these funds for rapid response assistance to help workers affected by mass layoffs and plant closures.	\$5,142,800
Clean Energy Workforce Training Program - Retraining	Funding for retraining programs in Green Building targeting dislocated carpenters, plumbers, electricians and sheet metal workers and training them in green building skills and certifications	\$997,810
Clean Energy Workforce Training Alternative Vehicles and Fuels	Funding to train incumbent workers in clean diesel and hybrid technologies. Workers from Sacramento Regional Transit, PG&E, SMUD and Operating Engineers gain skills to work on and maintain alternative vehicles using alternative fuels.	\$500,000
Proportion of Total Funds for Employees in Industries affected by the Recession	35%	
Funding for Unemployed Adults		
Adult Employment and Training	An additional amount for "Training and Employment Services" for activities under the Workforce Investment Act of 1998 (WIA), which provides services to individuals described in 134(d)(4)(E) of the WIA; The Workforce Investment Act of 1998 (WIA), establishes a national workforce preparation and employment system (America's Workforce Network) to meet the needs of businesses, job seekers and those who want to further their careers. Customers will have easy access to information and services through the One-Stop Career Center system. Customers with disabilities must be served alongside customers without disabilities.	\$2,539,534
Clean Energy Workforce Training Program - Pre-apprenticeship	Funding for pre-apprenticeship training programs in Green Building targeting unemployed workers and training them for emergng jobs in weatherization, energy auditing, solar installers and other growing green jobs.	\$968,682
80-20 Program TANF - ECF Temporary Assistance to Needy Families Emergency Contingency Funds	Funding to train parents of needy families by subsidizing wages. Customers are placed in jobs with employers who are willing to train them and up to 100% of the wages can be reimbursed for up to 6 months of training.	\$2,000,000
Proportion of Total Funds for Unemployed Adult Activities	29%	
Funding for Youth Activities		
Youth Activities (including summer youth employment)	Grants to States for youth activities, including summer employment for youth: Provided, That no portion of such funds shall be reserved to carry out section 127(b)(1)(A) of the Workforce Investment Act of 1998 (WIA), establishes a national workforce preparation and employment system (America's Workforce Network) to meet the needs of businesses, job seekers and those who want to further their careers. Customers will have easy access to information and services through the One-Stop Career Center system. Customers with disabilities must be served alongside customers without disabilities.	\$5,884,992
Youth Activities: Green Jobs Corps	Competitive grants from the California Workforce Development and Labor Agency to develop a Green Job Corps for youth to provide education and paid employment for youth interested in career pathways in Green Jobs.	\$1,000,000
Proportion of Total Funds for Youth Activities	36%	
Total Funds		\$19,033,818

Report 2

Proportion of ARRA funding aligned with employment and training activities in viable immediate employment opportunities

Between July 1, 2009 and March 1, 2010, Sacramento Works One-Stop Career Centers have enrolled 1,234 customers into Occupational Skills Training (OST) programs and 188 individuals into On-The-Job Training (OJT). The chart below reflects the breakdown of enrollments by Grant type.

Grant	Total Enrollments
201 (WIA Adult)	223
501 (WIA Dislocated Worker)	226
102 (ARRA Adult)	297
105 (ARRA Dislocated Worker)	336
102 (ARRA Adult Augmented)	72
105 (ARRA Dislocated Worker Augmented)	80
On-The Job Training (OJT)	188
	1,422 total

Of the 1,234 customers enrolled into OST (excluding OJT), 985 (80%) were enrolled into training directly associated with occupations listed as growth occupations in the Growth Occupations in the Six County Sacramento Region – 2009-2014 report that you received previously. Some of these occupational titles include: Accountants and Auditors, Computer Support Specialists, Construction Managers, Dental Assistants, Electricians, Executive Secretaries and Administrative Assistants, First-line Supervisors/Managers of Construction Trades and Extraction Workers, Fitness Trainers and Aerobics Instructors, Institution and Cafeteria Cooks, Licensed Practical and Licensed Vocational Nurses, Maintenance and Repair Workers, Medical Assistants, Medical Secretaries, Nursing Aides, Orderlies, and Attendants, Office Clerks, Pharmacy Technicians, Plumbers, Receptionists and Information Clerks, Restaurant Cooks, Secretaries, Security Guards, Telecommunications Equipment Installers and Repairers, Truck Drivers, Heavy and Tractor-Trailer, and Truck Drivers, Light or Delivery Services.

Of the 188 OJT customers referred to regional employers, through Sacramento Works OJT Providers, 159 (85%) of the referrals were for occupations directly related to occupations included in the Occupations in the Six County Sacramento Region – 2009-2014.

Report 3

SETA Funded ARRA Programs Summary of External Communications Outreach Events and Publicity July 1, 2009- February 28, 2010

Staff Presenter: Terri Carpenter

Media Coverage/Publicity:

Sacramento Bee—Eleven Stimulus Stories

5/30/09 Sacramento County teens to get help in landing summer jobs
7/7/09 Job agencies divvy up federal stimulus funds
7/7/09 Teens find summer job market icy
7/27/09 Stimulus gives, budget cuts take
8/10/09 Teens build garden, grow skills
9/27/09 Teen jobs: Private employers' interests weakened
10/12/09 CSUS offers 'green jobs' retraining course
10/21/09 Think 'green' for automotive job opportunities
10/26/09 Stimulus funds aid job hunters
1/18/10 Green training program pays off
2/13/10 \$5 million jobs grant awarded to Los Rios

Sacramento Business Journal

4/28/09 SETA to approve \$2.9M for summer youth employment
5/5/09 \$3M in stimulus funds goes to summer jobs
6/12/09 Newsmaker/Kathy Kossick
7/1/09 Sacramento gets \$900,000 for construction training programs
7/2/09 Sac State receives \$211K for 'green jobs' training
11/20/09 SETA gets nearly \$2M in stimulus funds
1/15/10 Business find new ways to leverage training costs
1/15/10 Training stimulus takes off

KCRA 3

5/5/09 \$3M in stimulus funds goes to summer jobs

CBS 13

7/22/09 School district turning to teens for tech support

News 10

9/16/09 Putting American back to work
12/9/09 What are the Jobs?
1/9/10 Sacramento job training agency sees overwhelming response

Report 3 (continued)

Sacramento News & Review

8/27/09 The youth dig it; Soil Born Farms offers green jobs to local young adults

The Galt Herald

8/19/09 Teens find employment, gain better understanding of community

Access, Sacramento State College of Continuing Education Magazine

Fall 2009 SETA funding opens doors to green facilities management training

Entercom Radio

1/17/10 Walt Shaw Public Service Program-Stimulus Funded Programs/Job Training

Outreach Efforts held to promote ARRA funded programs and services:

1. Recovery Act section set-up on SETA website – 55,720 page views from June 8, 2009 – March 8, 2010.
 - 80/20 OJT Program
 - ARRA Funding Fact Sheet
 - ARRA Occupational Skills Training Providers
 - ARRA OJT/WEX Providers
 - ARRA One-Stop Career Center Contacts
 - First Quarter Summary – Outcomes
2. Development and Distribution of Recovery Act Funded Program Hand Out
 - Various grass roots community events (Black Expo, MLK Event)
 - Job and Career Fairs (UCD/Sacramento Bee Career Night, HIREvents Diversity Job Fair)
 - One-Stop Career Centers
3. Partnered with Community Resource Project on a Bidders' Conference/Vendors' Fair held on February 10, 2010 to promote business opportunities for CRP's federal stimulus funding for Home Weatherization Assistance Project.

Report 4

WIA '09 Summer Youth Subgrantee Monitoring Log

Subgrantee	Monitor	Activity		Report Date	Recommended Action		Follow-up Due
		CS	WEX		yes	no	
CA Indian Manpower	FD		X	09/18/09		X	
CA Human Dev. Corp.	LA	X	X	09/18/09		X	
City of Sac Parks/ Recreation	RR-G	X	X	09/15/09		X	
Crossroads	LA		X	10/01/09	X		10/16/09
Elk Grove USD	FD	X		08/19/09		X	
Folsom Cordova Comm. PRSH	RR-G	X	X	09/29/09	X		10/13/09
Galt JUHSD	LA	X	X	09/18/09		X	
GSUL	LA		X	10/01/09	X		10/30/09
La Familia	RR-G		X	09/16/09		X	
Lao Family Community	RR-G	X	X	09/21/09		X	
Mutual Asst. Net.	FD	X		09/17/09		X	
No. State BIA	FD		X	09/18/09		X	
Roberts Family Dev. Ctr.	FD	X		09/17/09		X	
Sac Chinese CSC	FD		X	09/18/09		X	
Sac City/Career Tech Prep	RR-G		X	10/01/09	X		10/15/09
SCOE	LA	X		10/01/09		X	
Sac Lao Family	RR-G	X	X	09/21/09		X	
SJUSD	LA	X	X	10/01/09		X	
Soil Born Farm	RR-G	X		09/23/09		X	
Twin Rivers USD	LA		X	10/02/09	X		10/30/09

Report 5

Proportion of Customers In ARRA-funded activities Receiving Unemployment Insurance

The date range for the information below is 7/1/09 - 2/28/10.

In programs serving Unemployed Adults

Total enrolled – 9,580

Number receiving UI – 1,372

Percent - 14.32%

In Programs serving employees in industries most affected by the recession (dislocated workers)

Total enrolled – 3,578

Number receiving UI – 1,863

Percent - 52.07%

Strategy 3 Update

Proposed Elements Of Quarterly Performance Dashboard

In order to evaluate progress towards attainment of the Planning/Oversight Committee's strategic goals, the committee requested that staff break out customer data by age groups (18-20, 21-30, 31-40, and 41-60). It was also suggested that knowing what industry segments customers were laid off from would be helpful as well as One Stop Services received and training.

Data sources available for analysis are:

- ① SETA SMARTware System
- ② EDD Job Training Automation (JTA) System
- ③ EDD Base Wage File

SETA has licensed a data analysis tool, TABLEAU, and has prepared some sample "dashboards" for review by the Planning/Oversight Committee. The proposed elements of the Quarterly Dashboard are:

Career Center Activity

- Universal Access Services by Career Center
- Process Measures: # Staff Assisted Services, # Return Visits, # Skill Development Services
- Demographics: Age, Ethnicity, Education, Employment Characteristics
- Previous Occupation

Training Activity

- Critical Occupational Clusters,
- # in Training Programs –Scholarships, Discretionary grants, OJT/Subsidized Employment

Outcomes:

- Performance Measures
- Customer Satisfaction

ITEM 4 -ACTION

APPROVAL OF WORKFORCE INVESTMENT ACT/AMERICAN RECOVERY AND REINVESTMENT ACT (WIA/ARRA) ANNUAL PLAN MODIFICATION

BACKGROUND:

Sacramento Works, Inc. and the Sacramento Employment and Training Agency (SETA) submitted their initial Workforce Investment Area Strategic Plan in December, 1999, and it became effective on July 1, 2000.

The plan has been modified annually for the last nine years. The plan modification addresses significant changes that have been implemented over the last year and/or changes that are planned for implementation during the current year.

A summary of program and policy changes discussed in this Modification include:

1. A discussion of the local economic conditions of Sacramento County;
2. The identification of viable critical occupational clusters through analysis of current workforce intelligence and labor market information;
3. A discussion of Green Workforce Initiatives and partnerships focused on providing unemployed or underemployed individuals (and other targeted populations) with entry-level or advanced training that will prepare them for competitive "Green Jobs".
4. A discussion of the California New Start Project, which establishes partnerships between the Sacramento Works One-Stop Career Centers and the California State Department of Corrections and Rehabilitation (CDCR), to eliminate recidivism while improving opportunities for the reintegration of parolees;
5. A request to transfer Dislocated Worker Formula Funds for both the Workforce Investment Act (WIA) and the American Recovery and Reinvestment Act (ARRA) funding. At the discretion of the Local Workforce Investment Area, Adult and Dislocated Worker funds may be transferred between these two grants, up to 50% of the allocation for WIA and up to 30% for ARRA. Because the Learning Lab service delivery system has significantly increased the numbers of customers receiving staff assisted services, the flexibility of enrolling Dislocated Workers into the Adult funding stream has served to eliminate labor-intensive eligibility, accounting and reporting procedures. .
6. Youth Programs and Services which includes
 - A discussion of the Summer Youth Program Procurement;
 - A discussion of a request for the Work Readiness Waiver for ARRA Summer Youth
 - A discussion of the American Recovery and Reinvestment Act California Green Job Corps. Through our partnership with the Corps, SETA plans to train and place at-risk youth ages 16 to 24 into "green" jobs over the next 20 months.
7. A discussion of the Integrated Service Delivery/One Stop Career Center System: SETA was one of twelve local Learning Labs that began implementing the

Integrated Service Delivery system in PY 2008-2009 and submitted a local integration plan in 2008. As a learning lab, SETA continues to work to streamline services through the integration of multiple employment and training programs through the Sacramento Works One Stop Career Center system. These programs focus on providing services that are skill-based, universally accessible to all customers and meet the demands of the workforce as well as employers who depend on the availability of a competitive and skilled workforce. This plan will also describe changes made to SETA's Integrated Services Delivery model required by the State of California and Department of Labor in the data validation and documentation of eligibility.

8. This Modification also includes updated Directives that incorporate new policy including
 - Priority of Service to Veterans and Eligible Spouses
 - OJT Policies and Procedures/Contract Document
 - Eligibility or Demographic Data Collection Criteria
 - Workplace Training/Job Creation/Work Experience
 - OJT Carryover Guidelines
 - Scholarship Caps
 - Financial Assistance Awards

The WIA and ARRA Plan Modification will be sent under separate cover. Staff will be available to answer questions.

RECOMMENDATION:

Approve the Modifications to the 2009-2010 Sacramento Local Workforce Investment Act and Local American Recovery and Reinvestment Act Strategic Five Year Plan.

ITEM 5 – ACTION

APPROVAL TO RECOMMEND FUNDING FOR THE NORTHERN CALIFORNIA CENTER OF EXCELLENCE TO CONDUCT LABOR MARKET RESEARCH ON THE INFORMATION AND COMMUNICATIONS TECHNOLOGIES SECTOR

BACKGROUND:

The Planning/Oversight Committee's strategy to target services to viable career pathways in critical occupations relies on the regional ability to analyze labor market information to identify high growth, high wage and emerging occupations. For the last two years, Sacramento Works, in partnership with the Green Capital Alliance, the Center for Strategic Economic Research and the Northern California Center of Excellence has worked together to research how clean energy technology will impact existing occupations and identify the skills and competencies that will be needed by workers in emerging clean energy technology occupations.

SETA/Sacramento Works was recently awarded \$200,000 from the California Workforce Investment Board for a Regional Clusters of Opportunity research grant for the clean energy sector.

Another labor market research need is emerging in the Information and Communications Technologies (ICT) sector. This occupational sector is related to computer networking and telecommunications, is new and emerging and has job functions associated with the related sector occupations impacting all businesses, regardless of industry type or number of employees. As such, this sector has not been adequately evaluated from a workforce, education, and training perspective. Several factors contribute to the lack of information, including rapidly changing technologies, conflicting occupational titles, wide distribution of ICT occupations across industries, as well as inconsistent use of the term ICT nationally. Consequently, primary research is needed to gather new data on skills in demand and ICT occupations as defined by the related industries.

The Los Rios Center of Excellence, the Golden Sierra Workforce Investment Board, and SETA/Sacramento Works, Inc. have been meeting to identify the research that will need to be done to study the ICT sector. The Center of Excellence has developed the attached proposal and staff is recommending that SETA/Sacramento Works, Inc. allocate \$20,000 to fund Phase II, Primary Data Collection of the study. The Golden Sierra Workforce Investment Board has committed \$10,000 to this project and Los Rios has committed to finding the remaining funds of approximately \$18,000. Staff is recommending a sole source contract.

The Center of Excellence is funded by the Chancellor's Office of the California Community Colleges and is tasked with conducting environmental scanning for

ITEM 5 – ACTION (continued)

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Northern California. The Center of Excellence is the only organization in the area that has a proven track record of accomplishing this type of study. Currently, the balance of Board Initiative funds is \$47,800.

RECOMMENDATION:

Recommend to the Sacramento Works Board that \$20,000 in Board Initiative funds be allocated to the Northern California Center of Excellence to survey employers to identify IT job functions and identify the necessary skills to succeed in jobs in the ICT sector.



Information & Communications Technologies Research Proposal

Submitted to Sacramento Employment & Training Agency and Golden Sierra
Workforce Investment Boards

January 28, 2010

Overview

The Los Rios Community College District's Center of Excellence is pleased to have the opportunity to submit the Information & Communications Technologies (ICT) research proposal to the Sacramento Employment and Training Agency and Golden Sierra Workforce Investment Board. Due to the dynamic nature of ICT, this study will reach out to employers in traditional ICT firms and non-traditional ICT employers in the Greater Sacramento Region (Sacramento, Placer, El Dorado, Yolo, Sutter and Yuba counties). It will include in-depth labor market and occupational analysis, including detailed wage information, job skills and tasks, academic program offerings, and recommendations for economic and workforce development in the Region.

Need for Labor Market Research on ICT Sector

Information and Communications Technologies is the convergence of computer networking and telecommunications. Encompassing all rapidly emerging, evolving and converging computer, software, networking, telecommunications, Internet, programming and information systems technologies, ICT represents the cutting edge of the state's innovation economy.



The ICT umbrella organizes budding technologies related to telecommunications, computing, networks, and other high-tech fields. ICT job functions impact all businesses, regardless of industry type or size of employment.

Despite its importance to California's economy, the ICT sector has not been adequately evaluated from a workforce, education, and training perspective. Several factors contribute to the lack of information, including rapidly changing technologies, conflicting occupational titles, wide distribution of ICT occupations across industries, as well as inconsistent use of the term ICT nationally.

Existing labor market data and information at the state and federal level are not organized around the term ICT, creating challenges in leveraging prior studies as a resource for a more comprehensive report on ICT employment. Consequently, primary research is needed to gather new data on skills in demand and ICT occupations as defined by industry. This information will be valuable to employers, ICT professionals, students, and education and training providers.

Scope of Work & Budget

The ICT study will include a survey of employers to identify specific IT job functions, measure how many employees execute these tasks, and address future growth and emerging trends in these types of jobs. This validation process will demonstrate the economic impact of high-growth, emerging occupations in California, along with important information that workforce agencies need to make informed decisions related to building an education and training pipeline. The study will be completed in three phases:

Project Phase	Budget
Phase I – Preparation for the Study	\$ 11,520
<ul style="list-style-type: none"> • Secondary research of workforce trends in the region. Define criteria for ICT occupations (contractors, part-time, and full time workers). • Define parameters for business sector and independent contractor samples. Determine size of samples needed. • Work with clients to extract/build a database of independent contractors in ICT sector. • Contact local associations with large membership of independent contractors for assistance in disseminating the online survey. • Develop survey instruments for business sector (online industry panel) and independent contractors (online survey and telephone survey). Draft survey invite messages. 	
Phase II – Primary Data Collection	\$ 24,080
<ul style="list-style-type: none"> • Industry Panel (n=150) for full-time/part-time workers; pre-testing, training & monitoring; data processing. (Contract with outside vendor.) • Industry survey (n=75) for independent contractors; CATI programming; telephone interviews; pre-testing, training & monitoring; data processing. (Contract with outside vendor.) • Work with local associations to disseminate online survey. • Collect information on regional educational courses offered by community colleges and other vocational trainers; conduct provider survey, etc. 	
Phase III – Data Analysis and Report Development	\$12,480
<ul style="list-style-type: none"> • Analyze raw data (building analysis charts, etc.) • Build and design 4-pg Key Findings booklet for publishing and dissemination. • Write narrative and compile full Environmental Scan. Get feedback on draft report from Clients, Industry Partner(s) and COE editors. • Present findings to client. 	
Total Project Budget	\$48,080

Job Functions to be Studied

Working with the Mid-Pacific ICT Center and its network of industry and community advisors, the Centers of Excellence have developed the following set of ICT-related job functions as the framework that will guide future research efforts in this project. Many of these job functions and activities overlap and interact, but these activities are essential elements of ICT workforce functions that need to be better understood and quantified.

Function	Description
Deploy and Support End User ICT Devices	Setting up users with the ICT devices they use (computers, phones, PDAs, cell phones, printers, etc.)
Deploy and Support 3rd Party ICT Applications	Setting up organizations and users with the 3rd party applications they use on their computing and communications devices (Computer operating systems, MS Office, email, database programs, CRM, call center, etc.)
Deploy and Support Networks and Systems for Communications	Setting up and managing infrastructure and systems for communication between people and devices.
Deploy and Support Online Systems and Services	Working with websites, electronic commerce, supplier online systems, customer online support systems, FTP sites, etc.
Deploy and Support Data Storage Systems	Setting up systems to store, backup and restore electronic data, including disaster recovery, SANs, NAS, iSCSI, etc.
Secure ICT Devices, Systems and Networks	Securing devices, spaces, websites, networks, storage and other ICT systems
Deploy and Support Data Center and Enterprise ICT Hardware Systems	Setting up and managing enterprise hardware, including phone systems, servers, monitoring systems, alarms, etc.
ICT Wiring and Physical Plant	Installing and managing the physical infrastructure over which communications take place, - wires, fiber, poles, towers, conduits, etc.

Programming and Software Development	Designing and writing programs for computing and communications devices.
ICT Technical Writing	Documenting ICT related systems and processes and writing about activities and developments in the ICT field.
ICT-Related Technical Sales	Developing customer relationships and solutions
ICT Systems Analysis and Design	Collecting requirements, understanding solution elements and their constraints and designing systems and processes to meet needs
Computer, Electrical And Electronics Engineering	Designing and developing ICT hardware
ICT Management	Managing projects, vendors, procurement, systems and services

About the Center of Excellence

The Center of Excellence (COE), in partnership with business and industry, delivers regional workforce research customized for community college and workforce system decision making and resource development. The Northern California COE is one of ten regional Centers of Excellence funded by the Chancellor's Office of the California Community Colleges and is tasked with conducting environmental scanning, partnership development and technical assistance activities.

The COE's research team represents expertise in labor market analysis, labor-management partnership projects, project management, and primary research. COE staff are experienced researchers with a focus on research design, partnership development, educational and training program mapping, and identifying skill sets for emerging occupations as well as key skill sets and geospatial analysis.

The COE maintains strategic alliances with research organizations whose relationships and technical expertise enhance COE's research efforts. These alliances enable COE to access information from over 80 public databases through the use of EMSI economic modeling software, GIS technology via the use of a customized geo-mapping software that ties industry codes (NAICS) to a private business database of over 1 million business records. The COE maintains robust partnerships with industry associations that assist in validating research findings, ensuring that the most recent industry and labor market conditions are captured.

COE studies are used to inform policy discussions, industry-wide legislative efforts, and regional workforce development strategies, as well as guide program and resource development efforts by the California Community Colleges. These reports can be accessed at www.coecc.net.

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