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



SACRAMENTO WORKS, INC. Executive Committee

Date: Monday, August 23, 2010

Time: 4:00 p.m.

Place: Sacramento Employment & Training Agency
Board Room
925 Del Paso Blvd.
Sacramento, CA 95815

AGENDA

1. Call to Order/Roll Call
2. Approval of Minutes of the July 26, 2010 meeting
3. Approval of \$1,500 of Sacramento Works Funds for Salute to Labor Dinner
4. Approval to Use Board Discretionary Funds for Education Industry Cluster Report
5. Adjournment

COMMITTEE MEMBERS: Bill Camp, Lynn Conner, Diane Ferrari, Matt Kelly, Gary King, Kathy Kossick, Elizabeth McClatchy, Kim Parker, Kingman Tsang, Terry Wills

DISTRIBUTION DATE: THURSDAY, AUGUST 12, 2010

Sacramento Works, Inc.
Executive Committee
Minutes/Synopsis

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

Monday, July 26, 2010
4:00 p.m.

1. **Call to Order/Roll Call:** Mr. Ingram called the meeting to order at 4:06 p.m.

Members Present: Bill Camp, Mark Ingram, Gary King, Kathy Kossick, Elizabeth McClatchy, Kim Parker, Kingman Tsang

Members Absent: Lynn Conner, Matt Kelly.

Others Present: Phil Cunningham, Robin Purdy, Terri Carpenter

2. **Approval of Minutes of the May 25, 2010 meeting**

No questions or corrections.

Moved/Tsang, second/Camp, to approve the May 25 minutes.

Voice Vote: Unanimous approval.

3. **Review of Board Packet for the July 28, 2010 Sacramento Works, Inc. Meeting**

The board packet was reviewed.

Board members had a great deal of discussion regarding pending grants. There was also discussion of how people receiving the funds are being tracked.

Ms. Terri Carpenter stated that the Agency is preparing to implement the virtual one stop system that will allow a job seeker to look for jobs; people will not have to go to an actual career center to access services. She would like to update the Sacramento Works identity with a different logo. There would be a series of meetings to get input. Sacramento Works will still be the name but there will be a new logo. Ms. Carpenter stated that she wants to be methodical with this transition and receive input from key staff. The tag line will remain the same. This item will be agendaized at the August Executive Committee meeting.

The meeting was adjourned at 4:49 p.m.

ITEM 3 - ACTION

APPROVAL OF \$1,500 OF SACRAMENTO WORKS FUNDS FOR SALUTE TO LABOR DINNER

BACKGROUND:

The Sacramento Central Labor Council, AFL-CIO is hosting its annual Salute to Labor Dinner on September 23, 2010 at the Radisson Hotel. WIB member Matt Kelly is being honored as Labor Ambassador. Vice Chair Bill Camp is requesting that the board consider sponsoring a Corporate Table for \$1,500.

RECOMMENDATION:

Approve the corporate sponsorship of \$1,500 for the Salute to Labor annual dinner from the Sacramento Works checking account. The current balance in the account is \$5,507. The corporate sponsorship includes one table of ten and signage at the table.

ITEM 4 - ACTION

APPROVAL OF USE OF BOARD DISCRETIONARY FUNDS

BACKGROUND

The Metro Chamber is seeking to define the economic impact of the education industry in the region and assess future workforce trends. The economic impact report, which will be conducted by the Los Rios Community College District Center of Excellence, will cost \$16,000.

The results of the report will be presented at the Sept. 24 Convergence event and will be used to position education as a critical industry cluster in and of itself, deserving support and cultivation by employers, educators, training providers and economic developers.

Sacramento Works has been requested to participate in financially supporting this study.

Staff have reviewed the attached proposal and is recommending that the Executive Committee consider becoming a Principal Sponsor of the study, providing \$2,500 (approximately 16% of the cost of the study).

The Board has approximately \$60,150 available for board discretionary items during this fiscal year.

RECOMMENDATION:

Approve \$2,500 of board discretionary funds to become a Principle Sponsor of the Education Industry Cluster Economic Impact Report.

Sacramento Metro Chamber
Workforce Development and Education Committee
Education Industry Cluster Economic Impact Report

The Sacramento Metro Chamber plans to contract with the Los Rios Community College District Center of Excellence to conduct an economic cluster impact report to define the economic impact of the education “industry” in the six county Sacramento region.

The information derived from the report will help inform the public and decision makers about the economic benefits of one the region’s largest workforce segments – education. The report will also seek to identify trends in workforce demand in the full spectrum of education, from pre-school to university, and related occupations, to advise students and job seekers about future employment opportunities and inform education and training leaders about how best to prepare residents for careers in education.

A summary of the report will be presented at Convergence, presented by LEED and the Los Rios Community College District, Friday, September 24, from 7:30 to 9:30 am at the Radisson Hotel in Sacramento (flyer attached).

We are seeking sponsors to underwrite the report, which is estimated to cost \$16,000. Below is a listing of sponsor levels and benefits:

Title Sponsor: \$5,000 (one)

Exclusive “presented by” status with logo on report and name associated with promotion and distribution; Logo and verbal recognition at Sept. 24 Convergence event. Briefing to organization’s governing board.

Contributing Sponsor: \$2,500 (two)

Logo on report, Organization name associated with distribution, promotion. Briefing to organization’s governing board.

Supporter \$1,000 (six)

Organization name on report

In-kind sponsors

Organization name on report

Current sponsors:

Los Rios Community College District (in-kind)

Sacramento Metro Chamber (in-kind)

University of Phoenix (in-kind)

Contact:

David Butler, LEED

Fundraising Chair

dbutler@leed.org

916.552.6800, ext. 105

PROPOSED SCOPE OF WORK

SMCC EDUCATION INDUSTRY CLUSTER ECONOMIC IMPACT REPORT

Project Management: Metro Chamber (in-kind)

Fundraising Lead: LEED (in-kind)

Phase I: Data Collection and Analysis

Task/Item	Responsible Party	Cash Needed/In-kind Contribution ¹
Success Stories/Local Challenges: interview committee members to identify education initiatives that have positively impacted the region as well as policy that has negatively impacted the education system at the local level	COE	\$600
Industry Analysis: analyze historic employment trends (EMSI); conduct economic impact analysis (IMPLAN modeling); and collect & analyze wage/payroll data (QCEW)	COE	\$6,600
Occupational Analysis: identify staffing patterns (EMSI); collect credentialing (CTC) and demographic information; conduct supply-demand analysis for the largest education occupation(s)	COE	\$4,200
Draft Summary Report w/ similar format to Bioscience Study	COE	\$1,440
IMPLAN Data (Six Counties)	COE	\$2,385
EMSI Data	COE	In-Kind
Total Funding Needed		\$15,225

Phase 2: Design, Layout & Production

Task/Item	Responsible Party	Cost
Compile four-page key findings document with charts and graphics	Metro Chamber	In-Kind
Print color copies	University of Phoenix	In-Kind
Big Stock Photos	COE	In-Kind

Phase 3: Dissemination & Roll Out

Task/Item	Responsible Party	Cost
Draft press release	Metro Chamber	In-Kind
Disseminate to local media outlets (Sac Biz Journal, Sac Bee, etc.)	Metro Chamber	In-Kind
Present findings at the next Convergence event (September)	Los Rios	In-Kind

¹ Where a dollar figure is listed for a Task/Item, funds need to be raised