

## WIB BOARD MEMBERS

**LARRY BOOTH**  
Frank M. Booth, Inc.

**LESLIE BOTOS**  
Blood Source

**BRIAN BROADWAY**  
Sacramento Job Corps

**BILL CAMP**  
Sacramento Central Labor Council

**COREENA CONLEY**  
Sacramento Veterans Resource Center

**LYNN R. CONNER**  
Parasec

**MICHAEL DOURGARIAN**  
MDDV, Inc.

**MARK ERLICHMAN**  
California Department of Rehabilitation

**DIANE FERRARI**  
Employment Development Department

**TROY GIVANS**  
County of Sacramento, Economic  
Development

**DAVID W. GORDON**  
Sacramento County Office of Education

**BERNADETTE HALBROOK**  
CSUS

**JASON HANSON**  
Sierra Pacific Home and Comfort, Inc.

**LISA HARR**  
Vision Service Plan

**BARBARA HAYES**  
Sacramento Area Commerce & Trade  
Organization

**DR. WILLIAM V. KARNS**  
Los Rios Community College District

**MATTHEW KELLY**  
Sacramento Sierra Building & Construction  
Trades Council

**GARY R. KING**  
SMUD

**DANIEL KOEN**  
California Teachers Association

**KATHY KOSSICK**  
Sacramento Employment & Training  
Agency

**PAUL LAKE**  
County Department of Human Assistance

**JAMES E. LAMBERT**  
Sacramento Builder's Exchange

**STEPHANIE A. LEACH**  
Kaiser Permanente, National Patient Care

**FRANK A. LOUIE**  
Xerox Corporation

**MATTHEW MAHOOD**  
Sacramento Metro Chamber of Commerce

**ELIZABETH MCCLATCHY**  
The Safety Center, Inc.

**MICHAEL MICCICHE**  
California Human Development  
Corporation

**DENNIS MORIN**  
Sacramento Area Electrical Training Center

**KIM PARKER**  
California Employers Association

**MARTHA PENRY**  
California School Employees Association

**TANJA POLEY**  
Area 4 Agency on Aging

**DEBORAH PORTELA**  
Casa Coloma Health Care Center

**MAURICE READ**  
Sacramento Sierra Building & Construction  
Trades Council

**LORENDA T. SANCHEZ**  
California Indian Manpower Consortium

**ANETTE SMITH-DOHRING**  
Sutter Health – Sacramento Sierra Region

**MICHAEL R. TESTA**  
Sacramento Convention & Visitors Bureau

**DR. DAN THROGMORTON**  
Los Rios Community College District

**KINGMAN TSANG**  
First Bank

**TERRY A. WILLS, ESQ.**  
Cook Brown, LLP

**RICK WYLIE**  
Beutler Corporation

**DAVID P. YOUNGER**  
Lionakis Beaumont Design Group



**SACRAMENTOWORKS**

# SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

**Date:** Wednesday, June 15, 2011

**Time:** 4:00 p.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 April 20, 2011 Meeting Minutes
3. **Action Item:** Approval of 2011-2012 Strategic Plan for the Employer Outreach Committee
4. **Action Item:** Approval of 2011-2012 Employer Outreach Budget
5. Adjournment

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

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

**DISTRIBUTION DATE: THURSDAY, JUNE 9, 2011**

**Employer Outreach Committee**  
Minutes/Synopsis  
(Minutes reflect the actual progression of the meeting.)

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

Wednesday, April 20, 2011  
4:00 p.m.

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

Members Present: Barbara Hayes, Kim Parker, Tanja Poley, Anette Smith-Dohring, Terry Wills.

Members Absent: Larry Booth, Diane Ferrari, Lisa Harr, Matt Mahood, Mike Micciche.

Others present: Rick Wylie, Phil Cunningham, William Walker, Terri Carpenter, Mary Rentaria.

4. **Roundtable discussion on what each committee members' role is in their organization**

Ms. Wills stated that she met with Ms. Carpenter and Mr. Walker regarding the draft strategic plan. There was discussion of how the committee could be more helpful to staff. One thing that would be helpful is to know what each of the committee members do in their day-to-day work. Ms. Wills suggested more engagement between staff and committee members.

Terry Wills: She is a labor/employment attorney and interacts with employers. She can help connect to employers and can address the employers she does business with to educate them on our program. Ms. Wills stated that 75% of the employers she works with have no idea what Sacramento Works does.

Tanja Poley: She works for non-profit agency serving seniors in their job search. She meets with employers regarding hiring of seniors. She has a Human Resources background. Her clientele comes as middle management and below. Ms. Poley stated that she is trying to connect with baristas who seem to know when jobs are available. They do have an active board of directors so she can do a presentation before their board regarding Sacramento Works.

Anette Smith-Dohring: Program Manager, Strategic Planning for Competency and Diversity, Sutter Health Sacramento Sierra Region. Ms. Smith-Dohring interacts mostly with legislative and charitable organizations. She has a background in HR, sales and marketing. She cannot get any 'traction' in the Sutter organization regarding participating in Sacramento Works programs. Ms.

Parker offered to meet with management and Ms. Smith-Dohring to focus on the 'free' aspect of Sacramento Works.

Ms. Wills stated that one idea is to have everyone on the board identify their connections and/or associations to see if we can buddy up to get those organizations to participate. Ms. Smith-Dohring agreed but make sure that the product that we are offering (recruitment) is what the employer wants.

Kim Parker: Kim is the Executive Vice President of California Employers Associations. She has been involved with Sacramento Works for six years and she has been able to work with other counties. On their web site, there is about the different WIBs in the state; there is a link to the local workforce board. Ms. Parker suggested that instead of a signature event, free employer seminars/trainings be offered addressing employers with 100 or fewer employees. This would be a way to pull employers into one room. Have the speaker be free, the employer event be free and rotate the speakers. Give the attendees something tangible. Make sure an evaluation form captures the participants' contact information.

Mary Rentaria: She works for EDD and interacts with William Walker. EDD has a group that works very closely with Sacramento Works. She also works with youth.

Rick Wylie: President of Beutler Corporation. Their HR manager is very involved in hiring and recruiting and is engaged with Sacramento Works. He interacts with lots of business professionals and customers to develop business and programs. All board members are involved in some forum at times and suggested playing off their other organizations' events rather than do our own.

Ms. Poley asked about having a reporter on board from the Sacramento Bee or the Sacramento Business Journal. The meetings are open to the public. Ms. Carpenter stated that this has been discussed before and she would prefer to control the media rather than have the media have access to information that may be sensitive in nature.

2. **Action Item**: Approval of the March 9, 2011 Meeting Minutes

Ms. Hayes requested the minutes be corrected to show that she was present; minutes will be modified.

Moved/Smith-Dohring, second/Poley, to approve the January 26 minutes.  
Voice Vote: Unanimous approval.

Barbara Hayes: She does marketing and business attracting for the region. She markets the greater Sacramento region to the entire world to bring companies and jobs to the Sacramento region. She receives 20 inquires per month and 3-5

visits from companies in the region. Once a company locates here, 9 times out of 10 SETA is involved in the employer recruitment. SACTO has 450 members but a very small number of their membership actually work with SETA. She also markets and speaks around the region. Every speaking engagement includes a mention of Sacramento Works.

3. **Information Item**: Discussion on the development of a Strategic Plan for the Employer Outreach Committee

Ms. Carpenter stated that the plan has been pared down from three pages. The last plan included Recovery Act funds. The draft incorporates two strategies that support the overall goal which is to support employers on a regional basis. The Planning/Oversight Committee is tasked with one stop and career centers and this committee's job is to connect with the employers that connect with the career centers.

Mr. Walker stated that staff did telephone surveys for 4-5 years but it is no longer being done. Staff will be using Survey Monkey to do the survey of the employers. This is a proactive way to get information from the employers and survey employers that do not necessarily provide information.

Ms. Carpenter reviewed the ideas from the last brainstorming session.

Ms. Wills wants to have a questionnaire for the WIB members to be distributed at the May WIB meeting.

Mr. Walker spoke of tours of large local employers (Northern Sheets, Siemens) that will be available. Any of the board members can attend the tour.

There was discussion on the next meeting date; it was decided to set the regular meetings for the third Wednesday of every other month at 4:00 p.m.

4. **Adjournment**: The meeting was adjourned at 5:14 p.m.

### ITEM 3 - ACTION

#### APPROVAL OF 2011-2012 STRATEGIC PLAN FOR THE EMPLOYER OUTREACH COMMITTEE

##### BACKGROUND:

The Employer Outreach held two brainstorming sessions to develop the 2011-2012 Employer Outreach Committee Strategic Plan. Upon approval of the plan, staff will present to the committee at the August meeting, a marketing plan providing the implementation details outlined in the Strategic Plan.

Specific ideas from the brainstorming sessions which will be incorporated into the Marketing plan include:

- Focus marketing activities on 1-2 primary services
- Target marketing efforts to hiring decision makers outside of HR Managers and Recruiters
- Re-connect with established Employers
- Validation of services—is product meeting Employer expectations
- Regular offering of 'free' benefit-oriented forums/workshops
- Connect with Sacramento Region Higher Education Coalition and Sacramento Employer Advisory Council
- Develop a 'buddy' system for employer outreach. committee members to work with other WIB members to schedule outreach presentations to association and member organizations
- Direct marketing of employer services to WIB members
- Conduct WIB tours of key companies located in the region.

The 2011-2012 Strategic Plan for the Employer Outreach Committee is attached for review.

##### RECOMMENDATION:

Approve 2011-2012 Employer Outreach Strategic Marketing Plan.

Sacramento Works, Inc.

Employer Outreach Committee  
2011-2012 Strategic Plan

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

Strategy #1

Communicate availability and value of Sacramento Works services to the employer community.

- Purchase media advertising to promote benefits and services.
- Produce and distribute marketing materials.
- Update print ads featuring new employer testimonials.
- Explore and implement strategies making use of social networking.
- Update employer and career center marketing brochures.
- Engage WIB members to promote Sacramento Works services within their own organization as well as, other boards and professional organizations members are involved with.
- Engage new business partners to promote and sponsor business related workshops or seminars.
- Target sponsorships to events and activities reaching employers supporting Critical Occupation Clusters and small businesses.
- Participate in 'key' career fairs and employer related events in order to promote Sacramento Works to new audiences.

Outcomes:

1. Employer use of services
2. Visibility of services among employers

Metrics:

1. Job Orders—hold level at least constant over a 12-month period.
2. Hires—hold level at least constant over a 12-month period.
3. Number of new employers using a comprehensive array of services—attract 10 new employers.
4. Audience reached with advertising and marketing materials—increase number by 10% annually.
5. Financial investment per audience—increase audience reach by 10% annually and maintain cost of audience reach at \$1.82 or lower.

6. Maintain established baseline of 36% of employers using services are supported by Critical Occupation Clusters.

## Strategy #2

Enhance Sacramento Works delivery of employer services.

- Adjust and improve current employer feedback system to monitor employer satisfaction, service need, employee retention and marketing effectiveness.
- Adjust and improve current quarterly dash board report produced by employer services staff providing information on employer activity such as recruitment events, job postings, number of hires and wages.
- Present annual marketing/service improvement plan based on employer feedback and analysis of program activities.

## Outcomes:

1. Employer service improvement
2. Employer satisfaction

## Metrics:

1. Proportion of employers that participate in the feedback system—measured quarterly.
2. Results of employer satisfaction survey—measured quarterly.
3. Number of returning employers—increase repeat customers by at least 10% annually.

ITEM 4 – ACTION

APPROVAL OF 2011-2012 EMPLOYER OUTREACH BUDGET

BACKGROUND:

The total amount allocated for Board Initiatives is \$174,080 for FY 2011-2012. Historically the allocation for Employer Outreach activities has been 69% of the total Board Initiative budget. Taking into account our funding reduction of 10.2%, the budget allocation for Employer Outreach is \$120,116.

The following is the recommended marketing and outreach expenditures for the 2011-2012 Employer Outreach Budget:

<b>Activity</b>	<b>Budget</b>
SACTO Economic Profile	\$2,000
Event Sponsorships	\$25,000
Job Fair/Business Events	\$10,116
Print Advertising	\$20,000
Broadcast Advertising	\$30,000
Public Relations-Graphic Design-Advertising Services	\$33,000
<b>TOTAL BUDGET</b>	<b><u>\$120,116</u></b>

RECOMMENDATION:

Approve the allocation of \$120,116 Employer Outreach Budget for FY 2011-2012.