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SACRAMENTOWORKS

**SACRAMENTO WORKS, INC.
EMPLOYER OUTREACH COMMITTEE**

Date: April 13, 2021

Time: 3:00 p.m.

Location: via Zoom

<https://us02web.zoom.us/j/88637529096?pwd=VHUwREwYWPYeXdQRXILbVZsTHVuQT09>

In response to the Governor's Executive Order N-29-20 relating to the COVID-19 Pandemic the Sacramento Works Employer Outreach Committee is conducting this meeting on Zoom

<https://us02web.zoom.us/j/88637529096?pwd=VHUwREwYWPYeXdQRXILbVZsTHVuQT09>

Members of the public may join the meeting by clicking the link above or typing the meeting address above into their web browser, or listen to the meeting by telephone by dialing (for higher quality, dial a number based on your current location): One tap mobile +16699006833,,88637529096# US (San Jose). Find your local number: <https://us02web.zoom.us/j/88637529096?pwd=VHUwREwYWPYeXdQRXILbVZsTHVuQT09> Meeting ID: 886 3752 9096. Passcode: 093149. Members of the public are encouraged to participate in the meeting by submitting written comments by email to: Wendy.Tanner@seta.net. Any member of the public who wishes to speak directly to the board regarding any item on the agenda may contact Wendy Tanner at (916) 263-5660, or Wendy.Tanner@seta.net. Please include in your request which item you would like to participate on. Additionally, during the meeting any questions or comments may be submitted via the Q&A or chat features on Zoom. Public comments will be accepted until the adjournment of the meeting, distributed to the Employer Outreach Committee and included in the record.

Closed captioning will be available. This document and other Board meeting information may be accessed through the Internet by accessing the SETA home page: www.seta.net.

AGENDA

1. Call to Order/Roll Call
2. **ACTION** (*Approval of March 9, 2021 Minutes*)
3. **FEATURED EMPLOYER:** Villara (BrittanyJones)
4. **DISCUSSION ITEM: 'Action Plan'** for Employer Outreach
(Page 1)
5. **DISCUSSION ITEM:** EOC business
Authorize a '*Represented*' member for Michael Jasso
(Kristina Palone) (Page 2)

6. **DISCUSSION ITEM:** Seminars Workgroup (Andrea Ellinghouse) (Page 5)
 - Update on seminar/workshop topics under consideration
 - May meeting presentation preview
 - Request for Information – Business Workshops/Seminars
7. **ACTION:** Approve Request for Information – Business Workshops/Seminars
8. **DISCUSSION ITEM:** Newsletter update - Thoughts about future content, EOC member contributions, etc. (Terri Carpenter)
9. **DISCUSSION ITEM:** Data Analysis
 - Preliminary survey results (William Walker)
 - Key Performance Indicators for the EOC (Page 7)
10. **DISCUSSION ITEM:** The developing **Annual Program Calendar for 2021** with EOC Meetings, Monthly Employer visits, Newsletters, Virtual Seminars, etc. (Page 8)
11. **DISCUSSION ITEM:** Future EOC Initiatives? (Page 9)
12. **DISCUSSION ITEM:** (**LIVE**) **EMPLOYER MEETING with Alto Ingredients**
 - Objectives
 - Template/Checklist (Page 10)
 - Discussion
 - Volunteer for August 2021
 - Review of support by EMRL (Terri) (Page 11)
13. **DISCUSSION ITEM:** Other comments from guests, committee members, etc.
14. Next Meeting 2nd Tues., **May 11, 2021 3:00 PM**
15. **ADJOURNMENT**

Committee Members: Ed Baker, Ron Ellis, Andrea Ellinghouse, Linzie Fukushima, Spencer Hoke, Rene John, Brittany Jones, Christine Laster, Janet Neitzel, Ron Orr, Fabrizio Sasso, Rick Wylie (Ex-officio)

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

DISTRIBUTION DATE: April 6, 2021

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

Tuesday, March 9, 2021
3:00 p.m.

Meeting held electronically

1. **Call to Order/Roll Call:** Mr. Baker called the meeting to order at 3:01 p.m. The roll was called; a quorum was established.

Members Present: Ron Ellis, Ed Baker, Andrea Ellinghouse (joined at 3:10 p.m.) , Linzie Fukushima, Spencer Hoke, Renee John, Brittany Jones, Christine Laster, Ron Orr

Members Absent: Janet Neitzel, Fabrizio Sasso

Others Present: Phil Cunningham, Kathy Kossick, Roy Kim, William Walker, Terri Carpenter, Kriztina Palone

1. **ACTION** (*Approval of February 9, 2021 Minutes*)
2. **FEATURED EMPLOYER:** Renee John – Decore-ative Specialities; Ed Baker - Turner Construction
3. **DISCUSSION ITEM: ‘Action Plan’** for Employer Outreach. Mr. Baker briefly reviewed the items and mentioned our plan to invite a re-evaluation of our progress in May/June.
4. **DISCUSSION ITEM:** EOC business
 - *Membership* report - 11 current members (*5 is a quorum*)
5. **DISCUSSION ITEM:** Seminars Workgroup (Andrea)
 - Ms. Ellinghouse provided an update on seminar/workshop topics under consideration and our idea to also consider SETA-related topics.
 - A DRAFT Mini-RFP was prepared for review by the EOC.
6. **ACTION:** Endorse proceeding with a Seminars & Workshops Mini-RFP
On beginning to endorse the Mini-RFP idea Ms. Kossick raised concerns about the applicable procurement process and the item was referred to the working group and SETA/Sacramento Works staff for further action.
7. **DISCUSSION ITEM: Employer Meetings**
 - Update on ‘Employer Meetings’ & Featured Employers

- Mr. Baker called for volunteers for July & August 2021

8. **DISCUSSION ITEM:** Survey Workgroup update - Mr. Baker reviewed the Survey working group results and noted the end of that group's efforts with the availability and use of the surveys.
 - Survey #1 is **being used now**. (*The results available at the time will be summarized for the March EOC meeting.*)
 - Survey #2 **was sent** on Jan. 29, 2021 to all employers who have engaged SETA/Sacramento Works in the past but have not engaged us within the past 12 months.
 - Survey #3 is being finalized using a general structure that aims at prospective employers. (Terri Carpenter).
 - **A report on initial survey results was requested for April**
9. **DISCUSSION ITEM:** 'First Release' Newsletter. Thoughts about future content, EOC member contributions, etc. Ms. Carpenter noted that the first issue with featured employer **New Life Electronics** was sent out today.
10. **DISCUSSION ITEM:** Employer Outreach data update and related considerations - William Walker provided an update on the survey responses received to date.
11. **DISCUSSION ITEM:** The developing SETA/Sacramento Works - Annual Program Calendar for 2021 with EOC Meetings, Monthly Employer visits, Newsletters, Virtual Seminars was reviewed with the committee.
12. **DISCUSSION ITEM:** Future EOC Initiatives?

Two updates were offered on the fundraising initiative "**OJT 1-2-3 x 12 for Sacramento Employers**" The first was a note from Board Chair, Rick Wylie, on the EOC's proposal and the second was the news that the board's fundraising initiative will not be continued at this time. Mr. Ellis noted that this proposal would be added to the list of future EOC Initiatives to be considered.
13. **DISCUSSION ITEM:** Mr. Ellis briefly reviewed an EOC Board Report that will be included in the Sacramento Works, Inc. Board Meeting packet.
14. **DISCUSSION ITEM:** Other comments from guests, committee members, etc. were requested. None were provided.
15. Next Meeting 2nd Tues., **April 13, 2021 3:00 p.m.**
16. **ADJOURNMENT:** The meeting was adjourned at 3:48 p.m.

Action Plan

Prepared by Rick Wylie with the Exec. Committee
Endorsed by the SETA/Sacramento Works Board 6-24-2020

The relevant items for the... **Employer Outreach Committee** include:

Objectives	Rating <small>(12/8)</small>
a) Conduct regular Employer Outreach activities – Survey employers to understand what their future needs are, current and future staffing needs	3.5/3.5
b) Curate the committee’s membership to position it for strategic alliances and program success	3.8/3.6
c) Develop with approval of all involved (Staff, board, etc.) an annual Employer Outreach Program calendar	3.5/3.6
d) Pursue Employer Program sponsorships to strengthen new and current programs.	3.3/3.3
e) Be responsive in Investigating, Developing & Expanding ‘ <i>in-place</i> ’ or new Employer-based Internship programs	2.9/3.0

Results based on 8 responses form 10 solicitations

Statistics:

SETA/Sacramento Works

The current list of ‘**active**’ SETA employers is about 150 and staff estimate that they may be able to handle up to 300 employers at current levels. If 300, that would be represent just over 1% of all Sacramento County employers. SETA targets its services toward a narrower group of employers which includes 6 to 12 local staffing agencies (*AppleOne, Acara [Siemens], Blue Diamond, Nelson Staffing, Pride Staffing, Superior Staffing, Volt, etc.*)

Sacramento County

- Population 1,552,058 (7-1-2019)
- Under 18 = 23.6 % (Roughly 366,000)
- High Schools = 56 enrollment 300 to 2,000 roughly 9,000 students
- Foreign Born 20.8% (Roughly 323,000)
- Households with a Computer 93.2% Broadband 85.6%
- Labor force (over 16) 62.4% (= 968,000+ employees)
- Employer Establishments (2017) 29,515
- Employment (2017) 481,229 compared to population about 31%
- Veterans 80,343

From: <https://www.census.gov/quickfacts/fact/table/sacramentocountycalifornia,CA/PST045219>

Curating the Employer Outreach Committee

Name/position	Company	Status			
Edward 'Ed' Baker VP Human Resources	Pacific Ethanol, Inc.	Member(1)			
<u>REPRESENTED</u> Amanda Blackwood President & CEO <i>Represented by:</i> Andrea Ellinghouse Exec. Director	Sacramento Metropolitan Chamber of Commerce Metro Chamber Foundation	Member(2)			
<u>REPRESENTED</u> Barry Broome President & CEO <i>Represented by:</i> Brittany Jones Chief of Staff	Greater Sacramento Economic Council	Member(3)			
Ronald 'Ron' J. Ellis Managing Director / Owner	2SS.com LLC	Member(4)			
<u>REPRESENTED</u> Troy Givans Director of Economic Development <i>Represented by:</i> Linzie Fukushima Economic Develop. Specialist	County of Sacramento	Member(5)			
Renee John Project Leader, 21st Century Workforce	Valley Vision	Member(6)			
<u>REPRESENTED</u> Michael Jasso Asst. City Manager Economic Development. <i>Represented by:</i> Kriztina Palone, Workforce Development Manager	City of Sacramento	Prospective Member (May)			
Christine Laster Human Resources Manager	Siemens	Member(7)			
Janet Neitzel Division Chief Northern CA Emp. Dev. Dept.	Workforce Services Branch	Member(8)			
Ron Orr Senior Director, Talent Acquisition	VSP Global	Member(9)			

<u>REPRESENTED</u> Sharon O'Sullivan Team Manager Represented by: Spencer Hoke Analyst	CA Dept. of Rehabilitation	Member(10)			
Fabrizio Sasso Executive Director	Sacramento Central Labor Council	Member(11)			

SAMPLE IMAGINED EOC Members

Name/position	Company	Address	Phone	Fax	EMail
<u>REPRESENTED</u> Mr David Lichtman Publisher <i>Example</i>	Sacramento Business Journal				
<u>REPRESENTED</u> Mr Don Nottoli Supervisor Dist 5 SETA Governing Board Chair <i>Example</i> Chief of Staff, Rebecca Thornton Sloan	Sacramento Board of Supervisors				

EOC Membership Advertising



Help Sacramento Employers Succeed

The Sacramento Employment and Training Agency (SETA) and Sacramento Works, Inc., want employers to succeed.

SETA/Sacramento Works, Inc., the Local Workforce Development Board that oversees federal workforce programs and the network of Sacramento Works Job Centers, assist employers with valuable services. One of the Board's strategic objectives is to routinely and effectively conduct outreach to area employers. Recently the board committee that focuses on outreach has been fortunate to attract members from the Sacramento region's major business development organizations including the **Sacramento Metropolitan Chamber of Commerce**, the **Greater Sacramento Economic Council**, and **Valley Vision**.

Are you the one?

We're looking for top-level hiring managers/executives who are interested in joining our committee and working with us to help other employers thrive. Ideal candidates will be engaged in industries we target (*Construction, Business Services, Manufacturing, Clean Economy, Food and Agriculture, and Health Care*) and in medium-sized (*25 to 150 employees*) organizations. If this is you or someone you know please contact Employer Outreach Chair Ron_Ellis@2SS.Com.

To learn more about Sacramento Works, Inc., please visit www.sacramentoworks.org.

EOC Membership Plan

This ideal Employer outreach committee membership is envisioned as a way to give SETA/Sacramento Works both access and credibility in pursuing and achieving our objectives. We're hopeful it will include many of the leading organizations involved in Business Development and aim at making them partners in planning and conducting successful SETA programs and events.

Current members will ideally be complemented by curating 3 to 5 additional members that represent selected industries and small, medium, and large employers (*Based on Business Journal 'Best Places to Work' divisions*).

- Micro >10 to 24
Ron Ellis, 2SS.Com
- Small 25 to 49
- Medium 50 to 149
- Large 150 to 499
Ed Baker, Pacific Ethanol
- Very Large 500 to 999+
Christine Laster, Siemens
Rick Wylie, Villara Building Systems

SEMINARS for 2021 and beyond

Request for Information – Business Workshops/Seminars



Sacramento Works, Inc. Request for Information – Business Workshops/Seminars

Sacramento Works, the Workforce Development program of the Sacramento Employment and Training Agency (SETA), operates a network of Sacramento Works Job Centers and provides services to assist employers with their workforce needs. These programs are paid for with Federal funds.

Sacramento Works, Inc. (SWI) is the Local Workforce Development Board that oversees workforce programs in partnership with the Governing Board of SETA. One of its goals is to support regional employers' efforts to hire, train, and transition employees. The SWI's Employer Outreach Committee believes that offering businesses workshops and seminars is an important component of its outreach strategy. The Committee's objective is to assist employers with identifying their employment needs and then help them build capacity to train, educate and promote current and new entry level employees.

SWI does not intend to award a contract on the basis of this Request for Information or to otherwise pay for the information solicited. Your response will be treated as information only and will not be used as a proposal.

SWI is seeking information regarding the availability and cost of seminars or training programs which it could offer to employers. Examples of relevant topics include: Cost-effective new employee hiring; Insuring new employee career success; Right-sizing employee diversity in a small business; Recruiting during COVID-19; Managing newly-remote workers; Remote worker mental health, and other similar subjects. The committee is looking for online seminars or workshops which run about 45 minutes. It is expected these seminars will be underwritten by SWI and offered to local employers for free.

If you are interested in providing information for SWI to consider please respond by submitting a Letter to SWI that includes the following information:

1. Company name, contact person, and contact information
2. Workshop/Seminar title(s) and description(s)
3. Overview of delivery methods to be used
4. Overview of plans for attendee participation/interaction
5. Overview of resources/ideas for promoting the event
6. Estimated cost range for your services
7. Any special requirements for participants
8. Feel free to include any advertising or promotional materials you typically use.

The deadline to submit your information is 4:00 p.m., PST, April 30, 2021.

Responses must be emailed to:

Terri Carpenter, Workforce Development Manager
SETA/Sacramento Works
Email: Terri.Carpenter@seta.net

This Request for Information is not intended to serve as a Request for Proposals and does not in any way guarantee that the SWI will issue a Request for Proposals or that you will qualify or be selected as a provider of business workshops/seminars.

Questions regarding this Request for Information should be addressed to:
Terri Carpenter at (916) 263-7891 or email Terri.Carpenter@seta.net.

All responses will be marked with the date and time of receipt and shall be safeguarded by SWI from unauthorized disclosure, including unauthorized disclosure during any subsequent source selection process should SWI decide to proceed with a formal procurement in the future

Topical

We've assembled a working group about holding EOC sponsored/supported seminars that might have the following characteristics:

- Held on a timely and '*Employer-appropriate*' topic about 2 to 4 times a year (*Quarterly might be ideal?*)
- Focused on a known (*ideally well known*) subject matter expert
- Includes a famous or locally famous guest to introduce the topic and the speaker
- Lasts for about 45 min.
- Includes a focus on actionable take-aways which might even include a follow-up session(s) for interested participants.
- Co-sponsored by key partner organizations (*Metro Chamber, GSEC, Valley Vision, and local employers [Like Kaiser, VSP & Pride], etc.*)
(*Co-Sponsored means publicity now and might lead to financial sponsorship later*)

What seminar topics would you suggest?

Do you have any comments on the above seminar characteristics?

SETA/Sacramento Works Services

We also briefly touched on and liked the idea of offering a regular (*maybe quarterly*) online session on '**How to Access and Use Sacramento Works services**', "**How to start and run an OJT program**' these might:

- Be regularly scheduled
- Last 30 or so minutes
- Touch on SETA/Sacramento Works employer services and job centers
- Include as much Q & A as participants desire in the session, or in follow-ups as appropriate

If seminars like this were regularly scheduled would you be willing, when appropriate, to refer fellow employers to them?

DISCUSSION DRAFT

SETA/Sacramento Works			
Key Performance Indicators for the EOC			
Current Month		Performance Indicator	Year-to-Date
	Surveys		
		Recent Employers Service Contacts	
		Annual/semi-annual to formerly served Employers (<i>Not in the last 12 months</i>)	
		Prospective New Employers	
	Data		
		SETA/Sacramento Works master list of Employers	
		Usable EMail addresses	
		Responses to SETA/Sacramento Works from Regional Workforce initiatives	
	Service Delivery		
		Employers receiving Traditional Services	
		Employers receiving OJT Services	
	Newsletter List		
		Employers (Same as 'Usable Email addresses?')	
		Returned un-Deliverable	
		Employer initiated responses	

Annual Program Calendar

January	<ul style="list-style-type: none"> • EOC meeting 1-12-2021 • Annual Employer Survey (<i>Employers not recently using our services</i>) • Employer Meeting – Renee John (Decore-ative Specialties)
February	<ul style="list-style-type: none"> • EOC meeting 2-9-2021 • Employer Meeting – Ed Baker (Turner Construction)
March	<ul style="list-style-type: none"> • EOC meeting 3-9-2021 • SETA/Sacramento Works E-News & Survey results • Employer Meeting - -Brittany Jones (Villara)
April	<ul style="list-style-type: none"> • EOC meeting 4-13-2021 • Employer Meeting – Andrea Ellinghouse
May	<ul style="list-style-type: none"> • EOC meeting 5-11-2021 • Employer Meeting – Janet Neitzel
June	<ul style="list-style-type: none"> • EOC meeting 6-8-2021 • Employer Meeting – Spencer Hoke
July	<ul style="list-style-type: none"> • EOC meeting 7-13-2021 • Employer Meeting – Ron Orr
August	<ul style="list-style-type: none"> • <u>NO</u> EOC meeting • Employer Meeting –
September	<ul style="list-style-type: none"> • EOC meeting 9-14-2021 • Employer Meeting
October	<ul style="list-style-type: none"> • EOC meeting 10-12-2021 • Seminar on “Employing Underserved Workers” • Employer Meeting • Program year planning
November	<ul style="list-style-type: none"> • EOC meeting 11-9-2021 • Kick-off annual or bi-annual marketing focus • Employer Meeting
December	<ul style="list-style-type: none"> • <u>NO</u> EOC meeting • Employer Meeting

FUTURE EOC INITIATIVES

- Awards (*Best Places to Work for Entry Level, Minimum Wage to Living Wage Jobs, etc.*)
- Collaboration with other E.O. folks on regional Workforce Boards,
- Develop, track and advertise a Sacramento area Index for Under-served & Entry Level Job Placements
- Employer Resources - Provide training on disability and access-related issues (**Sharon O'Sullivan**) <https://www.dor.ca.gov/Home/DisabilityAccessServices>
- Lunch Hour Consultant
- Lunch & Learn
- Next Generation Sector Partnership Network (**Spencer**) www.nextgensectorpartnerships.com
- October Rehabilitation (Per Spencer)
- Sacramento Works '**Supporting**' or '**Certified**' Employer
- Seminar/Video on '**How to use SETA/Sacramento Works services**'
- Staffing Agencies Advisory Group
- **Tx3 -4- OJT** – Train-the-Trainer Orientation for OJT Trainers (\$50 to \$100K)
- Others

Employer Meetings

The intention is to get to meet with more-and-more of our Sacramento-area employers in order to learn a little about their businesses and their employment needs. We also intend to build-up our database with current information and to begin sharing relevant information in our newsletter. All of that should serve to help position us to make better-and-better decisions and recommendations to SETA/Sacramento Works.

A Template/Checklist for Employer Meetings

- Set- up Employers Meetings from those currently or formerly served (*SETA/SW staff*)
- Arrange to have an EOC member and a staff member scheduled to conduct a meeting every month (*Monthly schedule*)
- EMail a [link](https://www.seta.net/board-operations/sacramento-works-inc/) to our '**Introductory Packet**' just before the meeting (<https://www.seta.net/board-operations/sacramento-works-inc/>, *EOC Member,)*
- Confirm business name, contact person and ask about business description (website?). (*EOC Member*)
- Request approval to generate a brief article for review and approval by the employer.
- Ask what's unique about the business (*EOC Member*)
- Ask about Employment needs (*SETA/SW Staff*)
- Ask about their impression or experience of SETA/Sacramento Works (*quote?*) (*Anyone*)
- Ask what can SETA/Sacramento Works do for them going forward? (*SETA/SW Staff*)
- Send a follow-up DRAFT article for the Employer's approval and thank them for the time (*EOC Member*)
- Send a follow-up thank you and survey request. (*SETA/SW Staff*)

Getting to a Draft article?

To see some sample company write-ups, you can scroll through recent meeting handout packages:

- For '**Pride Staff**' See page 10 at:
https://www.seta.net/app/uploads/2012/08/agenda.eoc_.2021.01.12.pdf
- For '**New life Electronics LLC**' see page 10 at:
https://www.seta.net/app/uploads/2012/08/agenda.EOC_.2020.11.10.pdf

EMRL – Newsletter, Employer Meetings & more...

What does EMRL do for SETA/Sacramento Works?

1. Marketing, Advertising and Graphic Design Counsel (*Includes Brainstorming for new-projects or new-initiatives, ads, billboards, video, etc.*)
2. Broadcast Commercial Production – Television and Radio
3. Media Buying – print, digital, television and radio
4. Graphic Design (*Brochures*) – print advertisements, annual reports, invitations, programs, flyers, business cards, signage, name badges, billboards, logos
5. Video Production
6. Website Design/Maintenance – Head Start, SETA, Sacramento Works (*updated design in 2018*)
7. Social Media design and support
8. Digital Media campaigns including specific website splash page to capture leads and generate follow-up information
9. Regional Workforce Board consultation on branding, development of ad words campaign, management of Capital Region Workforce Board website