

## **Regional Employer Outreach Committee**

**Date:** Friday, October 4, 2013

**Time:** 1:00 p.m.

**Location:** SETA  
925 Del Paso Blvd., Suite 100  
Sacramento, CA 95815

### **AGENDA**

1. Introductions
2. Review/Discussion: 2013 Regional Workforce Investment Board Strategic Plan – Goal #1: Conduct Regional Outreach to Employers (attached)
3. Next Steps – Establish Priorities for Regional Outreach to Employers

**DISTRIBUTION DATE: THURSDAY, SEPTEMBER 26, 2013**

**Sacramento, Yolo, Golden Sierra, North Central Counties Consortium Workforce Investment Board's  
Regional Workforce Investment Board Strategic Plan  
January, 2013**

**Vision: Economic Vitality and a Dynamic Workforce – Meeting the business needs of the region**

**Four Regional Goals**

In order to achieve greater collaboration and consistent services to the region's employers and job seekers there are four goals that will need the attention and commitment from the region's Workforce Investment Boards. In this plan each of these goals are linked to strategies, action steps, performance metrics, responsible parties, and outcomes, or progress towards goals

**Goal Statement #1: Conduct Regional Outreach to Employers**

<b>Strategy</b>	<b>Action Steps</b>	<b>Performance Metrics</b>	<b>Timeframe</b>	<b>Responsible Parties</b>	<b>Outcomes</b>
<p><b>Create a "Regional Brand"</b> Create one simple tagline to create regional identity Present a clear message to employers on value of services</p>	<ol style="list-style-type: none"> <li>1. Conduct brainstorming to develop tag line ideas</li> <li>2. Finalize a statement representing what the regional workforce development system can provide to employers</li> <li>3. Conduct brainstorming session to develop list of core employer benefits/services provided by all WIBs</li> <li>4. Incorporate state and national branding (America's Job Centers).</li> </ol>	<p>Conduct employer focus groups to obtain feedback on tagline and core benefits/services</p>	<p>Regional name and tagline developed 12/11. Core services finalized 12/11. Employer Focus groups completed 7/13</p> <p>Brand added to websites by 2/13 Added to marketing materials.</p>	<p>Regional Employer Outreach Committee, local area Employer Outreach Groups/Committees</p>	<p>New Regional WIB ad was placed in SACTO's regional publications in 2012 and 2014 with regional identity and tag line</p> <p>Conducted focus groups of Sac Works board for SWOT analysis</p>
<p><b>Collect, track and publicize workforce system successes</b> Showcase employers who have hired great workers in high wage jobs</p>	<ol style="list-style-type: none"> <li>1. Develop and promote employer success stories</li> <li>2. Utilize success stories in employer outreach campaign</li> <li>3. Develop employer satisfaction survey</li> </ol>	<p>Conduct on-line employer surveys after completion of service</p> <p>Track employer hires and wages</p>	<p>May 2012</p>	<p>Regional WIB Employer Services and One Stop Staff</p>	<p>Success stories posted on Workforce Investment Works website (National Association of Workforce Boards/ California Workforce Association)</p> <p>Developing on-line employer customer satisfaction survey and training staff</p>

Strategy	Action Steps	Performance Metrics	Timeframe	Responsible Parties	Outcomes
<b>Employer outreach</b> Develop a tiered outreach strategy (regional, county, one-stop career center and staff strategies to reach employers) Develop a common message and promote specific programs and services	<ol style="list-style-type: none"> <li>1. Develop Regional Workforce System Web Splash Page promoting regional brand and core employer services</li> <li>2. Link Splash page to individual WIB websites</li> <li>3. Develop a regional system advertisement for placement in business/employer focused publications</li> <li>4. Development of on-going Regional WIB Employer Outreach Committee to maintain consistent regional branding</li> <li>5. Regional WIB Employer Outreach Committee representatives provide updates and work with local employer services and One Stop staff to ensure that region core benefits are delivered to employers</li> <li>6. Develop WIB specific employer outreach marketing efforts building on core regional services and maximizing local area services and programs</li> </ol>	Use Google Analytics to track website traffic and unique visitors driven to WIB websites Use employer login page to capture and track employer visitors to splash page	Splash page launch June 2012	Regional Employer Outreach Committee in partnership with local WIB staff	Coordination of employer outreach activities Yolo County WIB member sits on Sacramento Works Employer Outreach Committee Regional WIB ad placed in SACTO's regional publication in 2012 and 2013

**Goal Statement #2: Provide high-quality services through the One-Stop System**

Strategy	Action Steps	Performance Metrics	Timeframe	Responsible Parties	Outcomes
<p><b>Improve and market the value of the One-stop system</b>                      Focus on capacity building and training for staff and partners, including how to:                      Regionally promote the One Stop Career Center system                      Promote specific services (Tax Credits, OJT, Employer recruitment)</p>	1. Determine the capacity building needs of the region.	1. Reviewed prior tools from all regions.	1. Completed on 11/29/2011	Action Steps #1 through #5 were discussed and unanimously decided on by Regional WIB Team.	Regional WIB Training Team (CAIZ) meets monthly to discuss goals and results of trainings. Top 10 areas of capacity building needs developed and assignments determined for WIB team members.
	2. Create a needs assessment tool to determine top training needs. Also, to discover staff knowledge of how to promote One Stop System and the services they provide.	2. Developed needs assessment tool.	2. Completed on 12/20/2011		Seven Regional training events have been coordinated and provided to staff including specific services available to one stop customers.
	3. Determine the most efficient way to encourage staff in all regions to participate	3. Designed email verbiage to promote survey.	3. Completed on 1/06/2012		Team updated Regional CAIZ website with portal for each area. Website now provides process for each area to register online for training.
	4. Send out an email requesting completion of needs assessment survey to all staff and partners of Regional WIB One Stop System.	4. Email and survey delivered to staff in all regions.	4. Completed on 1/9/2012		
	5. Develop Goal Statement for Regional (CAIZ) Training Website and design a portal for each local area.	5. Goal Statement Developed	5. Completed on 1/10/2012		
	6. Determine top 10 areas of needs assessment to focus new training on.	6. To determine goals once survey completed.	6. To complete by 2/14/2012		6. Regional CAIZ Training Team will meet and determine goals.
	7. Set timeline to meet ongoing goals of developing training from results of survey.	7. Timelines set.	7. Team will meet monthly and begin coordinating training. Goals to be completed by 1/ 10/2013		7. Each Member of the Regional CAIZ Training Team will take on an area of the top 10 Training Needs to coordinate.

Strategy	Action Steps	Performance Metrics	Timeframe	Responsible Parties	Outcomes
<b>Design, improve and market the Virtual One-Stop (VOS) system website and technology</b>  Develop a Regional Virtual One Stop (VOS) User Group to focus on conversion to the CWSN platform	1. Form RWIB VOS Users Group	1. Formation of Group	Completed 11/30/2011	Ralph Giddings (SETA) Cindy Newton (NCCC) Tanya Provencher (Yolo) Larry Yanni (Golden Sierra) Robert Myers (EDD) Ed Proctor (Convener) Team	Complete – will re-address team membership in April, 2013
	2. Understand State’s functional set-up and operational features of CWSN.	2. Identify questions needing answers from State and Geographic Solutions	Early April, 2013		In Process. Initial list developed. Meeting with GeoSol and State planned for March 2013.
	3. Determine the impact of #2 for each LWIA	3. Service and activity mapping for each LWIA to CWSN Set-up	Early April 2013	LWIB Staff	CWSN Implementation on hold pending state’s decision on the implementation date. Need to know the state functional set-up in order to determine impact locally.
Maintain quality Customer Service for Job Seekers, Employers and Service Providers through the implementation/conversion to CWSN - by minimizing negative impacts of internal and external customers.	1. Identify LWIA Data to be converted.	1. Data identification.	April 2013	LWIB Staff	
	2. Identify “bug” fixes and enhancements for effective implementation	2. List of bugs and enhancements	March 2013		
	3. Create plans to make required functional and operational changes in advance of CWSN Conversion. Map LWIA activities to CWSN implementation	3. List of operational changes		LWIB Staff	Locals have given state data conversion requirements. Waiting for final answers as to what will be needed for implementation
Train staff and partners on Virtual One Stop customer modules	1. Create LWIA training teams.	1. Team created	2/9/2012	LWIB Staff	Complete 2/9/2012 with “Boot Camp”
	2. Create LWIA Training Plan	2. Plans Created	2/24/2012	LWIB Staff	Complete
	3. Execute the training plan	3. Staff Training	on-going		Phase 1 Training Complete

Strategy	Action Steps	Performance Metrics	Timeframe	Responsible Parties	Outcomes
Implement LWIA on CWSN (each WIA)	<ol style="list-style-type: none"> <li>1. Implement LWIA changes (One Stop changes required after conversion to CWSN)</li> <li>2. Verify and Validate LWIA Set-up Conversion successful</li> <li>3. Verify and validate LWIA Data Conversion successful</li> </ol>		July 2013	LWIB staff	On-hold pending state implementation of California Workforce Services Network (CWSN).
Create Reports to use in improving the system	<ol style="list-style-type: none"> <li>1. JTA Reports</li> <li>2. Use of Bamboo reporting system by CWSN</li> <li>3. Availability of additional data (Wage and Employment Data)</li> </ol>	Dashboard Reports identified	<p>2/24/2012</p> <p>10/1/2012</p> <p>1/4/2013</p>		<p>Dashboard Reports identified</p> <p>Bamboo Dashboard piloted in Sacramento</p> <p>FutureWorks implemented</p>
Recommend Technology and Functional Improvements (Future Tasks)	<ol style="list-style-type: none"> <li>1. High Tech and High Touch Virtual Services/Infrastructure</li> </ol>		ongoing		Researching use of Apps for job seekers with Geographic Solutions

**Goal Statement #3: Prepare Youth to Thrive and Succeed**

Strategy	Action Steps	Performance Metrics	Timeframe	Responsible Parties	Outcomes
<p><b>Engage regional employers and academia</b>  <b>Strengthen Youth Councils in the region</b>  <b>Share information on regional strategies to develop career pathways and promote attainment of diplomas and degrees</b></p>	<ol style="list-style-type: none"> <li>1. Regional meeting of four Youth Councils</li> <li>2. Identify and share best practices strategies for youth council engagement – develop wider support to individual youth councils</li> <li>3. Potential for regional marketing for youth council member engagement</li> <li>4. Create and pursue opportunities for regional youth funding and career pathways</li> </ol>	<ol style="list-style-type: none"> <li>1. Feedback and approval from 4 individual Youth Councils</li> <li>2. Schedule Y.C. regional meeting</li> </ol>	<p>4/30/2012 for Feedback                      NLT June 30, 2012</p>	<p>Lettie Seaver (NCCC)                      Judy Needham &amp; Janis Holt (Yolo)                      Christine Welsch (SETA)                      Sharon Williams (GSJTA)</p>	<p>YC staff met twice                      Agreed to continue to seek opportunities to collaborate.                      Option for Regional YC meeting changed to be integrated with regional youth provider forums.</p>
<p><b>Create a regional platform for youth services providers</b>  <b>Share youth services best practices within the region including practitioners, partners, and Youth Councils</b></p>	<ol style="list-style-type: none"> <li>1. Regional Best Practices Conference to be held annually (or semi-annually)</li> </ol>	<ol style="list-style-type: none"> <li>1. Enhance individual workforce area’s delivery of youth services and develop common strategies for regional efforts</li> </ol>	<p>Conference                      TBA in 2012-2013</p>	<p>Christine Welsch (SETA)                      Host/Lead with assigned representatives from NCCC, Golden Sierra &amp; Yolo</p>	<p>Planning in Spring 2013                      With projected date of Summer/Fall 2013.</p>

**Goal Statement #4: Get Ready for the Future**

Achieve better results for job seekers and employers by working regionally to support innovation and foster cooperation and system alignment between education, human services, apprenticeship programs, economic development and the workforce system.

Strategy	Action Steps	Performance Metrics	Timeframe	Responsible Parties	Outcomes
<b>Policy Analysis and Planning</b> Research and educate stakeholders regarding policy changes affecting workforce development	1. Research legislative actions at federal, state and local level impacting workforce services. 2. Summarize impacts of approved legislation and pending legislation 3. Educate policy makers on services and programs offered by WIA	Workforce Legislative Summary Proposed Policy changes for compliance with new laws.	7/1/2012  On-going	SETA Staff  SETA staff  Board members	Staff participating in the Metro Chamber Workforce and Education Committee and the California Workforce Association legislative committee. Regional WIBs will participate in CWA Legislative Day (1-2013)
	Participation in Next Economy, Capital Area Prosperity Planning process	1. Participate in NEXT Economy regional planning process and align Strategic Plan with Next Economy goals.  2. Develop recommendations to support Next Economy Goals: #1 Foster a Strong Innovation Environment #3 Diversify the economy through Growth and Support of Core Business Clusters #4 Grow and Maintain a World Class Talent Base  3. Focus on sectors identified by Regional Cluster Analysis providing career pathways ♦ Healthcare/Life Science ♦ Information Communication Technology ♦ Agriculture and Food ♦ Advanced Manufacturing ♦ Clean Energy Technology	Alignment of goals  Selection of goals and strategies aligned with WIA  Support and funding for sector initiatives	1/10/2013  1/23/2013  On-going	Board Members Planning/Oversight Committee  Planning/Oversight Committee  Staff
					Participation in Green Capital Alliance (Clean Energy), Health Workforce Development Council (Healthcare), and IT Sector Initiative planning



Strategy	Action Steps	Performance Metrics	Timeframe	Responsible Parties	Outcomes	
<b>Regional grant writing</b> Develop and submit a Workforce Innovation Grant to the U.S. Department of Labor  Partner with WIBs, community colleges, apprenticeship Training programs, human Service providers and economic development agencies to implement system reforms and innovation that increase cooperation and improve results	1. Develop a consortium of Northern California WIBs to submit grants.	Consortium Agreement	2/28/2012	Workforce Investment Board staff, Regional Stakeholders, and CWIB	Northern California WIB Consortium agreement developed and signed 1/2013 Staff from WIBs, Community College, CWIB and Human Assistance developed plan to align and integrate workforce services in the region and use to seek increased funding: 1. WIA 25% \$4.8 million	
	2. Develop regional grant management strategy		March 2, 2012			
	3. Recruit partners collect letters	Proposal/Logic Model	March 2, 2012		Workforce Investment Board staff, Regional Stakeholders, and CWIB	
	4. Develop logic model with strategies focusing on clusters and partners		February			
	5. Use Workforce Innovation Grant logic model as model for other grants		March 22, 2012			
	6. Research new funding opportunities, fundraising assets and resources.					
<b>Supporting Innovation</b> Focus on identifying and supporting promising practices in Workforce Innovation and build them into the WIA five-year plan						
1. Integrate and align education, apprenticeship, human services, workforce development and economic development systems	Consortium Meetings to discuss system alignment, service sharing, sector strategy planning, cross training staff, and innovative practices  Submission of WIA 5-year plan	January 2013 March 2013 November 2013	Workforce Investment Board staff, Regional Stakeholders, and CWIB	Critical Conversations with California Community College Chancellors' Office 10-2012		
2. Identify promising innovation practices:		April 1, 2013		Public Hearing on WIA 5-Year Plan 11-2012		
◆ Career pathways integrating basic skills and academics for low-skills, vulnerable populations	Submission of WIA 5-year plan	April 1, 2013		Workforce Investment Board staff, Regional Stakeholders, and CWIB	Meeting with Sacramento Valley Apprenticeship Coordinators 12-2012	
◆ Career exploration for high school students					Technical Assistance Session with State CWIB and Regional WIBs on WIA 5-Year Plan 12/2012 and 1/2013	
◆ Re-employment programs for dislocated workers and professionals					Regional Stakeholders Forum 1/2013	
◆ Bridge programs for youth						
◆ Small business development						
◆ Entrepreneurship support						
◆ High Tech and High Touch Virtual Services/Infrastructure						
Certification of regional Boards as High Performing Workforce Investment Boards.		Certification as high performing WIBs	September, 2013			