

**WORKFORCE DEVELOPMENT
BOARD MEMBERS**

STACI ANDERSON
PRO Youth and Families

EDWARD W. BAKER
Pacific Ethanol, Inc.

AMANDA BLACKWOOD
Sacramento Metro Chamber of Commerce

LARRY BOOTH
Frank M. Booth, Inc.

N. LISA CLAWSON – Secretary/Treasurer
Kaiser Permanente

LYNN R. CONNER
Better Business Bureau

RONALD J. ELLIS
2SS.com

KEVIN FERREIRA
Sacramento Sierra's Building & Construction
Trades Council

KRISTIN GIBBONS
Department of Human Assistance

TROY GIVANS
County of Sacramento, Economic
Development

DAVID W. GORDON
Sacramento County Office of Education

MICHAEL JASSO
City of Sacramento

GARY R. KING
SMUD

KATHY KOSSICK
Sacramento Employment & Training Agency

CHRISTINE LASTER
Siemens

MATT LEGE
SEIU – United Healthcare Workers

FRANK A. LOUIE
Sacramento Asian Chamber of Commerce

JANET NEITZEL
Employment Development Department

DR. JAMEY NYE
Los Rios Community College District

RONALD R. ORR, JR.
VSP, Inc.

SHARON O'SULLIVAN
California Department of Rehabilitation

JOHNNY PEREZ
SAFE Credit Union

KARL PINEO
Ironworkers Local 118

FABRIZIO SASSO
Sacramento Central Labor Council

ANETTE SMITH
Five Star Bank

RICK WYLIE – Chair
Villara Building Systems



SACRAMENTOWORKS

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

Date: **Wednesday, September 9, 2020**

Time: **3:00 p.m.**

Location: <https://us02web.zoom.us/j/84955315367>

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 at <https://us02web.zoom.us/j/84955315367>. 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): US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 312 626 6799 or +1 929 205 6099 or +1 301 715 8592. International numbers available at: <https://us02web.zoom.us/j/kdKvCB4ek5>. Webinar ID: 849 5531 5367. Members of the public are encouraged to participate in the meeting by submitting written comments by email to: Nancy.Hogan@seta.net. Any member of the public who wishes to speak directly to the board regarding any item on the agenda may contact Nancy Hogan at (916) 263-3827, or Nancy.Hogan@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 July 8, 2020 Minutes
- 3. DISCUSSION ITEM:** Review the '**Action Plan**' for Employer Outreach
- 4. DISCUSSION ITEM:** - Review of the DRAFT Sponsor Solicitation and Introductory Package
 - Fine Tuning
 - Making Introductions
 - Solicitation Events & Targets?

5. **ACTION ITEM:** Approve Version 1.0 for Endorsement by the Full Board
(October?)
6. **DISCUSSION ITEM - Curating the Employer Outreach Committee**
 - Current/Prospective Roster
 - New targeted members?
 - Analysis
7. **DISCUSSION ITEM:** Employers data preview (William)
8. **DISCUSSION ITEM:** SETA/Sacramento Works Employer Meetings, Visiting & Interview Teams? (Ron & Roy)
9. **ACTION ITEM:** Endorse setting up monthly Employer visits and an ongoing schedule with visits to be arranged by staff.
10. **DISCUSSION ITEM:** Annual Employer Survey and an EOC/Staff Working Group to Draft an update (Ed)
11. **DISCUSSION ITEM:** First look at the Employer Outreach budget for 2020-2021
(*Survey of recent years promotions & results?*)
12. **DISCUSSION ITEM: Envisioning a SETA/Sacramento Works - Annual Program Calendar** – Quarterly Newsletters, Monthly visits, Seminars
13. **ACTION ITEM:** Request staff to develop a simple newsletter template that we might begin to send out each quarter in the next six months.
14. **ACTION ITEM: Next Meeting Wed., October 14, 2020?**
15. **ADJOURNMENT**

Committee Members: Ed Baker, Ron Ellis, Troy Givans, Christine Laster, Fabrizio Sasso, Rick Wylie (Ex-officio)

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

DISTRIBUTION DATE: WEDNESDAY, SEPTEMBER 2, 2020

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

Wednesday, July 8, 2020
3:00 p.m.

Meeting held electronically

1. **Call to Order/Roll Call:** Mr. Ellis called the meeting to order at 3:02 p.m. The roll was called; a quorum was not established. A quorum was established with the arrival of Mr. Givans at 3:10 p.m.

Members Present: Ron Ellis, Fabrizio Sasso, Troy Givans (joined at 3:10 p.m.); Christine Laster (joined at 3:40 p.m.)

Member Absent: Babette Jimenez

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

Mr. Ellis reported that Mr. Baker stated that he is interested in joining the committee. Mr. Ellis appointed Mr. Baker to serve on the Employer Outreach Committee.

2. **ACTION:** Approval of June 10, 2020 Minutes

The minutes were reviewed.

Moved/Baker, second/Sasso, to approve the June 10 minutes.

Roll call vote:

Aye: 3 (Baker, Ellis, Sasso)

Nay: 0

Abstentions: 0

Absent: 3 (Givans, Jimenez, Laster)

3. **DISCUSSION ITEM:** '***Action Plan***' for Employer Outreach
 - Review & Discuss SETA/Sacramento Works Employer Benefits Survey

Mr. Ellis reviewed the 'employer benefits' with committee members.

4. **DISCUSSION ITEM:**
 - Review of a 'Straw Man' Style Starting Place on SETA's Who, What, Why?

Mr. Ellis stated that one of his objectives is to get a group focus on the 'who-what-why' to concisely capture a solicitation package when approaching a potential financial sponsor.

Ms. Schmidt asked if the package is oriented toward specific action/events or is it poised for anyone to use it? Mr. Ellis replied that it will be generic but can be customized. Mr. Ellis will be meeting with staff to identify employers that we have relationships with and the types of services that SETA-Sacramento Works has provided.

Mr. Wylie stated that some of the strawman is revisiting the role of Sacramento Works. The EOC can be more focused on employers and their needs. We work with and for business by connecting with the business segments and understanding what they need. We need to talk about how do we properly communicate the best message for what Sacramento Works does and how do we get that message out there.

5. **ACTION ITEM**: Working Group to Draft/Review Sponsor Package

Mr. Baker asked if the idea of sponsors was a new concept? Mr. Wylie replied that typically sponsorships have been event focused. His vision in alignment with the other committees is how can we connect business to our other activities, i.e., youth. He thinks internships would benefit both businesses and youth.

Mr. Sasso and Mr. Baker both agreed to work on the committee.

6. **DISCUSSION ITEM** - Curating the Employer Outreach Committee

- Current Roster: Mr. Ellis reviewed the current roster. He asked members to envision how it can be a more powerful group.
- Sample Imagined Roster: Potential new EOC members were reviewed.
- Represented Members: Mr. Ellis reviewed the 'represented' members; the objective is to get some of the key players in the business/economic organizations to be represented on the EOC. Mr. Ellis would like to consider having representatives for board members, i.e., Amanda Blackwood and curate the EOC with members that would be influential.
- Sample Letter of Invitation: Mr. Ellis reviewed the sample letter. His objective is for the EOC to endorse proceeding with this letter. He wants to have an agreement up front that potential members, or their representative, would commit to attending; a staff member would be designated and they will commit to attend three consecutive meetings.

Ms. Schmidt asked about potential members and what kind of issues and input would be most useful and what issues would surface with their engagement? Mr. Ellis replied that members that are business oriented would be beneficial, especially medium-sized businesses.

Mr. Givans stated that Sacramento County is a financial contributor to GSEC and can make a request for participation. Mr. Ellis stated that he would love to have GSEC participation on the committee.

7. **ACTION ITEM:** Endorse Recruiting Plan & ‘Represented’ Positions for Sacramento Metro Chamber and Greater Sacramento Economic Council

Moved/Sasso, second/Givans, to endorse the recruiting plan and represented positions for inclusion on the EOC.

Roll call vote:

Aye: 4

Nay: 0

Abstentions: 0

Absent: 2 (Jiminez & Laster)

Ms. Laster joined the meeting at 3:40 p.m.

8. **DISCUSSION ITEM:** SETA/Sacramento Works - Annual Program Calendar

Mr. Ellis reviewed the annual program calendar and asked for input. Mr. Baker likes the idea to see what success will be like in a few years as opposed to now. Committee members liked the input presented.

9. **DISCUSSION ITEM:** SETA/Sacramento Works – Branding: Mr. Ellis reviewed the various branding through SETA. We need an agreement or standardized idea of how we refer to ourselves when we communicate with employers. The best he has seen is SETA/Sacramento Works.

Ms. Carpenter stated that the committee may want to consider inviting EMRL to discuss branding issues at one of the next committee meetings. EMRL has developed the current branding for SETA and Sacramento Works and has addressed outreach and branding issues in the past with the Employer Outreach Committee.

Mr. Wylie stated that he is looking to develop a Fund Development Committee. He is also looking for people that want to contribute to the programs of Sacramento Works. He expects there will be collaboration between the Employer Outreach Committee and businesses in the form of sponsorships. He wants to send a clear message that is meaningful to our businesses so all of this is working toward the larger picture.

10. **ADJOURNMENT:** The meeting was adjourned at 3:52 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

- a. Conduct regular Employer Outreach activities
 - Survey employers to understand what their future needs are, current and future staffing needs.
- b. Curate the committee's membership to position it for strategic alliances and program success
- c. Develop with approval of all involved (Staff, board, etc.) an annual Employer Outreach Program calendar.
- d. Pursue Employer Program sponsorships to strengthen new and current programs.
- e. Be responsive in Investigating, Developing & Expanding '*in-place*' or new Employer-based Internship programs



Sponsor Solicitation and Introductory package

Current Purpose statement:

SETA assists in the provision of job training programs for the unemployed, under employed, disadvantaged and dislocated youth and adults, veterans, native Americans, migrant and seasonal farm workers in the City and County of Sacramento

From July 1987 Articles of Incorporation

Proposed as likely to be endorsed by Exec. Committee:

The SETA/Sacramento Works Job Center System provides resources and services to employers and job seekers, including especially underserved job seekers in Sacramento City and County.

SETA/Sacramento Works **STATISTICS:**

The current list of **'active'** SETA employers is about 80 to 100 and staff guess 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 it's services toward a narrower group of employers which includes 6 to 12 local staffing agencies (*AppleOne, Acara [Siemens], Blue Diamond, Nelson 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>



Employer Outreach Committee

| Name/position | Company | Status | | | |
|--|---|----------------------------|--|--|--|
| Edward 'Ed' Baker VP Human Resources | Pacific Ethanol, Inc. | Member | | | |
| <i>REPRESENTED</i> Amanda Blackwood President & CEO <i>Represented by:</i> | Sacramento Metropolitan Chamber of Commerce | Prospective (Nov. 2020) | | | |
| <i>REPRESENTED</i> Barry Broom President & CEO <i>Represented by:</i> Brittany Jones Chief of Staff | Greater Sacrament Economic Council | Prospective (Nov. 2020) | | | |
| Ronald 'Ron' J. Ellis Managing Director / Owner | 2SS.com LLC | Member | | | |
| Troy Givans Director of Economic Development | County of Sacramento | Member | | | |
| Renee John Project Leader, 21st Century Workforce | Valley Vision | Prospective (Oct. 2020) | | | |
| Christine Laster Human Resources Manager | Siemens | Member | | | |
| Janet Neitzel Division Chief Northern CA | Emp. Dev. Dept. Workforce Services Branch | Prospective | | | |
| Fabrizio Sasso Executive Director | Sacramento Central Labor Council | Member | | | |



SAMPLE IMAGINED EOC Members

| Name/position | Company | Address | Phone | Fax | EMail |
|--|--|---------|-------|-----|-------|
| <p><i>REPRESENTED</i> Mr. Barry Broom President & CEO <i>Example</i> Scott Powell Senior Vice President, Business</p> | <p>Greater Sacrament Economic Council</p> | | | | |
| <p><i>REPRESENTED</i> Mr David Lichtman Publisher <i>Example</i></p> | <p>Sacramento Business Journal</p> | | | | |
| <p><i>REPRESENTED</i> Mr Don Nattoil Supervisor Dist 5 SETA Governing Board Chair <i>Example</i> Chief of Staff, Rebecca Thornton Sloan</p> | <p>Sacramento Board of Supervisors</p> | | | | |



EOC Membership Analysis

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.

The above list should yield take the EOC to at least nine (9) members by year end. They 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

SETA\Sacramento Work – Data preview



| Seq. | Employer Name | Employee Count | Industry | Contact | Position | E-Mailing List | Mailing Address | Phone | Major Contact Email Address | Service | OJT Positions | OJT JOB Title | Last Date Served | Year of Services |
|------|-----------------------|----------------|----------|----------------|----------|----------------|---|----------------|------------------------------|---------|---------------|---------------|------------------|------------------|
| 1 | Acara Solutions, Inc. | | Staffing | Cindi Gonzalez | | Y | 8950 Cal Center Dr building 3 suite 101, Sacramento, CA 95826 | (916) 281-0427 | Gonzalezc@acarasolutions.com | Trad. | | | | 5 years or more |

All Contacts = 45 All on EMail list = 48

All OJT Positions = 82

Industry Summary

| | |
|-----------------|------------|
| Business Servi | 11 |
| Construction | 16 |
| Education | 6 |
| Food Services | 18 |
| Government | 8 |
| Health Care | 7 |
| Hospitality | 2 |
| Housing | 1 |
| Manufacturing | 5 |
| Medical Suppl | 2 |
| Personal Servi | 4 |
| Publicity PR | 1 |
| Retail | 4 |
| Security | 1 |
| Social Service: | 1 |
| Staffing | 9 |
| Transportation | 3 |
| CLOSED | 1 |
| Total | 100 |

Service Summary

| | |
|--------------|------------|
| Trad. | 49 |
| OJT | 52 |
| Total | 101 |

Longevity Summary

| | |
|-----------------|------------|
| 2 years or more | 14 |
| 5 years or more | 86 |
| Total | 100 |

By Service & Industry

| Row Labels | Sum of 1 |
|--------------------|------------|
| OJT | 53 |
| Business Services | 2 |
| Construction | 9 |
| Education | 2 |
| Food Services | 14 |
| Health Care | 7 |
| Hospitality | 1 |
| Housing | 1 |
| Manufacturing | 4 |
| Medical Supplies | 2 |
| Personal Services | 3 |
| Retail | 4 |
| Social Services | 1 |
| Staffing | 1 |
| Transportation | 2 |
| Trad. | 48 |
| Business Services | 9 |
| Construction | 8 |
| Education | 4 |
| Food Services | 5 |
| Government | 8 |
| Health Care | 1 |
| Hospitality | 1 |
| Manufacturing | 1 |
| Personal Services | 1 |
| Publicity PR | 1 |
| Security | 1 |
| Staffing | 7 |
| Transportation | 1 |
| Grand Total | 101 |

Villara counts twice -->

| By Industry | Row Labels | Sum of Count | | |
|--------------------|------------|--------------|---------------|--|
| Business Services | 11 | 11 | 10.9% | |
| Construction | 16 | 16 | 15.8% | |
| Education | 6 | 6 | 5.9% | |
| Food Services | 19 | 19 | 18.8% | |
| Government | 8 | 8 | 7.9% | |
| Health Care | 8 | 8 | 7.9% | |
| Hospitality | 2 | 2 | 2.0% | |
| Housing | 1 | 1 | 1.0% | |
| Manufacturing | 5 | 5 | 5.0% | |
| Medical Supplies | 2 | 2 | 2.0% | |
| Personal Services | 4 | 4 | 4.0% | |
| Publicity PR | 1 | 1 | 1.0% | |
| Retail | 4 | 4 | 4.0% | |
| Security | 1 | 1 | 1.0% | |
| Social Services | 1 | 1 | 1.0% | |
| Staffing | 9 | 9 | 8.9% | |
| Transportation | 3 | 3 | 3.0% | |
| Grand Total | 101 | | 100.0% | |

Business, Food, Personal and Staffing Services = 42.8 %

Printed on: 9/1/2020

Business, Food, Personal & Staffing = 42.8%



Survey Results from June 2018.

Q1 How did you hear about America's Job Centers of California (AJCC)?

| ANSWER CHOICES | RESPONSES | |
|----------------------------|-----------|-----------|
| Online Advertisement | 20.00% | 6 |
| Friend/Referral | 56.67% | 17 |
| Job Fair/Recruitment Event | 3.33% | 1 |
| TOTAL | | 30 |

Q2 How satisfied are you with the services you received from the AJCC?

Answered: 30 Skipped: 0

| | VERY DISSATISFIED1 | DISSATISFIED2 | SOMEWHAT SATISFIED3 | SATISFIED4 | VERY SATISFIED5 | TOTAL | WEIGHTED AVERAGE |
|------------|--------------------|---------------|---------------------|------------|-----------------|-------|------------------|
| (no label) | 6.67% 2 | 0.00% 0 | 33.33% 10 | 0.00% 0 | 60.00% 18 | 30 | 4.07 |

Q3 Were the AJCC staff helpful and knowledgeable?

Answered: 30 Skipped: 0

| NOT AT ALL HELPFUL OR KNOWLEDGEABLE1 | NOT VERY HELPFUL OR KNOWLEDGEABLE2 | SOMEWHAT HELPFUL OR KNOWLEDGEABLE3 | REASONABLY HELPFUL OR KNOWLEDGEABLE4 | VERY HELPFUL OR KNOWLEDGEABLE5 | TOTAL |
|--------------------------------------|------------------------------------|------------------------------------|--------------------------------------|--------------------------------|-------|
| 0.00% 0 | 0.00% 0 | 6.67% 2 | 0.00% 0 | 93.33% 28 | 30 |

Q4 If you had a recruitment event or candidate assessment, how satisfied were you with the results?

Answered: 30 Skipped: 0

| | VERY DISSATISFIED1 | DISSATISFIED2 | SOMEWHAT SATISFIED3 | SATISFIED4 | VERY SATISFIED5 | N/A | TOTAL | WEIGHTED AVERAGE |
|------------|--------------------|---------------|---------------------|------------|-----------------|--------------|-------|------------------|
| (no label) | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 13.33% 4 | 86.67% 26 | 30 | 5.00 |

Q5 Would you use the AJCC services for your business and hiring needs again in the future?

Answered: 30 Skipped: 0

| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----------|
| Yes | 86.67% | 26 |
| Maybe | 10.00% | 3 |
| No | 3.33% | 1 |
| TOTAL | | 30 |



Q6 Would you recommend the services to other employers?

Answered: 30 Skipped: 0

| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 86.67% | 26 |
| Maybe | 13.33% | 4 |
| No | 0.00% | 0 |
| TOTAL | | 30 |

No Q7

Q8 Please provide any additional comments or suggestions on how we can improve our services.

Answered: 23 Skipped: 7

| # | RESPONSES | DATE |
|----|-------------------------|-------------------|
| 2 | Hasn't thought about it | 6/4/2018 1:01 PM |
| 10 | Make it user friendly | 6/4/2018 12:43 PM |
| 14 | Not thought about it | 6/4/2018 12:38 PM |

3 of 30 provided comments

New Survey Profiling Info.

We envision Drop-Down boxes that let survey responders select

| Industry | Services | Years with SETA/Sacramento Works |
|-------------------|-------------|----------------------------------|
| Business Services | Traditional | 2 Years or More |
| Construction | OJT | 5 Years or More |
| Education | | |
| Food Services | | |
| Government | | |
| Health Care | | |
| Hospitality | | |
| Housing | | |
| Manufacturing | | |
| Medical Supplies | | |
| Personal Services | | |
| Publicity PR | | |
| Retail | | |
| Security | | |
| Social Services | | |
| Staffing | | |
| Transportation | | |
| CLOSED | | |



Annual Program Calendar

| | |
|-----------|---|
| January | <ul style="list-style-type: none">• Kick-off annual or bi-annual marketing focus |
| February | <ul style="list-style-type: none">• SETA/Sacramento Works E-News & Survey results |
| March | <ul style="list-style-type: none">• |
| April | <ul style="list-style-type: none">• |
| May | <ul style="list-style-type: none">• SETA/Sacramento Works E-News |
| June | <ul style="list-style-type: none">• |
| July | <ul style="list-style-type: none">• |
| August | <ul style="list-style-type: none">• SETA/Sacramento Works E-News |
| September | <ul style="list-style-type: none">• |
| October | <ul style="list-style-type: none">• Seminar on “Employing Underserved Workers”• Program year planning |
| November | <ul style="list-style-type: none">• SETA/Sacramento Works E-News & Annual Employer Survey |
| December | <ul style="list-style-type: none">• |

Quarterly EMail Newsletter with:

- Upcoming Calendar highlights
- Contact Info.
- Featured Employer Outreach Service & Staff member
- ‘Top Employer’ honoree and case study (*SETA Success Story*)
-

Employer outreach activity every month

- Meetings with Employers
- Lunch & Learn for Employers
- Annual Event / (*E.g. like Future Focus but maybe a more focused audience*)
- Lunch hour consultant – Zoom session on ‘Smart Hiring’
- Training / Webinar - How to use SETA’s services (*regular schedule Zoom*)



SACRAMENTOWORKS
YOUR WORKFORCE RESOURCE

Thank you for receiving and agreeing to review our:

SACRAMENTO EMPLOYMENT AND TRAINING AGENCY

Sponsor Solicitation and Introductory package

PURPOSE, MISSION & VISION

SERVICES FOR EMPLOYERS

WHAT EMPLOYERS SAY...

EMPLOYER EXPERIENCE

OUR SUCCESSES

SPONSORSHIP & ADVERTISING BENEFITS

SPONSORSHIP AGREEMENT

PURPOSE, MISSION & VISION

SETA assists in the provision of job training programs for the unemployed, under employed, disadvantaged and dislocated youth and adults, veterans, native Americans, migrant and seasonal farm workers in the City and County of Sacramento

With that continuing purpose our vision and mission include:

Building a dynamic workforce for the Sacramento Region and partnering with the workforce community to serve regional employment needs.



SACRAMENTOWORKS
YOUR WORKFORCE RESOURCE

SETA and Sacramento Works • 925 Del Paso Blvd. Suite 100 • Sacramento, CA 95815
www.SETA.Net and www.SacramentoWorks.Org • Phone (916) 263-3800

SERVICES FOR EMPLOYERS

SETA offers a variety of Outreach and Recruitment Services:

- Job Posting
- Candidate Recruitment
- Applicant Screening Services
- Employee Outplacement
- Skill Assessment
- Employee Training
- Information Resources

SETA's Most Popular 'FREE' Services include:

- **Call us direct at 1 (877) 920-5627 (JOBS)**
We will take your job order over-the-phone or submit it with our online Job Order Form (*Available at www.SacramentoWorks.Org*). You can also register in our system and post your own job orders at www.CalJobs.CA.Gov
- **Customized Recruitment** – We can develop a unique recruitment event to address your hiring needs
- **Customized Training** – In partnership with the Employment Training Panel and local educational organizations, we can offer training to your current employees.
- **Customized Screening** – We can save time and money when you use us to screen your applicants. (*Applications & Interviews*)
- **Career Fairs** – We help plan and participate in career fairs and community events aimed at filling specific staffing needs.
- **Customized Outplacement** – We coordinate services to assist workers in finding new jobs and/or receiving training for new careers.
- **Customized Skill Assessment** - Feel confident you are hiring the right people by letting us help you to use our skills assessment tools (*e.g. WorkKeys*)



SETA and Sacramento Works • 925 Del Paso Blvd. Suite 100 • Sacramento, CA 95815
www.SETA.Net and www.SacramentoWorks.Org • Phone (916) 263-3800

WHAT EMPLOYERS SAY...

Villara Building Systems knows firsthand the value of working with SETA to create an internal job training program. We received funding and administrative assistance for developing badly needed and newly skilled construction workers from among our own employees.

"I believe in the value of those services so strongly, that I agreed many years ago to serve on the Sacramento Works board and to help make benefits like these available to other firms as well!"

■ **Rick Wylie**, President
Villara Building Systems



*"At the **Metro Chamber** we believe that SETA is a valuable resource to our community It's an organization I'm pleased to serve as a Board Member and as a part of its Employer Outreach activities."*

■ **Amanda Blackwood**, President & CEO
Sacramento Metropolitan Chamber of Commerce



SETA and Sacramento Works • 925 Del Paso Blvd. Suite 100 • Sacramento, CA 95815
www.SETA.Net and www.SacramentoWorks.Org • Phone (916) 263-3800

EMPLOYER EXPERIENCE

We're very pleased to serve Employers throughout the Sacramento Region:

Acara Solutions, Inc.
 Adecco
 Aji Dori
 All 1 Marketing
 Allied Universal Security Services
 American Alfa Const. Inc.
 Applied Behavior Consultants, Inc
 Arden Town Gas & Mini Mart
 Asbury Park Nursing & Rehabilitation Center
 ASC Profiles
 Asian Market Restaurant
 Assurance Roofing & Construction
 Cache Creek
 California Human Development
 Caltrans
 Capital Staffing, Inc.
Casa Coloma
 ChildCare Careers
 Cintas Corporation
 Circle K
 City Of Elk Grove
 City of Sacramento
 CIWP – Community Integrated Work Program
 Cosumnes Community Svc Dist
 Cosumnes Service District Fire Department
 Courtyard By Marriott
 Creative Design Interiors
 Culinary Staffing C/O Sacramento Sda
 Dick James & Associates, Inc.
 Dr. Narinder Sandu
East Market and Restaurant
 Echelon Distribution, LLC

Exact Staff
 Express Collision Center
 Family Discount Pharmacy
 Faneuil Inc.
 FedEx Ground
 Fitness 4 Less
 General Produce Co
 GH Foods
 Goodwill
 Highlands Charter & Tech.
 Home Instead Senior Care
 HR To Go
 IEC/AAI Holding, Inc. dba UEI College-Sacramento
 InSync Consulting
 Judies Cleaners, Inc
 La Bou Café
 Live Well Med. Ctr.
 Los Rios Community College District
 Love Laundry
 Mars One Services, Inc.
 Mary Ann's Baking Company
 Mather Preschool
 McDonalds
 Michael Transportation
 Milgard Manufacturing
 Mountain Mikes Pizza
 Mova Stone
 My Thai Kitchen
 NCIM/Springboard
 NewLife Electronics, LLC
 NorCal Mental Health America
 Northstar Services
 Nothing Bundt Cakes
 Opening Doors, Inc.
 O'Reilly Auto Parts
 PaintRite Pros

PeopleReady
 Pez Enterprises
 Pizza Depot
 PrideStaff
 R & M Framing
 Raleys
 Rancho Grocery Outlet
 Renewal by Andersen
 Sacramento LGBT Community Center
 Safety Center Incorporated
 Sana Bakery/Market
 SETA
 Shams Market
 Shasta Linen Supply
 Siemens
 Sierra College
 Sierra Pacific Home And Comfort
 Solar City Corporation
 SPECTRA360
 SPRIG USA
 Stroppini Enterprise
 Synir Inc DBA Two Men and a Truck
 Tabacco Cartel Inc.
 The Services Companies
 Trench & /Traffic Supply
 UPS
 UtiliQuest, LLC
 Valley Oak Home Appliance Center
Villara Building Systems
 Wendy's
 WFS Worldwide Flight Services
 Woodmack Products, Inc.

Coloring indicates: Traditional Services OJT Services Both



SETA and Sacramento Works • 925 Del Paso Blvd. Suite 100 • Sacramento, CA 95815
www.SETA.Net and www.SacramentoWorks.Org • Phone (916) 263-3800

OUR SUCCESSES

Data
Worker story



Were the AJCC staff helpful and knowledgeable?

[If we have any of the following information...]

We have provided X hours of training free of charge.

We placed X people during 2019 [or whatever time period we have available]

[Any other results-oriented statistics?]

Capital Region Employer Satisfaction Survey

Were the AJCC staff helpful and knowledgeable? (*)

| Not at all helpful or knowledgeable-1 | Not very helpful or knowledgeable-2 | Somewhat helpful or knowledgeable-3 | Reasonably helpful or knowledgeable-4 | Very helpful or knowledgeable-5 | Total |
|---------------------------------------|-------------------------------------|-------------------------------------|---------------------------------------|---------------------------------|-------|
| | | 2 | 0 | 28 | 30 |
| | | 6.67% | | 93.33% | |

If you had a recruitment event or candidate assessment, how satisfied were you with the results? (*)

| Very Dissatisfied-1 | Somewhat Dissatisfied-2 | Satisfied-3 | Very Satisfied -4 | N/A | Total |
|---------------------|-------------------------|-------------|-------------------|-----|-------|
| | | 4 | 26 | | 30 |
| | | 13.33% | 86.67% | | |

Would you use the AJCC services for your business and hiring needs again in the future? (*)

Yes = 26 (86.67%)
Maybe = 3
No = 1

Would you recommend the services to other employers? (*)

Yes = 26
Maybe = 4
No = 0

(*) Dated 6-4-2018



SETA and Sacramento Works • 925 Del Paso Blvd. Suite 100 • Sacramento, CA 95815
www.SETA.Net and www.SacramentoWorks.Org • Phone (916) 263-3800

SPONSORSHIP & ADVERTISING BENEFITS

Our attitude toward sponsors is that we want to do everything we can to make sponsorship a great experience that's both valuable and repeatable!

(This is a mock-up that would be re-worked for individual events and activities that sponsors can fund, with opportunity-by-opportunity and right-sized sponsorship fees and benefits)

Guidelines for Sponsorship benefits include:

| Sponsorship Benefits | Platinum \$5,000 | Gold \$2,500 | Silver \$1,000 | Bronze \$500 | Supporter \$100 |
|-----------------------------|-----------------------------|-------------------------|---------------------------|-------------------------|----------------------------|
| 1. | Yes | | | | |
| 2. | Yes | | | | |
| 3. | Yes | | | | |
| 4. | Yes | | | | |
| 5. | Yes | Yes | Yes | | |
| 6. | Yes | Yes | Yes | | |
| 7. | Yes | Yes | Yes | | |
| 8. | Yes | Yes | Yes | Yes | |
| 9. | Yes | Yes | Yes | Yes | |
| 10. | Yes | Yes | Yes | Yes | Yes |
| 11. | Yes | Yes | Yes | Yes | Yes |
| 12. | Yes | Yes | Yes | Yes | Yes |



SACRAMENTOWORKS
YOUR WORKFORCE RESOURCE

SETA and Sacramento Works • 925 Del Paso Blvd. Suite 100 • Sacramento, CA 95815
www.SETA.Net and www.SacramentoWorks.Org • Phone (916) 263-3800

SPONSORSHIP AGREEMENT

Our attitude toward sponsors is that we want to do everything we can to make sponsorship a great experience that's both valuable and repeatable!

Your contribution is tax deductible? Provide 501c3 info

Sponsorship Level

| | | | | |
|---|---|--|--|--|
| \$5,000 <i>(by invitation)</i> <i>(Limited to 2)</i> <input type="checkbox"/> | \$2,500 <i>(Limited to 4)</i> <input type="checkbox"/> | \$1,000 <i>(Unlimited)</i> <input type="checkbox"/> | \$500 <i>(Unlimited)</i> <input type="checkbox"/> | \$100 <i>(Unlimited)</i> <input type="checkbox"/> |
|---|---|--|--|--|

Total Investment \$ _____

Company: _____

Name: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____

Terms & Deadlines:



SACRAMENTOWORKS
YOUR WORKFORCE RESOURCE

SETA and Sacramento Works • 925 Del Paso Blvd. Suite 100 • Sacramento, CA 95815
www.SETA.Net and www.SacramentoWorks.Org • Phone (916) 263-3800



SACRAMENTOWORKS
YOUR WORKFORCE RESOURCE

Thank you for receiving and agreeing to review our:

**SACRAMENTO EMPLOYMENT
AND TRAINING AGENCY**
Sponsor Solicitation and Introductory package