

**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
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, October 14, 2020**

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

Location: <https://us02web.zoom.us/j/84487149469>

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/84487149469>. 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 +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799. International numbers available at: <https://us02web.zoom.us/j/kzwVBo4xJ>. Webinar ID: 844 8714 9469. 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 Sept. 9, 2020 Minutes
- 3.** **DISCUSSION ITEM:** Review the '**Action Plan**' for Employer Outreach
- 4.** **DISCUSSION ITEM** - Curating the Employer Outreach Committee
 - Current/Prospective Roster
 - Letter of Invitation to **Sharon O'Sullivan** current board member & CA Dept of Rehabilitation.
 - New targeted members?
 - Analysis

5. **DISCUSSION ITEM:** Progress on updated Employer Contacts, EMail addresses, etc. to use in soliciting surveys, newsletter and targeting 'Employer Visits' (William)
6. **DISCUSSION ITEM:** Scheduling Employer Meetings, Visiting & Interview Teams?
7. **DISCUSSION ITEM:** Annual Employer Survey and plans for mass/incremental use (Ed)
8. **ACTION** – Endorse Survey for use
9. **ACTION:** 2020-2021 Employer Outreach Budget for endorsement - Survey of recent years promotions & results (Terri)
10. **DISCUSSION ITEM: Envisioning a SETA/Sacramento Works - Annual Program Calendar** – Quarterly Newsletters, Monthly visits, Thinking about a (virtual) seminar?
11. **ACTION ITEM: Next Meeting Wed., November 18, 2020?**
12. **ADJOURNMENT**

Committee Members: Ed Baker, Ron Ellis, Troy Givans, Christine Laster, Janet Neitzel, 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, OCTOBER 7, 2020

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

Wednesday, September 9, 2020
3:00 p.m.

Meeting held electronically

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

Members Present: Ron Ellis, Ed Baker, Fabrizio Sasso, Janet Neitzel (joined at 3:03 p.m.)

Member Absent: Troy Givans, Christine Laster

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

Mr. Ellis appointed Ms. Neitzel to the Committee.

2. Action: Approval of July 8, 2020 Minutes

Mr. Ellis read some corrections to the minutes.

Moved/Sasso, second/Baker, to approve the July 8 minutes with corrections.

Roll call vote:

Aye: 4

Nay: 0

Abstentions: 0

Absent: 2 (Givans and Laster)

3. DISCUSSION ITEM: Review the '*Action Plan*' for Employer Outreach

This document was developed with Mr. Wylie and the Executive Committee in June. Mr. Ellis reviewed the Employer Outreach Committee Action Plan.

4. DISCUSSION ITEM: - Review of the DRAFT Sponsor Solicitation and Introductory Package
 - Fine Tuning
 - Making Introductions
 - Solicitation Events & Targets?

Mr. Ellis stated that this package has been reviewed in depth with legal counsel.

5. ACTION ITEM: Approve Version 1.0 for Endorsement by the Full Board

This document will be used selectively and defining each time which pieces to use. The portion regarding solicitation of sponsors will be updated for each individual opportunity. Mr. Ellis expects this document to be revised routinely.

Moved/Neitzel, second/Sasso, to endorse the Sponsor Solicitation and Introductory Package and send to the entire board for approval.

Roll call vote:

Aye: 4

Nay: 0

Abstentions: 0

Absent: 2 (Givans and Laster)

6. DISCUSSION ITEM - Curating the Employer Outreach Committee

- Current/Prospective Roster
- New targeted members?
 - Analysis

Mr. Ellis reviewed the current EOC roster. He was pleased to report he was in touch with Barry Broome about potential membership; he accepted and will be represented by his Chief of Staff, Brittany Jones. Mr. Ellis announced that Ms. Blackwood will similarly be represented by Andrea Ellinghouse. Both will be formally joining the committee in the coming months.

Discussing future EOC members, a review by organization employee size suggests that there is a need to have medium-sized businesses included.

Mr. Cunningham asked if Mr. Ellis planned to confirm Brittany and Andrea for membership. Mr. Ellis replied that they will be joining for two meetings and then they will be up for membership at the third meeting.

7. DISCUSSION ITEM: Employers data preview

Mr. William Walker reviewed the snapshot of employer data that we work with. When reviewing the report, construction and services came up as industries that are most inclined to have worked with SETA/Sacramento Works. There are also a lot of staffing industries included. Many of the staffing industries provide benefits like health insurance for their employees. Volt Staffing does a lot of work with Apple. Nelson Staffing did a lot of the hiring for Blue Diamond.

Mr. Walker stated that it is difficult getting information from employers on who they hire and other detailed information. Mr. Walker will have staff add more e-mail and contact information to the list.

8. DISCUSSION ITEM: SETA/Sacramento Works Employer Meetings, Visiting & Interview Teams?

The idea was tossed around of getting out to visit employers, now by Zoom or phone. Ron's initial experience suggests this is not going to be an easy task. He has been working with Roy and trying to get in touch with SETA employers to set-up meetings. Succeeding with scheduling the meetings will give us a pulse of the employers we serve. He asked if anyone had thoughts and if any EOC members would be willing to reach out to employers?

Mr. Baker thinks it's a good idea to do this. The survey is a way to break the ice but the actual meeting will provide even more information.

Mr. Wylie is excited to share this message and to start with this group. He wants to make an appeal to board members to include the EOC in their business social groups and offer themselves or invite an EOC member to make a brief introductory presentation. Mr. Wylie noted that he would be willing to introduce us to his Convene business group.

9. ACTION ITEM: Endorse setting up monthly Employer visits and an ongoing schedule with visits to be arranged by staff. The nature of the discussion made it clear that agreement on this item was implicit and unanimous.
10. DISCUSSION ITEM: Annual Employer Survey and an EOC/Staff Working Group to Draft an update

Mr. Baker shared that the survey that was included in the agenda was done in 2018. The intent would be to get as much information as possible from the local businesses we have/could serve. This was only done once so there is not much history. We need to consider adding some demographic data to let us see what sized (Employee count) employers we have and to identify their industry. Other suggestions include the length of engagement; how long have we been interacting with the company?

Mr. Ellis suggested the formation of a subcommittee to be led by Ed Baker, to finalize the survey and bring it back to the EOC for final approval. Mr. Ellis asked for volunteers to participate. Brittany Jones, Roy Kim and Renee John agreed to participate.

11. DISCUSSION ITEM: First look at the Employer Outreach budget for 2020-2021 (*Survey of recent years promotions & results?*)

Ms. Carpenter reviewed the budget for 2020-2021 including the various things the EOC decided to focus on. Mr. Ellis stated that his preference is to review this budget, then re-visit and move forward for approval at the October meeting.

12. DISCUSSION ITEM: Envisioning a SETA/Sacramento Works - Annual Program Calendar – Quarterly Newsletters, Monthly visits, Seminars

Ms. Carpenter reviewed the annual program calendar. There was also discussion of a newsletter. We are working to collaborate and co-sponsor teams to work on the newsletter. Perhaps a quarterly newsletter will communicate our successes and be used to reach out to employers.

Mr. Wylie stated that newsletters can be difficult to regularly churn out. Ms. Carpenter stated that she will rely on recommendations/expertise of EMRL to develop a template for approval to the committee. There will not be additional costs as this would be part of their regular work.

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.

This item was reviewed; no additional discussion.

Moved/Sasso, second/Baker to approve the launch of a quarterly newsletter.

Roll call vote:

Aye: 4

Nay: 0

Abstentions: 0

Absent: 2 (Givans and Laster)

14. Next Meeting Wed., October 14, 2020: No action taken.

Mr. Wylie thanked Mr. Ellis and participants for the excellent participation.

15. Adjournment: The meeting was adjourned at 3:49 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

STATISTICS:

SETA/Sacramento Works

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			
<u>REPRESENTED</u> Amanda Blackwood President & CEO <i>Represented by:</i> Andrea Ellinghouse Exec. Director	Sacramento Metropolitan Chamber of Commerce Metro Chamber Foundation	Prospective (Jan. 2021)			
<u>REPRESENTED</u> Barry Broome President & CEO <i>Represented by:</i> Brittany Jones Chief of Staff	Greater Sacramento 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	Member			
<u>REPRESENTED</u> Sharon O'Sullivan Team Manager <i>Represented by:</i>	CA Dept. of Rehabilitation				
Fabrizio Sasso Executive Director	Sacramento Central Labor Council	Member			



SAMPLE **IMAGINED** EOC Members

Name/position	Company	Address	Phone	Fax	E-Mail
<i>REPRESENTED</i> Mr David Lichtman Publisher <i>Example</i>	Sacramento Business Journal				
<i>REPRESENTED</i> 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 Analysis

This ideal Employer outreach committee membership is envisioned as a way to give SETA/Sacramento Works both access and creditability 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



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

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 Construction Education Food Services Government Health Care Hospitality Housing Manufacturing Medical Supplies Personal Services Publicity PR Retail Security Social Services Staffing Transportation CLOSED	Traditional OJT	2 Years or More 5 Years or More

October 5, 2020



EOC led Initiatives 2017, 2018 & 2019

2017 Talent Campaign –

Billboard at Sacramento Metro Airport 1 year placement - \$10,740; Media Buys - \$35,000 (*print ads in Sacramento Business Journal, KFBK, Capital Public Radio, Google Ad words*)



Helping your business find talent through hiring and training

Sacramento Works provides services to companies in Sacramento County.



Sacramento Works outreach and recruitment services

- Job Posting Services in the five-county Sacramento Region at nearly 300 referral source to maximize recruitment efforts.
- Skill assessments to help the employer hire the right people.
- Provide customized training to job seekers in preparation for hire/new employment.
- Customized Recruitment Events for your extensive hiring needs.
- Screening Services for the most qualified applicants for key positions within your organization or company. We also provide your company with application coordination, interview scheduling and interview space.



Direct access to work opportunity tax credits

The Work Opportunity Tax Credit (WOTC) promotes hiring of individuals who qualify as a member of one of these groups:

- Long-term unemployed
- Laid-off workers
- Veterans
- Individuals on Public Assistance
- Ex-Offenders



SACRAMENTOWORKS
YOUR WORKFORCE RESOURCE

➤ Interested? Call us at 877-920-JOBS



SACRAMENTOWORKS

2018 Build Your Own Workforce

\$2,500 plus 5 internal staff to support the coordination, development and delivery of workshops.

Are you an employer looking for cost effective solutions to hire and train new workers?

Build Your Own Workforce

A new no-cost program providing your business with the tools to hire, train and mentor entry-level workers.

Q Are the candidates you're hiring work ready and the right fit for the job?

A Work Readiness and Interest Assessments (1 four hour workshop):
Sacramento Works will provide technical assistance to your business on how to use the **New World of Work 21st Century Work-Readiness Skills Training** curriculum to ensure candidates that you are hiring are work ready. Plus provide technical assistance on how to use **CalJobs Career Explorer** to ensure that the candidates you interview are the right fit for the job.

Q Does the candidate you want to hire have the right skills?

A Work Skills Assessment (1 four hour workshop):
Sacramento Works will provide your business with technical assistance on how to interpret the **WorkKeys Skills Assessment** based on job descriptions/hiring criteria and how skills assessments can be used in the candidate interviewing process to develop a candidate success profile.

Q How can you cut training costs of entry-level workers through mentorship?

A Mentorship Training (2 four hour workshops):
Sacramento Works will provide a **"Turn-Key" Mentorship solution** to Businesses to assist Supervisors and Managers in growing your workforce.

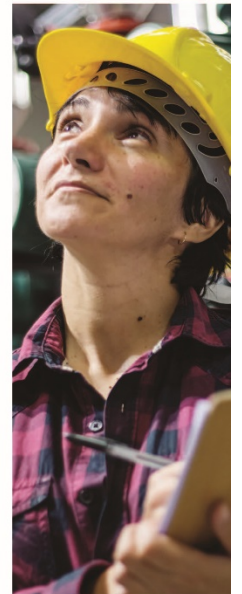
- Mentoring Skills for Mentors (1 four hour workshop)
- Launching and Managing a Mentoring Program (1 four hour workshop)

Both courses are highly interactive and at the end of this program you will be able to undertake and carry out the mentor's roles and responsibilities and define the objectives of a mentoring program.

Attend the series of workshops designed to provide you with the tools to develop your workforce at no cost to you!

For workshop details go online:
SacramentoWorks.org/BYOW

For more information contact:
Josh Woodson
(916) 263-3884
Joshua.Woodson@seta.net





SACRAMENTOWORKS

2019 Future Focus See below 2019- 2020 Expenditure / Income Report

Still live at:

<https://gofuturefocus.com/>

The screenshot displays the Future Focus website interface. At the top, there is a navigation bar with 'FUTURE FOCUS' and 'Speakers Schedule'. The main banner features a large image of an audience at a conference with the text 'TECHNOLOGY DISRUPTION IS COMING...' and a call to action 'IS YOUR BUSINESS READY?'. Below the banner, a message reads 'THE CAPITAL REGION WORKFORCE BOARDS WANT TO THANK YOU FOR ATTENDING!'. A video player shows a man speaking, with a play button overlay. Below the video, a paragraph states: 'The Capital Region Workforce Boards have teamed up to offer employers and hiring managers in the Northern Central California region access to the right business resources and supports, so that you can focus on the important parts of your business.' A 'Learn More' button is located below the text. Further down, a section titled 'CHECK OUT THE FUTURE FOCUS EVENT PHOTOS!' is followed by a grid of 24 small photographs capturing various moments from the event, including speakers, panelists, and attendees.



SACRAMENTOWORKS



KEYNOTE SPEAKER

Our keynote speaker Patrick Schwandegger, a national expert on technology trends and how to disrupt your business, will explain how you can survive the upcoming energy.

Patrick has headlined events for dozens of Fortune 500 companies in a wide variety of industries as well as government and association events all around the world. His programs focus on technology trends including big data, artificial intelligence, FinTech, blockchain, and digital marketing.

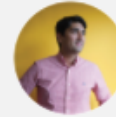
SPEAKERS



Kevin Kiley
California Assemblyman District 8



Bill Mueller
Valley Vision



Anesh Raman - Closing Speaker
Senior Advisor for Strategy and External Affairs, CA
Governor's Office of Business and Economic
Development

PANELISTS



AJ Jacobs
Chief Information Security Officer, SIVCO



Krista Griffin
Head of Talent Management and Strategy,
Stanford Health Care



Kevin McDrew
Director of Quality Management, Siemens

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BROUGHT TO YOU BY OUR WORKFORCE BOARDS



In Partnership with





Future Focus Event Expenditure / Income Report

Future Focus Event						
REVENUE						
Registrations						\$2,694.84
Sponsorships						5,285.80
Regional Grant						75,000.00
Employer Outreach						40,000.00
TOTAL						\$122,980.64
EXPENDITURES						
Speaker Fee						\$14,214.25
Event Planning and Coordination						45,000.00
Catering						5,837.25
Marketing, Website , Event Materials						34,986.69
Supplies						1,801.31
Photography						500.00
TOTAL						\$102,339.50
BALANCE - Employer Outreach						\$20,641.14



THE OUTREACH BUDGET PY 2019- 2020

On June 6, 2019, the SETA Governing Board approved the Resource Allocation Plan for PY 2019-2020 which included \$94,258 for Board Initiatives. Funds approved for Sacramento Works, Inc. Board Initiatives include employer outreach. Based on the current year expenditures to date, and the carryover of \$68,172 in Board Initiative funds, the amount being recommended for employer outreach activities is \$100,000, leaving a balance of \$62,430 for other Board Initiatives to be determined in the next few months.

The chart below shows Employer Outreach expenditures for the PY 2018-2019 and the proposed Employer Outreach Budget for the PY 2019-2020

Employer Outreach Activity	PY 2018-2019 Expenditures	PY 2019-2020 Proposed Budget
Job Fair/Business Events	\$ 1,495	\$ 2,000
Employer Outreach	36,429	62,000
Marketing-Graphic Design Services	36,000	36,000
TOTAL	\$ 73,924	\$ 100,000



ACTION ITEM: APPROVE THE OUTREACH BUDGET PY 2020- 2021

On June 4, 2020, the SETA Governing Board approved the Resource Allocation Plan for PY 2020-2021 which included \$94,402 for Board Initiatives. Funds approved for Sacramento Works, Inc. Board Initiatives include employer outreach. Based on the current year expenditures to date, and the carryover of \$62,010, the amount being recommended for employer outreach activities is \$100,000, leaving a balance of \$56,412 for other Board Initiatives to be determined in the next few months. The chart below shows Employer Outreach expenditures for the PY 2019-2020 and the proposed Employer Outreach Budget for the PY 2020-2021

Employer Outreach Activity	PY 2019-2020 Budget	PY 2019-2020 Expenditures	PY 2019-2020 Unspent Funds	PY 2020-2021 Proposed Budget
Job Fair/Business Events	\$ 2,000	\$ 1,990	\$ 10	\$ 2,000
Employer Outreach	62,000	--	62,000	62,000
Marketing-Graphic Design Services	36,000	36,000		36,000
TOTAL	\$ 100,000	\$ 37,990	\$ 62,010	\$ 100,000

STAFF RECOMMENDATION:

Approve the PY 2019-2020 Employer Outreach Budget of \$100,000 to support employer outreach activities.



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.



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*)