

**WORKFORCE DEVELOPMENT
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2SS.com

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Sacramento Sierra's Building & Construction
Trades Council

KRISTIN GIBBONS
Department of Human Assistance

TROY GIVANS
County of Sacramento, Economic
Development

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Sacramento County Office of Education

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SMUD

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Sacramento Employment & Training Agency

CHRISTINE LASTER
Siemens

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SEIU – United Healthcare Workers

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JANET NEITZEL
Employment Development Department

DR. JAMEY NYE
Los Rios Community College District

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Sacramento Central Labor Council

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Sutter Health

RICK WYLIE – Chair
Villara Building Systems



SACRAMENTOWORKS

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

Date: July 8, 2020

Time: 3:00 p.m.

Location: <https://us02web.zoom.us/j/86781151332>

In response to the Governor's Executive Order N-29-20 relating to the COVID-19 Pandemic, the Sacramento Works, Inc. Employer Outreach Committee is conducting this meeting on Zoom at: <https://us02web.zoom.us/j/86781151332>. This meeting will be closed captioned. 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 dialing any of the following telephone numbers and entering in the Webinar ID: 867 8115 1332: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 301 715 8592 or +1 312 626 6799 or +1 929 205 6099. Members of the public are encouraged to participate in the meeting by submitting written comments in the Q&A section of the Zoom meeting or by email to: Nancy.Hogan@seta.net. Public comments will be accepted until the adjournment of the meeting, distributed to the Employer Outreach Committee, and included in the record.

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 June 10, 2020 Minutes
3. **DISCUSSION ITEM: 'Action Plan'** for Employer Outreach
 - Review & Discuss SETA/Sacramento Works Employer Benefits Survey
4. **DISCUSSION ITEM:**
 - Review of a 'Straw Man' Style Starting Place on SETA's Who, What, Why?
 - Enable Quick Development of a Sponsor Solicitation Package
 - Equip Committee, Board, etc. with Tools to be Comfortable and well equipped in making the 'ASK'
 - Mission, Services & Resources, Vision, Statistics

5. **ACTION ITEM:** Working Group to Draft/Review Sponsor Package
6. **DISCUSSION ITEM -** Curating the Employer Outreach Committee
 - Current Roster
 - Sample Imagined Roster
 - Represented Members
 - Sample Letter of Invitation
 - Analysis
7. **ACTION ITEM:** Endorse Recruiting Plan & 'Represented' Positions for Sacramento Metro Chamber, and Greater Sacramento Economic Council
8. **DISCUSSION ITEM:** SETA/Sacramento Works - Annual Program Calendar
9. **DISCUSSION ITEM:** SETA/Sacramento Works – Branding
10. **ADJOURNMENT**

Committee Members: Ron Ellis, Troy Givans, Babette Jimenez, Christine Laster, Fabrizio Sasso

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

DISTRIBUTION DATE: WEDNESDAY, JULY 1, 2020

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

Wednesday, June 10, 2020
3:00 p.m.

Meeting held electronically

1. **Call to Order/Roll Call:** Mr. Wylie called the meeting to order at 3:04 p.m. The roll was called; a quorum was not established.

Mr. Wylie stated that while he will be moving on from being Chair of this committee, he will attend other meetings digitally. As Chair of the Board, he chose to do that and give up the Chair of the Employer Outreach Committee. The Executive Committee went through and discussed the role of the different committees and chairs. He will be asking each committee to be much more active and reconsider its role in light of COVID-19 and the massive loss of jobs. While many jobs will come back, many businesses may not return and many jobs will not be needed. Our whole board will be talking about this at the June meeting. There will also be new sources of funding to pursue. How do we get businesses more involved with us? Sponsorships? Fundraising? The Employer Outreach Committee (EOC) needs to have expanded outreach to employers to find out changes in staffing. What do employers need (digital training) to support them? Can we get employers to be program sponsors? Mr. Wylie is hoping this committee can bring this to the table.

Mr. Wylie stated that one of the things he wants to institute is a Fundraising Committee. Funds raised can be utilized in a number of different ways to support board and youth programs.

A quorum was achieved at 3:16 p.m. and the roll was called.

Members Present: Ron Ellis, Babette Jimenez, Rick Wylie, Fabrizio Sasso, Troy Givans (joined at 3:21 p.m.)

Member Absent: Christine Laster

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

2. **ACTION:** Approval of December 11, 2019 and January 29, 2020 Minutes

The minutes were reviewed; no questions or corrections.

Moved/Sasso, second/Wylie, to approve the December 11, 2019 and January 29, 2020 minutes as distributed.

Roll call vote:

Aye: 4 (Ellis, Jimenez, Sasso, Wylie)

Nay: 0

Abstentions: 0
Absent: 2 (Givans, Laster)

3. **DISCUSSION ITEM:** The Current Business Landscape and the Role of the Employer Outreach Committee

Mr. Ellis referenced an article from the Sacramento Business Journal on ways to help the underserved go digital.

Mr. Givans joined the meeting at 3:21 p.m.

The article is pointing to what Sacramento Works is doing. Mr. Ellis read a list of services that SETA provides to the community.

Mr. Ellis would like to have a subcommittee to review what is clearly defined and what our benefits are and what we are communicating. Ms. Carpenter will provide a history of marketing that has already been done. Mr. Cunningham stated that in the past we have done advertising, brochures, and handouts. There is a whole history of things we have done in the past for branding specifically oriented toward employers. Ms. Carpenter will put together a sample of marketing strategies.

Mr. Wylie left the meeting at 3:28 p.m.

Mr. Ellis stated that in the months ahead, he envisions we will reach out to businesses to get financial sponsors and contacts. He wants to put together a sponsorship 'sales pitch' package and involve all Committee members to solicit sponsors.

Mr. Ellis asked for volunteers to participate; Ms. Jimenez offered to assist but she is retiring at the end of September. Ms. Jimenez agreed to serve on this subcommittee to assist in the review. Mr. Ellis asked Mr. Sasso and he agreed.

Mr. Ellis wants to have a follow-up meeting set early in July and will have an e-mail followup to go with the minutes.

There was discussion of when to have the next meeting. Ms. Carpenter stated that typically the committee met on Wednesdays but staff is open to what is best for the Chair and EOC. Staff can do a doodle poll or keep it on the first Wednesday. It depends on availability of the group but it helps to have a regular meeting time. Mr. Ellis suggested July 8 at 3 p.m. for the next EOC meeting.

4. **DISCUSSION ITEM:** Future Focus Event 2020: This item was tabled.

5. **ADJOURNMENT:** The meeting was adjourned at 3:40 p.m.



ACTION PLAN

Prepared by Rick Wylie with the Executive Committee
Endorsed by the Sacramento Works Board 6-24-2020

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



BENEFITS SURVEY

Seven (7) Responses summary

5	9		Recruitment	Sacramento Works can develop a customized recruitment event to address your hiring needs
5	16	SacWorks	Recruitment	You can call us direct at 1 (877) 920-5627 (JOBS) and we will take your job order over the phone, or submit your Job Order Form by using the form below. You can also register in our system to post your own job orders at www.caljobs.ca.gov .
5	27		Training	Customized Training Programs Sacramento Works, in partnership with the Employment Training Panel and local educational entities, can offer training to your current employees.
5	29	FLYER Help	Various	Outreach and recruitment services * Job Positng * Skill Assessment * Customized training * Customixed Recruitment * Screening Services
4	10		Recruitment	Save time and money by letting us screen your applicants. (Applications & Interviews)
4	11		Recruitment	Sacramento Works' career fairs as well as the numerous career fairs and community events Sacramento Works takes part in.
4	13		Outplacement	Coordinate services to assist workers in finding new jobs or receiving training for new careers.
4	20		Recruitment	Recruitment and Hiring
3	12		Recruitment	Feel confident you are hiring the right people by using our skills assessment tools. Job assessment systems, such as WorkKeys,
3	31	FLYER Desc	Various	Let Sacramento Works help you creat a better workforce * Job Posting Services * Customized Recruitment Events * Labor Market Info. * Skills Assessment * Tax Credits * On-The-Job Training * Applicant Screening Services

The perspective of this survey is **inside-out**. In the future we'll want to modify it adding an **outside-in** perspective.

- Computer Lab
- Counseling
- Info. Resources
- Out-Placement
- Recruitment
- Tax Credits
- Training



A ‘Straw Man’ style starting place

Objective: Many able to quickly communicate and ‘ASK’ with confidence:

Short Term agreement for: A ‘Straw Man’ style starting place on SETA’s Who, What, Why?

MISSION:

Current ‘committee’ version’

To use our unique expertise in serving entry-level, underserved, lower-skilled youth and adult workers. Together with the workforce community we assist those individuals and prospective employers by helping them obtain productive employment where they can gain experience and expertise on-the-job, and/or seek further education in order to build a career.

Original

To use our unique expertise in serving entry-level, underserved, lower-skilled and youth workers. We assist those individuals and their prospective employers in getting them placed into jobs where they can gain experience and expertise on-the-job, and/or seek further education in order to build a career.

Current

After digesting my board member notebook, websites, brochures, etc. the only mission statement I’ve found was this entry in 2017-2018 strategic plan. It appeared again in the recent board member package on page 1:

Partnering with the workforce community to service regional employment needs

A.k.a.

Sacramento Works partners with the workforce community to service regional employment needs

SERVICES & RESOURCES:

To accomplish this SETA offers an array of services including: Access to Information Resources, Counseling, Outplacement, Recruitment, Tax Credit Assistance and Training. It also collaborates with key community partners like the Los Rios Community College Dist., Labor, as well as public and private sector business development organizations.

SETA operates a network of job centers and manages certain employment programs.

VISION:

DRAFT

Providing services that are rated highly by the individuals and businesses we serve, and that are judged by our funders and collaborators as well worth legislated investments.

Current

Building a dynamic workforce for the Sacramento Region.



STATISTICS:

The current list of '**active**' SETA/Sacramento Works 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 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, 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
Mr. Ronald 'Ron' J. Ellis Managing Director / Owner	2SS.com LLC
Mr. Troy Givans Director of Economic Development	County of Sacramento
(*) Ms. Babette Jimenez Senior Program Strategist	College of Continuing Education California State Univ. Sacramento
Ms. Christine Laster Human Resources Manager	Siemens
(*) Mr. Fabrizio Sasso Executive Director	Sacramento Central Labor Council
<i>Retiring</i> Ms. Louise Stymeist Program Manager	Sacramento County Office of Education (SCOE)
<i>Ex officio</i> Mr. Rick Wylie , President & SETA Board Chair	Villara Building Systems
<u>Staff support:</u> Terri Carpenter , Bill Walker	Sacramento Employment & Training Agency



SAMPLE **IMAGINED** Employer Outreach Committee

Name/position	Company
<p><i>REPRESENTED</i> Ms. Amanda Blackwood President & CEO <i>Example</i> Katie Earl Vice President of Member Services</p>	<p>Sacramento Metropolitan Chamber of Commerce</p>
<p><i>REPRESENTED</i> Mr. Barry Broom President & CEO <i>Example</i> Scott Powell Senior Vice President, Business</p>	<p>Greater Sacramento Economic Council</p>
<p>Mr. Ronald 'Ron' J. Ellis Managing Director / Owner</p>	<p>2SS.com LLC</p>
<p>Mr. Troy Givans Director of Economic Development</p>	<p>County of Sacramento</p>
<p>(* Ms. Babette Jimenez Senior Program Strategist</p>	<p>College of Continuing Education California State Univ. Sacramento</p>
<p>Ms. Christine Laster Human Resources Manager</p>	<p>Siemens</p>
<p><i>REPRESENTED</i> Mr. David Lichtman Publisher <i>Example</i></p>	<p>Sacramento Business Journal</p>
<p><i>REPRESENTED</i> Mr. Don Nottoli Supervisor Dist. 5 SETA Governing Board Chair <i>Example</i> Chief of Staff, Rebecca Thornton Sloan</p>	<p>Sacramento Board of Supervisors</p>
<p>(* Mr. Fabrizio Sasso Executive Director</p>	<p>Sacramento Central Labor Council</p>
<p><i>REPRESENTED</i> Evan Schmidt</p>	<p>Valley Vision</p>



Name/position	Company
<u><i>Example</i></u> Renee John	
<u><i>Ex officio</i></u> Mr. Rick Wylie , President Sacramento Works Board Chair	Villara Building Systems
<u>Staff support:</u> Terri Carpenter, Bill Walker	Sacramento Employment and Training Agency



SETA/Sacramento Works Employer Outreach
(Sample Letter)

Thanks for meeting with me recently and for agreeing to receive this letter of invitation to serve on the **Employer Outreach Committee of SETA/Sacramento Works.**

As you will recall we are making concerted efforts to re-position SETA/Sacramento Works in the Sacramento Business Community by intensely focusing on what we have done well for many years. It's captured in our mission statement:

To use our unique expertise in serving entry-level, underserved, lower-skilled youth and adult workers. Together with the workforce community we assist those individuals and prospective employers by helping them obtain productive employment where they can gain experience and expertise on-the-job, and/or seek further education in order to build a career.

The purpose of this letter is to invite you to formally accept our invitation and mutually agree to the following committee membership expectations:

- You will commit to personally attending or being represented by a designee at a majority of our committee meetings each year.
- You may designate a member of your staff to represent you at one or more meetings.
- After you and/or your designee have attended three (3) consecutive meetings we'll move to formalize membership on the committee.
- It is our desire, but not a requirement that you might name a specific designee on your staff that we can include in our meeting announcements, meeting agendas, and supporting materials.
- If you or your designee are not available our priority is that the Metro Chamber be represented by someone who can represent your organization in the committee's decisions and/or agree to consult directly with you to arrive at a subsequent decision.
- Meetings of this committee are subject to a government mandated quorum requirement so attendance is also important for that reason.
- Whenever you judge it to be appropriate you will be more than welcome to join us personally, and if you feel it's appropriate, to have your designated representative accompany you as a guest (*public participant*) at the meeting.

Thank for your willingness to work with us to make SETA/Sacramento Works more-and-more effective.

Sincerely,

Ronald J. Ellis
Employer Outreach Chair

Signed to accept this invitation:

Ms. Amanda Blackwood

Date



Analysis

This idealized Employer Outreach Committee membership is envisioned as a way to give SETA/Sacramento Works both access and credibility in pursuing and achieving our objectives. It would come to include many of the leading organizations involved in Business Development and aim at making them partners in planning and conducting successful SETA/Sacramento Works programs and events.

The above list includes what would ideally become 5 to 7 “*REPRESENTATIVE*” committee members as well as our current membership of just 5. The 5 current members might be complemented by curating 2 or 3 additional members that represent selected larger 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
Pacific Ethanol(?)
- Very Large 500 to 999+
Christine Laster, Siemens
Rick Wylie, Villara Building Systems



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 Entry-level, Underserved, Low-skilled Adults and Youth Workers” and Employer Awards • 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 E-Mail Newsletter with:

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

Employer Outreach Activity Every Month:

- Meeting with Employer
- 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/Sacramento Works services (regular schedule Zoom)

Branding

www.SETA.Net vs. www.SacramentoWorks.Org

We say...

SETA – **Sacramento Employment and Training Agency** is the administrating agency for

- Children and Family Services – Head Start (*which also has a separate website*)
- Community Services
- Workforce Development Department a.k.a. Sacramento Works

All together www.SETA.net

And we say....

The above Workforce Development Department is

- Community Programs & Resources
- Sacramento Works Employer and Business Services, and
- The Job Center system is Sacramento Works Job Centers
- www.SacramentoWorks.Org aka **SACRAMENTO WORKS, INC.**
and <https://www.seta.net/workforce-development-services/>

So, the widely known entity SETA with the names '**Employment**' and '**Training**' is roughly 1/2 of those entities, and is referred to internally as the *Workforce Development Department*. However, that *Workforce Development Department* which effectively does all the public-facing **Employment** and **Training** does not include those names, but goes by the separate brand name **Sacramento Works, Inc.**

Immediate compromise as Suggested by Terri Carpenter:

SETA/Sacramento Works

Longer Term?