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RICK WYLIE – Chair
Villara Building Systems



SACRAMENTOWORKS

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

Date: Wednesday, August 12, 2020

Time: 3:00 p.m.

Location: <https://us02web.zoom.us/j/87547367693>

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/87547367693>. 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/87547367693>. Webinar ID: 875 4736 7693. 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 June 10, 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 Roster
 - Sample Imagined Roster (ideas?)
 - Analysis
7. **DISCUSSION ITEM:** SETA/Sacramento Works Employer Meetings, Visiting & Interview Teams? (Ron & Roy)
8. **ACTION ITEM:** Endorse Setting-up Monthly Employer Visits and an Ongoing Schedule with Visits to be Arranged by Staff.
9. **DISCUSSION ITEM:** Annual Employer Survey and an EOC/Staff Working Group to Draft a Sample
10. **DISCUSSION ITEM:** Review the Employer Outreach Budget for 2020-2021
11. **DISCUSSION ITEM: Envisioning a SETA/Sacramento Works - Annual Program Calendar – Quarterly Newsletters, Monthly Visits, Seminars**
12. **ACTION ITEM:** Request Staff to Develop a Simple Newsletter Template to Send Out Each Quarter in the Next Six Months.
13. **ACTION ITEM: Next Meeting Wed., September 9, 2020**
14. **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, AUGUST 5, 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.



SACRAMENTOWORKS
YOUR WORKFORCE RESOURCE

Thank you for receiving and agreeing to review our:

SETA/Sacramento Works

Sponsor Solicitation and Introductory package

PURPOSE, MISSION & VISION

SERVICES FOR EMPLOYERS

WHAT EMPLOYER'S SAY...

EMPLOYER EXPERIENCE

OUR SUCCESSES

SPONSORSHIP & ADVERTISING BENEFITS

SPONSORSHIP AGREEMENT

PURPOSE, MISSION & VISION

In July of 1987 SETA/Sacramento Works first incorporated with the specific purpose:

...To assist 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.



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www.SETA.Net and www.SacramentoWorks.Org • Phone (916) 263-3800

SERVICES FOR EMPLOYERS

SETA\Sacramento Works offers a variety of Outreach and Recruitment Services:

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

Our 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*)



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WHAT EMPLOYERS SAY...

Villara Building Systems knows firsthand the value of working with SETA/Sacramento Works 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 SETA/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/Sacramento Works 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



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EMPLOYER EXPERIENCE

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

Acara Solutions, Inc.
 Acrobat Outsourcing
 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
 ASC Profiles
 Asian Market Restaurant
 Assurance Roofing &
 Construction
 BTC Global, Inc
 Cache Creek
 California Human Development
 Caltrans
 Capital Staffing, Inc.
Casa Coloma
 CDCR
 Child Abuse Prevention Council
 of Sacramento, Inc.
 ChildCare Careers
 Choices Person Centered
 Services
 Cintas Corporation
 Circle K
 City Of Elk Grove
 City of Sacramento
 CIWP
 Clerpem USA Corp
 Command Center
 Conference Direct
 Cosumnes Community Svc Dist
 Cosumnes Service District Fire
 Department
 Courtyard By Marriott
 CPS Security
 Creative Design Interiors
 Culinary Staffing C/O
 Sacramento Sda
 Dick James & Associates, Inc.
 Dr. Narinder Sandu
East Market and Restaurant
 Easter Seals Superior CA
 EBL, Inc
 Echelon Distribution, LLC
 Education Media Foundation
 Energy Star Lighting Electric Inc.
 Epn Enterprises Inc. DBA 247
 MedStaff

Exact Staff
 Express Collision Center
 Fair Oaks Recreation & Park
 District
 Family Discount Pharmacy
 Faneuil Inc.
 FedEx Ground
 Fitness 4 Less
 GAT Airline Ground Support
 General Aviation Terminal
 General Produce Co
 GH Foods
 Gold Security Guard Services
 Goodwill
 Health 4 Life
 Health Advocates
 Hearth & Home Technologies
 Helix Environmental Planning,
 Inc.
 Herold & Mielenz Inc.
 Herrfeldt Business Ventures, INC
 Highlands Charter & Tech.
 Home Instead Senior Care
 HR To Go
 IEC/AAI Holding, Inc. dba UEI
 College-Sacramento
 InSync Consulting
 Jbeily Family Market
 Judies Cleaners, Inc
 Kelly Services, Inc 159T
 La Bou Café
 Live Well Med. Ctr.
 Los Rios Community College
 District
 Lotus Intermodal Inc.
 Love Laundry
 Mars One Services, Inc.
 Mary Ann's Baking Company
 Mather Preschool
 McDonalds
 MGA Healthcare Staffing
 Mi Rancho Tortilla
 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
 Prime Flight Aviation Services
 PST Painting
 R & M Framing
 Raleys
 Rancho Grocery Outlet
 Relevant Radio
 Renewal by Andersen
 ResCare Residential Services
 Right At Home
 Roseville Joint Union High
 School District
 Sac QI Airport Inc.
 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.
 Techno Fit, LLC
 Trench & /Traffic Supply
 UPS
 UtiliQuest, LLC
 Valley Oak Home Appliance
 Center
Villara Building Systems
 Wendy's
 WFS Worldwide Flight Services
 Wingstop 1265
 Wollborg-Michelson Personnel
 Service, Inc
 Woodmack Products, Inc.

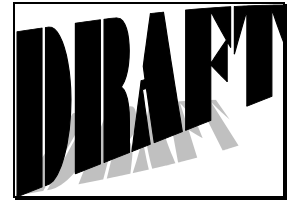
Coloring indicates: Traditional Services OJT Services Both



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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



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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



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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:



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ITEM 10 - DISCUSSION

REVIEW OF THE EMPLOYER OUTREACH BUDGET PY 2020- 2021

BACKGROUND:

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