

**WORKFORCE DEVELOPMENT
BOARD MEMBERS**

STACI ANDERSON
PRO Youth and Families

EDWARD W. BAKER
Alto Ingredients, 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 – Vice Chair
Five Star Bank

RICK WYLIE – Chair
Villara Building Systems



SACRAMENTOWORKS

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

Date: Tuesday, March 9, 2021

Time: 3:00 p.m.

Location:

<https://us02web.zoom.us/j/88637529096?pwd=VHUwREwvYWpYeXdQRXlBvZsTHVuQT09>

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/88637529096?pwd=VHUwREwvYWpYeXdQRXlBvZsTHVuQT09>. 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): One tap mobile +16699006833,,88637529096# US (San Jose). Find your local number: <https://us02web.zoom.us/j/88637529096?pwd=VHUwREwvYWpYeXdQRXlBvZsTHVuQT09>. Meeting ID: 886 3752 9096. Passcode: 093149. 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 February 9, 2021 Minutes*)
3. **FEATURED EMPLOYER:** (Renee John/Ed Baker)
4. **DISCUSSION ITEM:** '**Action Plan**' for Employer Outreach
5. **DISCUSSION ITEM:** EOC business
 - *Membership report (11 members 5 is a quorum)*
6. **DISCUSSION ITEM:** Seminars Workgroup (Andrea)
 - Update on seminar/workshop topics under consideration
 - Mini-RFP

7. **ACTION:** Endorse proceeding with a Seminars & Workshops Mini-RFP
8. **DISCUSSION ITEM: Employer Meetings**
 - Update on 'Employer Meetings' & Featured Employers
 - Volunteer for July 2021
 - Review of support by EMRL (Terri Carpenter)
9. **DISCUSSION ITEM:** Survey Workgroup update (Ed Baker):
 - Survey #1 is **being used now**. (*The results available at the time will be summarized for the March EOC meeting.*)
 - Survey #2 **was sent** on Jan. 29, 2021 to all employers who have engaged SETA/Sacramento Works in the past but have not engaged us within the past 12 months.
 - Survey #3 is being finalized using a general structure that aims at prospective employers. (Terri Carpenter).
 - **Report on initial survey results**
10. **DISCUSSION ITEM:** 'First Release' Newsletter. Thoughts about future content, EOC member contributions, etc. (Terri & EMRL's Floyd Diebel)
11. **DISCUSSION ITEM:** Employer Outreach data update and related considerations, (William Walker)
12. **DISCUSSION ITEM:** The developing SETA/Sacramento Works - Annual Program Calendar for 2021 with EOC Meetings, Monthly Employer visits, Newsletters, Virtual Seminars, etc.
13. **DISCUSSION ITEM:** Future EOC Initiatives?
Two updates on the fundraising initiative "**OJT 1-2-3 x 12 for Sacramento Employers**"
14. **DISCUSSION ITEM:** EOC Board Report
15. **DISCUSSION ITEM:** Other comments from guests, committee members, etc.
16. Next Meeting 2nd Tues., **April 13, 2021 3:00 p.m.**
17. **ADJOURNMENT**

Committee Members: Ed Baker, Ron Ellis, Andrea Ellinghouse, Linzie Fukushima, Spencer Hoke, Renee John, Brittany Jones, Christine Laster, Janet Neitzel, Ron Orr, Fabrizio Sasso, Rick Wylie (Ex-officio)

DISTRIBUTION DATE: WEDNESDAY, MARCH 3, 2021

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

Tuesday, February 9, 2021
3:00 p.m.

Meeting held electronically

1. **Call to Order/Roll Call:** Mr. Ellis called the meeting to order at 3:03 p.m. The roll was called; a quorum was established.

Members Present: Ron Ellis, Ed Baker, Linzie Fukushima, Spencer Hoke, Brittany Jones, Janet Neitzel, Fabrizio Sasso, Renee John (joined at 3:22 p.m.)

Members Absent: Christine Laster, Ron Orr

Others Present: Phil Cunningham, Kathy Kossick, Roy Kim, William Walker, Terri Carpenter, Elise Clark, Floyd Diebel, Kriztina Palone, Andrea Ellinghouse (joined at 3:10 p.m.)

2. **ACTION:** Approval of January 12, 2021 Minutes

The minutes were reviewed; no questions or corrections.

Moved/Neitzel, second/Baker, to approve the January 12, 2021 minutes.

Roll call vote:

Aye: 7 (Baker, Fukushima, Hoke, Jones, Neitzel, Sasso, Ellis)

Nay: 0

Abstentions: 0

Absent: 3 (John, Laster, Orr)

3. **FEATURED EMPLOYER:** Report or preview (Renee John)

Mr. Walker has been working with Ms. John; he reported that he has had a hard time getting information from Siemens. The backup employer is Turner Construction; a meeting will happen in the next couple of weeks.

4. **DISCUSSION ITEM:** 'Action Plan' for Employer Outreach

Our recent action plan rating and evaluation will be reviewed in several months.

5. **DISCUSSION ITEM:** EOC business:

- *Membership* report (10 members, 4 is a quorum): Endorse New Member

6. **DISCUSSION ITEM:** OJT 1-2-3 x 12 for Sacramento Employers

Mr. Ellis reviewed this item which will provide ideas or projects worthy of financing. The OJT 1-2-3 x 12 is a training program that provides opportunities for people every month. If we raise \$50,000-\$100,000 it would be a sufficient boost for the board to provide additional funds to fill in the gaps. This potentially could fund 1 to 3 OJT placements every month.

7. ACTION ITEM: Endorse submittal to Fund Development Committee:

Moved/Baker, second/Neitzel, to recommend to the Fund Development Committee to consider fundraising efforts to raise \$50,000 - \$100,000 for on-the-job training placements.

Roll call vote:

Aye: 7 (Baker, Fukushima, Hoke, Jones, Neitzel, Sasso, Ellis)

Nay: 0

Abstentions: 0

Absent: 3 (John, Laster, Orr)

Ms. Andrea Ellinghouse present at 3:10 p.m.

ACTION ITEM: Endorse new EOC member: Ms. Ellinghouse works with the Sacramento Metro Chamber of Commerce and is representing Amanda Blackwood.

Moved/John, second/Baker, to endorse Andrea Ellinghouse to serve on the EOC.

Roll call vote:

Aye: 8 (Baker, Fukushima, Hoke, Jones, Neitzel, Sasso, Ellis)

Nay: 0

Abstentions:

Absent: 3 (John, Laster, Orr)

8. DISCUSSION ITEM: Plans for '*Employer Meetings*' & Featured Employers, Volunteer for June 2021: Mr. Ellis asked for a volunteer to participate in an employer meeting with a staff member and write-up a review of the meeting similar to samples already shared. Mr. Hoke offered to help out with the June employer meeting.

9. DISCUSSION ITEM: Seminars Workgroup formed: A new workgroup has been suggested to talk about seminars. The workgroup includes Andrea Ellinghouse, Ed Baker, Ron Ellis, Terri Carpenter, William Walker, and perhaps Roy Kim. The group has started talking about launching new seminars and came up with some suggestions for how it can be organized. They will consider inviting co-sponsors, GSEC, Valley Vision, etc.

Ms. Renee John joined the meeting at 3:22 p.m.

10. DISCUSSION ITEM: Survey Workgroup results (Ed Baker):

Mr. Baker reported that Surveys #1 and #2 are currently being used and we expect to have response statistics in March. He thanked staff for getting that done. Survey #3 is very close to being in a usable format and will probably be available by March. Ms. Carpenter reported that Survey #3 is geared toward employers that have never used our services at all.

- Survey #1 is **being used now**. (*The results available at the time will be summarized for the March EOC meeting.*)
- Survey #2: This document was sent on January 29, 2021 to all employers who have engaged SETA/Sacramento Works in the past but have not engaged us within the past 12 months. (*The results available at the time, will be summarized for the March EOC meeting.*)
- Survey #3: This will be drafted using a general structure that aims at prospective employers.

11. **DISCUSSION ITEM:** Newsletter template, content, EOC member contributions Targeted 1st issue date is March (Terri Carpenter & EMRL): Ms. Carpenter stated that at the last meeting, Mr. Floyd Diebel gave us information on the focus of e-newsletter; he provided a couple of concepts. Mr. Diebel stated that EMRL worked up two different examples of a featured employer e-mail. One includes an excerpt from a story with a link taking it to Sacramentoworks.org.

Mr. Diebel suggested that one large e-mail and two smaller e-mails would give time to generate content to keep people engaged. The e-mails would go out every 2 weeks. Every 1-½ months there would be a featured employer.

Ms. Carpenter stated that the plan is to launch the first e-mail blast in March. Ms. Ellinghouse likes the design and the idea of an e-mail every two weeks.

12. **DISCUSSION ITEM:** Employer Outreach data update and considerations, Capital Region Workforce Boards results (Sacramento Works Board page 25/26)

Mr. William Walker recently received a report from the Capital Region Workforce Board website that received 130 requests for contact. Quite a few were people looking to start businesses. There were a few employers that were offered services generated through the campaign. He works with California Capital that provides financing for employers with 18-20 employees per business. He is hoping to follow-up with these employers for future outreach.

13. **DISCUSSION ITEM:** The developing SETA/Sacramento Works - Annual Program Calendar for 2021 with EOC Meetings, Monthly Employer visits, Quarterly Newsletters, Virtual Seminars and ???

Mr. Hoke offered to work in October since it is National Disability Awareness Month. Mr. Ellis and Mr. Hoke will discuss conducting a relevant seminar, workshop, etc., in October.

14. DISCUSSION ITEM: Future EOC Initiatives?

Mr. Ellis reviewed the list of prospective future EOC initiatives.

15. DISCUSSION ITEM: Other comments from guests, committee members, etc.:
There were no comments.

16. Next Meeting 2nd Tues., March 9, 2021 3:00 p.m.

17. ADJOURNMENT: The meeting was adjourned at 3:41 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** include:

Objectives	Rating <small>(12/8)</small>
a) Conduct regular Employer Outreach activities – Survey employers to understand what their future needs are, current and future staffing needs	3.5/3.5
b) Curate the committee’s membership to position it for strategic alliances and program success	3.8/3.6
c) Develop with approval of all involved (Staff, board, etc.) an annual Employer Outreach Program calendar.	3.5/3.6
d) Pursue Employer Program sponsorships to strengthen new and current programs.	3.3/3.3
e) Be responsive in Investigating, Developing & Expanding ‘ <i>in-place</i> ’ or new Employer-based Internship programs	2.9/3.0

Results based on 8 responses from 10 solicitations

Statistics:

SETA/Sacramento Works

The current list of ‘**active**’ SETA employers is about 150 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, Pride 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>



Curating the Employer Outreach Committee

Name/position	Company	Status			
Edward 'Ed' Baker VP Human Resources	Alto Ingredients, Inc.	Member (1)			
<i>REPRESENTED</i> Amanda Blackwood President & CEO <i>Represented by:</i> Andrea Ellinghouse Exec. Director	Sacramento Metropolitan Chamber of Commerce Metro Chamber Foundation	Member (2)			
<i>REPRESENTED</i> Barry Broome President & CEO <i>Represented by:</i> Brittany Jones Chief of Staff	Greater Sacramento Economic Council	Member (3)			
Ronald 'Ron' J. Ellis Managing Director / Owner	2SS.com LLC	Member (4)			
Troy Givans Director of Economic Development <i>REPRESENTED</i> Linzie Fukushima Economic Develop. Specialist	County of Sacramento	Member (5)			
Renee John Project Leader, 21st Century Workforce	Valley Vision	Member (6)			
Christine Laster Human Resources Manager	Siemens	Member (7)			
Janet Neitzel Division Chief Northern CA Emp. Dev. Dept.	Workforce Services Branch	Member (8)			
Ron Orr Senior Director Talent Acquisition	VSP Global	Member (9)			
<i>REPRESENTED</i> Sharon O'Sullivan Team Manager <i>Represented by:</i> Spencer Hoke Analyst	CA Dept. of Rehabilitation	Member (10)			



Fabrizio Sasso Executive Director	Sacramento Central Labor Council	Member (11)			
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SAMPLE IMAGINED EOC Members

Name/position	Company	Address	Phone	Fax	EMail
<u>REPRESENTED</u> Mr David Lichtman Publisher <i>Example</i>	Sacramento Business Journal				
<u>REPRESENTED</u> 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 Advertising




Help Sacramento Employers Succeed

The Sacramento Employment and Training Agency (SETA) and Sacramento Works, Inc., want employers to succeed.

SETA/Sacramento Works, Inc., the Local Workforce Development Board that oversees federal workforce programs and the network of Sacramento Works Job Centers, assist employers with valuable services. One of the Board’s strategic objectives is to routinely and effectively conduct outreach to area employers. Recently the board committee that focuses on outreach has been fortunate to attract members from the Sacramento region’s major business development organizations including the **Sacramento Metropolitan Chamber of Commerce**, the **Greater Sacramento Economic Council**, and **Valley Vision**.



SACRAMENTOWORKS

Are you the one?

We're looking for top-level hiring managers/executives who are interested in joining our committee and working with us to help other employers thrive. Ideal candidates will be engaged in industries we target (*Construction, Business Services, Manufacturing, Clean Economy, Food and Agriculture, and Health Care*) and in medium-sized (*25 to 150 employees*) organizations. If this is you or someone you know please contact Employer Outreach Chair Ron_Ellis@2SS.Com.

To learn more about Sacramento Works, Inc., please visit www.sacramentoworks.org.

EOC Membership Plan

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.

Current members 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, Alto Ingredients, Inc.
- Very Large 500 to 999+
Christine Laster, Siemens
Rick Wylie, Villara Building Systems



SEMINARS for 2021 and beyond

Mini-Workshop/Seminar RFP



Talent Connect – Seminars & Workshops

Request For 'Quick' Proposal

The Sacramento Employment and Training Agency (SETA) and Sacramento Works, Inc., want employers to succeed.

SETA/Sacramento Works, Inc., the Local Workforce Development Board that oversees federal workforce programs and the network of Sacramento Works Job Centers, assists employers with valuable services. One of the Board's strategic objectives is to routinely and effectively conduct outreach to area employers and we believe a key tactic for doing that will be periodic seminars & workshops.

Please [**Reply**] with a quick '*total cost*' proposal for a single or a series of up to three, online workshops or seminars of about 45 min. and that take aim at providing a valuable educational opportunity to Sacramento area employers. The objective is to assist them in identifying needed employee talent and building the capacity to train, educate and promote current and new entry-level employees.

We imagine that prospective presenters might propose to address topics including but not limited to ones like these; Cost-effective new employee hiring, Insuring new employee success, Right-sizing employee diversity in a small business, Recruiting during COVID-19, Qualifying for COVID-19 payroll protection funds, Hiring underserved new employee candidates, Managing newly-remote workers, Remote worker mental health, Managing to meet employee 'life experience' expectations, etc.

Please respond with a high-level outline for the proposed presentation and with details including:

- Seminar or Workshop title and description
- Delivery methods including names or speakers, and plans to use PowerPoint, props, etc.
- Plans for any attendee participation via breakouts, Q&A, polls, etc.
- Resources and ideas, you might bring to promoting the event
- A paragraph or itemized list of all fees and costs related to the event with a '*total cost*'.

We anticipate that the event will be held during the first half of 2021, that it will be sponsored by SETA/Sacramento Works, and will be offered to targeted participants at no cost. We may at our discretion include other co-sponsors to help with event promotion.

Ideally handouts and other educational materials will be offered to participants only in electronic form. If this request raises additional questions or concerns please contact SETA/Sacramento Works staff member Terri Carpenter at Terri.Carpenter@seta.net or (916) 263-7891.



Working Group update

We've assembled a working group on the subject of holding EOC sponsored/supported seminars that might have the following characteristics:

- Held on a timely and '*Employer-appropriate*' topic about 2 to 4 times a year (*Quarterly might be ideal?*)
- Focused on a known (*ideally well known*) subject matter expert
- Includes a famous or locally famous guest to introduce the topic and the speaker
- Lasts for about 45 min.
- Includes a focus on actionable take-aways which might even include a follow-up session(s) for interested participants.
- Co-sponsored by key partner organizations (*Metro Chamber, GSEC, Valley Vision, and local employers [Like Kaiser, VSP & Pride], etc.*)
(*Co-Sponsored means publicity now, and might lead to financial sponsorship later*)

What seminar topics would you suggest?

Do you have any comments on the above seminar characteristics?

Another idea?

We also briefly touched on and liked the idea of offering a regular (*maybe quarterly*) online session on '**How to Access and Use SETA services**', '**How to start and run an OJT program**' these might be:

- Regularly scheduled
- Last 30 or so min.
- Touch on SETA/Sacramento Works employer services and job centers
- Include as much Q & A as participants desire in the session, or in follow-ups as appropriate

If seminars like this were regularly scheduled would you be willing, when appropriate, to refer fellow employers to them?



Employer Meetings

The intention is to get to meet with more-and-more of our Sacramento-area employers in order to learn a little about their businesses and their employment needs. We also intend to build-up our database with current information and to begin sharing relevant information in our newsletter (*e.g. article like the one below*). All of that should serve to help position us to make better-and-better decisions and recommendations to SETA\Sacramento Works.

A Template/Checklist for Employer Meetings

- Set- up Employers Meetings from those currently or formerly served (*SETA/SW staff*)
- Arrange to have an EOC member and a staff member scheduled to conduct a meeting every month (*Monthly schedule*)
- EMail a [link](https://www.seta.net/board-operations/sacramento-works-inc/) to our '**Introductory Packet**' just before the meeting (<https://www.seta.net/board-operations/sacramento-works-inc/>, *EOC Member,)*
- Confirm business name, contact person and ask about business description (website?). (*EOC Member*)
- Request approval to generate a brief article for review and approval by the employer.
- Ask what's unique about the business (*EOC Member*)
- Ask about Employment needs (*SETA/SW Staff*)
- Ask about their impression or experience of SETA/Sacramento Works (*quote?*) (*Anyone*)
- Ask what can SETA\Sacramento Works do for them going forward? (*SETA/SW Staff*)
- Send a follow-up DRAFT article for the Employer's approval and thank them for the time (*EOC Member*)
- Send a follow-up thank you and survey request. (*SETA/SW Staff*)

Getting to a Draft article?

To see some sample company write-ups, you can scroll through recent meeting handout packages:

- For '**Pride Staff**' See page 10 at:
https://www.seta.net/app/uploads/2012/08/agenda.eoc_.2021.01.12.pdf
- For '**Newlife Electronics LLC**' see page 10 at:
https://www.seta.net/app/uploads/2012/08/agenda.EOC_.2020.11.10.pdf



EMRL – Newsletter, Employer Meetings & more...

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"> • EOC meeting 1-12-2021 • Annual Employer Survey (<i>Employers not recently using our services</i>) • Employer Meeting – Renee John
February	<ul style="list-style-type: none"> • EOC meeting 2-9-2021 • Employer Meeting – Ed Baker
March	<ul style="list-style-type: none"> • EOC meeting 3-9-2021 • SETA/Sacramento Works E-News & Survey results • Employer Meeting - -Brittany Jones
April	<ul style="list-style-type: none"> • EOC meeting 4-13-2021 • Employer Meeting – Andrea Ellinghouse
May	<ul style="list-style-type: none"> • EOC meeting 5-11-2021 • Employer Meeting – Janet Neitzel
June	<ul style="list-style-type: none"> • EOC meeting 6-8-2021 • Employer Meeting – Spencer Hoke
July	<ul style="list-style-type: none"> • EOC meeting 7-13-2021 • Employer Meeting -
August	<ul style="list-style-type: none"> • NO EOC meeting • Employer Meeting
September	<ul style="list-style-type: none"> • EOC meeting 9-14-2021 • Employer Meeting
October	<ul style="list-style-type: none"> • EOC meeting 10-12-2021 • Seminar on “Employing Underserved Workers” • Employer Meeting • Program year planning
November	<ul style="list-style-type: none"> • EOC meeting 11-9-2021 • Kick-off annual or bi-annual marketing focus • Employer Meeting
December	<ul style="list-style-type: none"> • NO EOC meeting • Employer Meeting



OJT 1-2-3 x 12 for Sacramento Employers Moving Sacramento OJT to a Continuous Service

PROPOSAL

This proposal aims at making OJT opportunities more consistent from month-to-month by setting the following simple vision:

OJT 1-2-3 x 12
*(That's at least 1 and as many as 3 new placements **every month**)*
for Sacramento Employers

Thanks Ron, Ed, and EOC team for the thorough research and funding request proposal. This along with funding for Internships are probably our most compelling cases for the promotion of fundraising activities.

We will discuss this on Monday in our EC meeting.

Rick Wylie
President





FUTURE EOC INITIATIVES

- Awards (*Best Places to Work for Entry Level, Minimum Wage to Living Wage Jobs, etc.*)
- Collaboration with other E.O. folks on regional Workforce Boards,
- Develop, track and advertise a Sacramento area Index for Under-served & Entry Level Job Placements
- Employer Resources - Provide training on disability and access-related issues (**Sharon O'Sullivan**) <https://www.dor.ca.gov/Home/DisabilityAccessServices>
- Lunch Hour Consultant
- Lunch & Learn
- Next Generation Sector Partnership Network (**Spencer**) www.nextgensectorpartnerships.com
- October Rehabilitation (Per Spencer)
- Sacramento Works '**Supporting**' or '**Certified**' Employer
- Seminar/Video on '**How to use SETA/Sacramento Works services**'
- Staffing Agencies Advisory Group
- **OJT** – Train-the-Trainer Orientation
- Others



SACRAMENTOWORKS

Prepared Especially for the SETA/Sacramento Works Board meeting on: March 24,2021

TOP UPCOMING AGENDA ITEMS		ANNUAL PROGRAM CALENDAR													
<ol style="list-style-type: none"> 1. A Workgroup addressing seminar/workshop topics for presentation at lead quarterly 2. Mini-RFP to prospective seminar/workshop providers 3. Monthly Employer meetings that are featured in newsletters and provide endorsements, collateral and prospects for other initiatives. 4. Reviewing Survey Results 5. Refining & Accumulating more Employer contact data. 6. Selecting future EOC initiatives for development 		<p><i>(Upcoming months only)</i></p> <table border="1"> <tr> <td>Mar.</td> <td> <ul style="list-style-type: none"> • EOC meeting 3-9-2021 • Employer Meeting - Brittany Jones </td> </tr> <tr> <td>Apr.</td> <td> <ul style="list-style-type: none"> • EOC meeting 4-13-2021 • Employer Meeting – Andrea Ellinghouse </td> </tr> <tr> <td>May</td> <td> <ul style="list-style-type: none"> • EOC meeting 5-11-2021 • SETA/Sacramento Works E-News • Employer Meeting – Janet Neitzel </td> </tr> <tr> <td>Jun.</td> <td> <ul style="list-style-type: none"> • EOC meeting 6-8-2021 • Employer Meeting Spencer Hoke </td> </tr> </table>		Mar.	<ul style="list-style-type: none"> • EOC meeting 3-9-2021 • Employer Meeting - Brittany Jones 	Apr.	<ul style="list-style-type: none"> • EOC meeting 4-13-2021 • Employer Meeting – Andrea Ellinghouse 	May	<ul style="list-style-type: none"> • EOC meeting 5-11-2021 • SETA/Sacramento Works E-News • Employer Meeting – Janet Neitzel 	Jun.	<ul style="list-style-type: none"> • EOC meeting 6-8-2021 • Employer Meeting Spencer Hoke 				
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Jun.	<ul style="list-style-type: none"> • EOC meeting 6-8-2021 • Employer Meeting Spencer Hoke 														
E.O.C. OBJECTIVES		E.O.C. RECRUITING 1 OF 2													
<p>In June 2020 we established several 'Action Plan' items for each board committee. These are the plan points for the E.O.C.</p> <table border="1"> <thead> <tr> <th>Plan Point</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Conduct regular Employer Outreach activities</td> <td>3.5</td> </tr> <tr> <td>Curate the committee's membership</td> <td>3.8</td> </tr> <tr> <td>Develop an annual E.O.C. Program calendar.</td> <td>3.5</td> </tr> <tr> <td>Pursue Employer Program sponsorships</td> <td>3.3</td> </tr> <tr> <td>Be responsive to 'in-place' or new Employer-based Internship programs</td> <td>2.9</td> </tr> </tbody> </table> <p>The above rating is the average of individual E.O.C. member and staff assessments.</p>		Plan Point	Rating	Conduct regular Employer Outreach activities	3.5	Curate the committee's membership	3.8	Develop an annual E.O.C. Program calendar.	3.5	Pursue Employer Program sponsorships	3.3	Be responsive to 'in-place' or new Employer-based Internship programs	2.9	  <p>SACRAMENTOWORKS</p> <h2>HELP SACRAMENTO EMPLOYERS SUCCEED</h2> <p>The Sacramento Employment and Training Agency (SETA) and Sacramento Works, Inc., want employers to succeed.</p> <p>SETA/Sacramento Works, Inc., the Local Workforce Development Board that oversees federal workforce programs and the network of Sacramento Works Job Centers, assist employers with valuable services. One of the Board's strategic objectives is to routinely and effectively conduct outreach to area employers. Recently the board committee that focuses on outreach has been fortunate to attract members from the Sacramento region's major business development organizations including the Sacramento Metropolitan Chamber of Commerce, the Greater Sacramento Economic Council, and Valley Vision.</p> <p><i>(See next page)</i></p>	
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SACRAMENTOWORKS

NEWEST E.O.C. MEMBERS

Ron Orr – Vision Service Plan

Andrea Ellinghouse
Representing **Amanda**

Blackwood-Sacramento Metro Chamber of Commerce

Spencer Hoke
Representing **Sharon O’Sullivan**
-CA Dept. of Rehabilitation

(Currently **11** members)

E.O.C. RECRUITING 2 OF 2

Are you the one?

We’re looking for top-level hiring managers/executives who are interested in joining our committee and working with us to help other employers thrive. Ideal candidates will be engaged in industries we target (*Construction, Business Services, Manufacturing, Clean Economy, Food & Agriculture, and Health Care*) and in medium-sized (*25 to 150 employees*) organizations. If this is you, or someone you know please contact Employer Outreach Chair Ron_Ellis@2SS.Com.

To learn more about Sacramento Works, Inc., visit www.sacramentoworks.org

MAJOR FUNDRAISING INITIATIVE:

OJT 1-2-3 x 12 for Sacramento Employers
(Moving Sacramento OJT to a Continuous Service)

Historically Sacramento-area OJT programs have been very popular with employers, but SETA/Sacramento Works placement opportunities have suffered from inconsistent and restricted funding (*Reference actual ‘OJT Funding Sources’ and ‘OJT Expenses’ below*).

Specifically, we have analyzed SETA/Sacramento Works track record of successful OJT placements and determined the annual rate of success with, and funding for, new OJT opportunities. Currently these opportunities are sporadic, but as noted above, lead to about 50 placements each year. At 50% reimbursement of entry level salary (\$15.00 per hour) this translates to approximately (50 x .5 x \$15 x 318) **\$119,250 in annual funding**.

One tool for reaching this objective might be naming the program:

The Employer Name / Sacramento Works
‘unrestricted’ OJT program

SETA/SACRAMENTO WORKS INTRODUCTORY PACKET

Visit <https://www.seta.net/board-operations/sacramento-works-inc/>

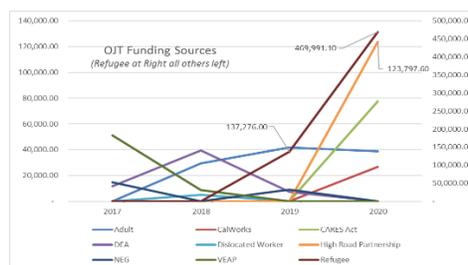
On the above web page look for the link at bottom-right under the ‘Twitter’ symbol... (As with the red & yellow arrow at above ↑).

OUTREACH INITIATIVES

1. Monthly Employer Meetings
2. Conducting Regular surveys
 - Recent Contacts,
 - Previous Contacts, and
 - Prospects
3. (Upcoming) Newsletter
4. (Upcoming) Regular Seminars

‘OJT FUNDING SOURCES’

They vary widely in time and source.



STATISTICS:

The current list of ‘active’ SETA / Sacramento Works employers is about 150 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. Among the employers SETA targets are 6 to 12 local staffing agencies (*AppleOne, Acara [Siemens], Blue Diamond, Nelson Staffing, Pride Staffing, Superior Staffing, Volt, etc.*)