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Villara Building Systems



SACRAMENTOWORKS

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

Date: Wednesday, August 3, 2016

Time: 3:00 p.m.

Location: SETA – Board Room
925 Del Paso Blvd.,
Sacramento, CA 95815

AGENDA

1. Call to Order/Roll Call
2. Action Item – Approval of July 6, 2016 minutes
3. Review of Draft – Sacramento Works Employer Outreach Committee 2016-2017 Strategic Plan Recommendations
4. Review of the 2015-2016 Employer Outreach Campaign results (report will be distributed at the meeting)
5. Adjournment

Committee Members: Larry Booth, Dennis Canevari, Mike Dourgarian, Diane Ferrari, Jamey Nye, Rick Wylie

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

DISTRIBUTION DATE: WEDNESDAY, JULY 27, 2016

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

SETA Board Room
925 Del Paso Blvd., Suite 100
Sacramento, CA 95815

Wednesday, July 6, 2016
3:00 p.m.

1. **Call to Order/Roll Call**: Mr. Wylie called the meeting to order at 3:07 p.m. The roll was called and a quorum was established.

Members Present: Larry Booth, Diane Ferrari, Dr. Jamey Nye, Rick Wylie

Member Absent: None.

Others present: Terri Carpenter, Phil Cunningham, William Walker, Kathy Kossick, Larry Burkhardt

2. **Action Item** – Approval of November 18, 2015 minutes

Minutes were reviewed. Ms. Ferrari requested a correction of her name to Diane, not Dan.

Moved/Ferrari, second/Booth, to approve the minutes of the November 18, 2015 meeting as corrected.

Voice Vote: Unanimous approval.

3. **Action Item** – Approval of FY 2016-2017 Employer Outreach Budget

Mr. Wylie reviewed the board item. Ms. Carpenter stated that the proposed budget is about the same as allocated last year. Funds will be geared toward event sponsorships, outreach efforts, advertising, marketing, and design. Mr. Wylie asked that the committee discuss committee goals first and come back to take action on this item later.

4. **Action Item**: Approval to authorize staff to approve event sponsorships: Action to be taken after committee goals are discussed.

5. **Information Item** – Discussion of Committee goals and review of the 2012-2013 Strategic Plan to determine committee focus and goals for PY 2016-2017

Mr. Wylie suggested that members talk about what this committee wants to accomplish; the overview of the short-term goals of this committee were reviewed. Mr. Wylie stated that he has been involved with Lennar Homes to develop an internship program. Lennar Homes engaged with the local school

system to inform graduates that there are fields in the construction trade as an option for careers. Now, the trade contractors have become involved. They have a partnership with students to show them the trades. Over the years, the trade contractors have forgotten how to recruit and train entry level people. It is now necessary for contractors to 'build' their new employees. Mr. Wylie stated that it is important that employers focus on the fact that Sacramento Works can help them assess and develop career plans and help recruit and train employees. Once the employers are shown how it works, it helps other employers to learn how to do it.

Villara is taking trainees and placing them with at least one mentor for 30 days. The trainee is free to the mentor in that the trainee's wages are not charged to the project budget for the first month during the training period. After the training period, the trainees are then expected to produce as a trained crew member. They are being taught an apprenticeship program in 30 days. Very concentrated training produces good entry level employees.

Mr. Wylie suggested that we focus our resources and instead of going to 500 employers, he would rather work with fewer employers but really concentrate on about ten employers. Rebuild them as a company that can rebuild people. This is both a passion and a necessity to grow new employees. He thinks that this organization could be on the forefront of a new way of training.

Ms. Kossick suggested that perhaps the strategic plan for the whole board could be modified in line with WIOA. The board needs to decide what to concentrate on.

Dr. Nye spoke about a strategic regional plan he is writing for the Los Rios Community College District that is based on LMI data. There's momentum for employer engagement. Dr. Nye said that paid internships really do provide outcomes.

Mr. Cunningham stated that this budget is not big enough to have a full-out program but the budget could provide the manuals or support items. Parts of the partnership could be funded using the EOC funds.

Ms. Carpenter stated that there are things that need funds to support, i.e., EMRL, and technical talent for website development and maintenance. The rest of the budget could be open to discussion and reallocation. The \$36,000 could be reserved for technical, EMRL website support. There could be \$75-80,000 available. Mr. Cunningham suggested that Mr. Wylie's model be fleshed out before determining how the money for employer outreach would be allocated. It seems like the committee is interested in doing something different and not look at digital media broadcasting, etc.

3. Action Item – Approval of FY 2016-2017 Employer Outreach Budget (continued)

Moved/Booth, second/Ferrari, to approve the allocation of \$133,000 with asterisks that the proposed ideas may change with further assessment of proposals for the internship program.

Roll call vote:

Aye: 4 (Booth, Ferrari, Nye, Wylie)

Nay: 0

Abstentions: 0

4. Action Item: Approval to authorize staff to approve event sponsorships (continued)

Moved/Booth, second/Ferrari, to authorize staff to approve sponsorships for a specific dollar amount up to \$2,500.

Roll call vote:

Aye: 4 (Booth, Ferrari, Nye, Wylie)

Nay: 0

Abstentions: 0

Mr. Cunningham asked for a copy of Mr. Wylie's model and the manual to give the committee an idea of how to go forward. Mr. Wylie stated that it is a model for an internship which is only a piece of it. Mr. Booth suggested that the Youth Committee be involved and to get three or four other industries that could be considered for this mentorship program. The Health Care industry would be a natural.

Ms. Carpenter stated that there needs to be an internal inventory done of the various pieces/assessments available. Document what we do have in place now and then build the new program with the resources we have and then figure out what is needed.

Ms. Carpenter asked about future committee meeting dates and times. The consensus of the committee was to meet the first Wednesday of each month, 3:00 p.m. at SETA. Staff will send an Outlook appointment for the first Wednesday of every month at 3:00 p.m.

The meeting was adjourned at 4:28 p.m.

Sacramento Works

Employer Outreach Committee (EOC)

2016-2017 Strategic Plan Recommendations

The Employer Outreach Committee met July 6, 2016 to review and discuss the committee's past goals and Strategic Plan and possible modifications to Sacramento Works approach to employer engagement, with the goal of aligning with WIOA's increased emphasis on connecting to employers.

The Employer Outreach Committee recommends the following approach for Fiscal Year 2016-17:

1. Continue to maintain a strong visible presence via on-line websites, Business Event Sponsorships and Job Fairs, but do not spend mass advertising dollars seeking Employer Engagement.
2. The committee recommends that the main focus be the engagement of employers based on the following:
 - a. Develop an Employer Engagement Model that clarifies the types of support and activities that Sacramento Works will provide to the employers they seek to serve. This model should take the approach that helps employers learn how to "Build Your Own Workforce", and includes developing the following service and support aspects:
 - i. Sacramento Works to provide the appropriate Interest and Abilities assessments for the employer's new hires and/or applicants.
 - ii. Sacramento Works to provide access to work-readiness skills training for candidate preparation to ensure success in job placement as a new hire with an employer.
 - iii. Sacramento Works to provide a Mentorship model and training for the employers' supervisors and managers, to aid them in developing a new-hire training program.
 - iv. Sacramento Works to provide a road map/flow chart for Career Pathways development within business clusters and a Coaching Manual that can be modified for an employers' specific business.
3. Sacramento Works may reallocate some of the 2016 Employer Outreach Budget to aid in the development of these program elements and resources required to execute this strategy.

4. With the completion of this Employer Engagement Model, the Employer Outreach Committee will undertake the following activities:
 - a. Assist Sacramento Works in connecting with employer champions in key business clusters, with the goal of bringing in at least 1 new champion employer in each business segment. The goal is to enroll these employers into the “Build Your Own Workforce” program.
 - b. The EOC believes that as these new champions find success with this approach, the following will occur:
 - i. They will become strong consumers of entry-level job applicants through the Sacramento Works system.
 - ii. They will be strong references for other employers within their business sector, and the EOC will be able to rapidly engage other employers.