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Villara Building Systems



SACRAMENTOWORKS

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

Date: Wednesday, October 5, 2016

Time: 3:00 p.m.

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

AGENDA

1. Call to Order/Roll Call
✓ Introduction of New Members: Mike Dourgarian and Louise Stymeist
2. Action Item – Approval of August 3, 2016 Minutes
3. Action Item: Approval of the “Build Your Own Workforce” Action Plan
4. Information Item: The “Build Your Own Workforce” Accelerator Application Submitted to the California Workforce Development Board
5. Adjournment

Committee Members: Larry Booth, Dennis Canevari, Mike Dourgarian, Diane Ferrari, Dr. Jamey Nye, Kim Parker, Louise Stymeist, Rick Wylie

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

DISTRIBUTION DATE: WEDNESDAY, SEPTEMBER 28, 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, August 3, 2016
3:00 p.m.

1. **Call to Order/Roll Call:** Mr. Wylie called the meeting to order at 3:02 p.m. The roll was called and a quorum was established.

Members Present: Larry Booth, Dennis Canevari, Diane Ferrari, Rick Wylie, Kim Parker

Member Absent: Dr. Jamey Nye

Others present: Terri Carpenter, Phil Cunningham, William Walker, Kathy Kossick, Cornelio Gomez, Louise Stymeist, Roy Kim

2. Action Item – Approval of July 6, 2016 minutes

There were no questions or corrections.

Moved/Booth, second/Ferrari, to approve the July 6, 2016 minutes.

Roll call vote:

Aye: 3 (Booth, Ferrari, Wylie)

Nay: 0

Abstentions: 1 (Canevari)

Mr. Wylie announced that he has accepted the following new EOC members: Mike Dourgarian and Kim Parker, both Workforce Development Board members. There is also the opportunity to add Ms. Louise Simons to the Committee. Mr. Cunningham stated that Ms. Simons' appointment would be subject to the completion of Form 700 and Ethics 1234 statement. Ms. Ferrari asked whether committee members that are not board members have the ability to vote. Mr. Cunningham replied that they do but only at the committee level; these people will serve at the committee level but not at the board level.

Mr. Wylie stated that the plan is for this committee to meet the first Wednesday of each month until the end of the year.

3. Review of Draft – Sacramento Works Employer Outreach Committee 2016-2017 Strategic Plan Recommendations

Mr. Wylie stated that the draft strategic plan was developed at the last meeting. Ms. Ferrari wants to make sure the EOC strategic plan melds with the board strategic plan.

The key points were reviewed. Ms. Kossick suggested that Mr. Wylie briefly discussed the concept. Mr. Wylie stated that the direction this committee did in the past was to present in front of employer groups, BIA, trade groups, Rotary, or other business association groups, to talk about Sacramento Works and the programs available. What he has experienced is that employers have questions but do not fully understand how the deployment works but they do not engage. He found he was able to engage one particular builder and encouraged this builder, Lennar Homes, to begin with their trade work to connect with the school systems. They connected with the local high school to recruit recent graduates. They developed an internship guide for that one project showing them how to do the recruitment and training. The guide came out and the Community College Foundation did the payroll; there was a lot of work and a lot of handholding. In the end, there were 16 interns brought in and it was extremely successful; their graduation was last Friday. This proved that the trades can train inexperienced people through focused training. The students were taken in groups of five and connected with one trade at a time: framer, concrete, electricians, HVAC. The students would then rotate to learn all of the trades.

The trades now have an enhanced confidence in their ability to train people to do jobs. We really need the industries to take low to medium skilled employees and 'train them up.' Can we build and enhance the model of entry level mentor training that many companies can do and prove it with some of the different business clusters. We could present employers a template for their own entry level programs and then we could then provide entry level people willing to be trained for the jobs available.

Ms. Parker stated that it sounds like the construction boot camp done when Christine Welsch was here. She said this is a good way to go but include 'train the trainer' for the other industry clusters to have a trainer on site. Ms. Carpenter replied that this is similar except Mr. Wylie's focus is working with the employer first and then get the trainees.

Mr. Canevari asked if there is an actual employer connected to the job fairs. Ms. Carpenter replied that the job fairs Mr. Wylie referenced were the large job fairs where Sacramento Works would have a table. The \$65,000 in the budget that is on hold is usually utilized for media buys and is in a 'general' EOC category with the committee making the determination of how to spend these funds.

Ms. Carpenter asked about other clusters such as hospitality, advanced manufacturing, etc. Ms. Parker agreed that those clusters be considered and stated that sometimes the small employers should be targeted as well.

Mr. Wylie inquired if there was the potential to secure funds from the Building Industry Association; is there a way we could join them so both parties could benefit. The BIA is responding to the mentorship program with Lennar Homes.

This is a different employment environment since the recession. During the recession, there were lots of people to draw from but now there is a definite lack of trained people. Employers poaching employees from other employers is a real problem.

Ms. Parker likes the 'build your own workforce' concept. If an employer wants to build their workforce, would an employer participate in workshops to learn how to build the workforce? She suggested bringing employers to Sacramento Works to see what we have available and the various ways to recruit and train people. The employer would determine at what level they would like assistance from Sacramento Works.

Ms. Kossick suggested that perhaps for small employers, offer them a menu so they can pick and choose what they want in order to build you own workforce.

The committee reviewed the Employer Engagement Model. Items I and II, the readiness skills training is already available to employers. There are a number of different components available for employers to choose. Ms. Carpenter stated that Items III and IV still need to be developed. Mr. Cunningham suggested that staff come back with a recommendation and estimated time roll out on how to support the committee goals. The committee may decide that outside resources are needed after things are fleshed out.

Mr. Canevari asked if there was a way that staff could identify a person at a company that would be appropriate to go through the training. Ms. Carpenter stated that it is possible to identify a key individual in a company such as decision-makers/trainer/managers, supervisors, etc.

Staff will come back with an action plan.

4. Review of the 2015-2016 Employer Outreach Campaign results

Ms. Carpenter showed an overview of the main component of last year's campaign. Ms. Carpenter showed the "Sacramento Works for Business" part of the website and the results of the employer outreach campaign. Although the cost of the campaign was relatively high, it was still the most successful campaign we have done, including the KCRA campaign. Mr. Wylie asked for more detail on the 20 job orders that were posted through Sacramento Works.

5. Adjournment: The meeting was adjourned at 4:36 p.m.

ITEM 3 - ACTION

APPROVAL OF THE “BUILD YOUR OWN WORKFORCE” ACTION PLAN

BACKGROUND:

The Employer Outreach Committee (EOC) has engaged in discussions on how to build an entry-level mentoring training model that can be tested and implemented with different business clusters. The model includes developing an employer template for their own entry-level program, with Sacramento Works providing entry-level employees for the program.

A draft concept paper for the “Build Your Own Workforce” program was presented for discussion at the August 3, 2016 meeting. The committee approved moving forward with the development of a pilot and asked staff to develop a recommendation and a timeline for program implementation.

The attached “Build Your Own Workforce” Action Plan is attached for review and discussion.

RECOMMENDATION:

Approve the “Build Your Own Workforce” Action Plan.

Sacramento Works, Inc. Employer Outreach Committee

“Build Your Own Workforce” Action Plan

Goal

Develop “Build Your Own Workforce”, an Employer Engagement Model that clarifies the types of employer support and activities that Sacramento Works will provide to increase the employment of entry level workers. The program will be delivered utilizing the train-the-trainer concept with businesses teaching other businesses how they can hire, train and mentor their own entry-level workers. The program will be developed by Business for Business.

Development Activities

The “Build Your Own Workforce” pilot will develop a business-led model that can be used to hire, train and mentor entry-level workers in the Construction, Hospitality/Tourism, and Advanced Manufacturing business sectors. This model will provide employers the tools to build their own workforce, and will include developing services and supports to assist other businesses in hiring, training and mentoring entry-level workers to include the following:

Interest and Ability Assessments: Sacramento Works will provide technical assistance workshops to business on the variety of assessment tools available to assess interests, abilities and skills. Topics covered will include: What types of assessments are available? How to interpret assessments based on hiring criteria and the appropriate Interest and Abilities assessments for the employer’s new hires and applicants.

Work Readiness Skills Training: Sacramento Works will provide access to work-readiness skills training to prepare candidates and ensure the success of new hires with an employer. The course will focus on the soft skills that all employers require when hiring entry-level candidates.

New Hire Training Models: Sacramento Works will provide a “Turn- Key” Mentorship and New Hire Training solution to aid the Supervisors and Managers of small to medium sized companies in growing their workforce. The solution will include a road map/template for Career Pathways Development within business clusters and a Coaching Manual for Supervisory Personnel that can be modified for an employers’ specific business.

Program Development Strategy

Research Phase:

A series of focus groups and interviews will be conducted to gauge employer interest in participating in the pilot, and provide feedback on the concept of providing workshops on how to hire and train entry level workers, the challenges that they face in training employees and what methods of workshop delivery and technical assistance formats are preferred (i.e., classroom training, webinars, on-line classes). Employer input will be gathered on the types of tools that would be beneficial to hiring and training entry level employees.

Development Phase:

Based on the data gathered from employers, the pilot, "Build Your Own Workforce", will be developed. A gap analysis will be conducted to determine which resources are currently available and what resources will be needed to support the development of the pilot program.

Implementation Phase:

The Sacramento Works Employer Outreach Committee, serving as the Project Team, will connect three employer champions from each business sector: Construction, Hospitality/Tourism, and Advanced Manufacturing to enroll into the "Build Your Own Workforce" pilot. Business service providers will be procured to develop the "turn-key" Mentorship and New Hire training model, facilitate topic-specific workshops and provide technical assistance to other businesses.

Evaluation Phase:

The employers enrolled in the program will be engaged for a one year period to evaluate the program's impacts including its ability to increase hiring and retention of entry-level workers.

Resources & Support Needed

Existing resources available from strategic employer partners, education, and workforce will be leveraged to develop a cost-effective program. Sacramento Works will allocate \$60,000 of the 2016 Employer Outreach Budget to aid in the development of the program elements and resources required to execute this pilot.

Target Dates

Objectives/Activities	Estimated Dates
Quarter 1: Research Phase	November 2016 – January 2017
Develop employer list for invites to focus group	Nov-30-16
Conduct employer focus groups to test Build Your Own Workforce pilot concept	Dec-31-16
Data gathered from focus groups utilized to fine tune pilot	Jan-1-17
Final plan developed for the Build Your Own Workforce pilot	Jan-31-17
Quarter 2: Development Phase	February 2017 - April 2017
Begin development of the Build Your Own Workforce pilot	Feb-1-17
Conduct resource gap analysis	Feb-1-17
Procure technical assistance providers/services	Mar-1-17
Develop workshops and web-based training materials	Apr-30-17
Quarter 3: Implementation Phase	May 2017 - July 2017
Recruit three employer champions from each business segment	May-1-17
Employers enrolled to receive services	June 1 - July 30, 2017
Quarter 4: Evaluation Phase	August 2017 - October 2017
Employer training programs are completed	Aug-30-17
Employer program evaluations - effectiveness of program in training workforce	October 2017 -October 2018
Number of entry level hires documented	October 2017 -October 2018

Performance Measures

1. Three employer champions from the Construction, Hospitality/Tourism, and Advanced Manufacturing sectors will be recruited to enroll in the pilot.
2. Employer champions will find success with the "Build Your Own Workforce" approach, increase their hiring of entry-level job applicants through the Sacramento Works system.
3. Employer champions will be strong advocates for other businesses to enroll in the "Build Your Own Workforce" program.
4. The employers enrolled in the program will be engaged for a one year period to determine if the pilot program provided the resources needed to increase their ability to hire and train entry level workers.
5. The number of employers completing the training program.
6. The number of entry level employees hired by the employers participating in the program.
7. Employer feedback on the benefits of using the "Build Your Own Workforce" approach to hiring new entry level employees.
8. The pilot tools/services that were most beneficial to employers in developing capacity to train their own workforce.

ITEM 4 - INFORMATION

THE “BUILD YOUR OWN WORKFORCE” WORKFORCE ACCELERATOR APPLICATION SUBMITTED TO THE CALIFORNIA WORKFORCE DEVELOPMENT BOARD

BACKGROUND:

The California Workforce Development Board (CWDB) and the Employment Development Department (EDD) announced the availability of up to \$4 million (\$150,000 per new program application) in Workforce Innovation and Opportunity Act (WIOA) funds to design, develop, and implement projects that accelerate employment and re-employment strategies for California job seekers.

The CWDB and EDD will award grants to projects that create and prototype innovative strategies to accelerate skill development, employment, and reemployment of one or more target groups.

The “Build Your Own Workforce” pilot is an Employer Engagement Model that clarifies the types of employer support and activities that Sacramento Works will provide to **“Move the Needle”** on the employment of entry-level workers. The program will be delivered utilizing a train-the-trainer concept with businesses teaching other businesses how they can hire, train and mentor their own entry-level workers. The program will be developed by Business for Business.

SETA is requesting funding for \$150,000 to support the launch of the “Build Your Own Workforce” pilot. SETA anticipates that \$78,000 of the funds will support Business Technical Assistance and Service Providers that will be selected through a competitive procurement process.