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SACRAMENTOWORKS

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

Date: Wednesday, November 2, 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 October 5, 2016 Minutes
3. Implementation Discussion – Build Your Own Workforce Action Plan
4. 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: FRIDAY, OCTOBER 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, October 5, 2016
3:00 p.m.

1. **Call to Order/Roll Call:** Mr. Wylie asked that the information item be reviewed while awaiting a quorum. A quorum was achieved at 3:25 p.m.

4. **Information Item:** The “Build Your Own Workforce” Accelerator Application Submitted to the California Workforce Development Board

The CWDB has the Accelerator Grant and the premise is to come up with big ideas that will move the needle on workforce development. We think this would train employers to hire more successful employees from the workforce system. An application was submitted on September 25 requesting \$150,000, the maximum available. This will give us more resources to move this project forward. Mr. Wiley inquired how likely our application will be funded and Ms. Carpenter replied that we are providing an opportunity that is employer-driven, not participant driven. There are not a lot of employer-driven applications submitted.

Ms. Carpenter stated that based on committee action, \$50,000 has been set aside in the budget so we could support this idea with or without the \$150,000.

Mr. Dourgarian asked what is the optimal employer profile, what size, and what type of employment. Ms. Carpenter replied that small and medium size is a good target group with employers hiring 5-10 people. Because this is train the trainer, they are being trained to train their staff how to recruit people.

Mr. Dourgarian asked our target group and Ms. Carpenter stated that there was discussion that some employers may not have a formal HR department; there may be only one person doing everything. This will help those employers. If we do focus groups, and bring employers together, we could ask what their particular needs are and what types of workshops are needed.

Mr. Wylie stated that there are some construction employers that have no HR department; they steal people from other construction sites. They need some systematic support. BIA and BIF will be a big assistance.

Ms. Carpenter stated that what we offer employers can be very lucrative and tantalizing for them.

3. **Action Item:** Approval of the “Build Your Own Workforce” Action Plan

Ms. Carpenter reviewed the “Build Your Own Workforce” action plan.

Ms. Louise Stymeist arrived at 3:25 a.m. The roll was called. A quorum was achieved.

Members Present: Mike Dourgarian, Diane Ferrari, Louise Stymeist, Rick Wylie

Members Absent: Larry Booth, Dennis Canevari, Dr. Jamey Nye, Kim Parker

Others present: Terri Carpenter, William Walker, Roy Kim

2. Action Item – Approval of August 3, 2016 Minutes

Moved/Ferrari, second/Wylie, to approve the August 3, 2016 minutes.

Roll call vote:

Aye: 4 (Dourgarian, Ferrari, Stymeist, Wylie)

Nay: 0

Abstentions: 0

Absent: 4 (Booth, Canevari, Nye, Parker)

3. Action Item: Approval of the “Build Your Own Workforce” Action Plan (continued)

It was recommended that staff come back with a fleshed out concept of “Build Your Own Workforce”. This is a train-the-trainer focus with three industry sectors: Construction, Hospitality/Tourism, and Advanced Manufacturing.

Mr. Wylie suggested that when considering performance measures, add more related to employee compensation such as pay increases or promotions. This would be a huge success and the retention rate would increase. It would also be good to know the turnover rate.

Ms. Stymeist suggested that we request feedback on whether the employer thought the prep we did on the employee was worthwhile.

Mr. Walker suggested that on page six, “and retained” be added to the number of entry level hires documented.

Mr. Dourgarian wants employers better skilled at how to identify good employees during the interviewing process.

Ms. Stymeist stated that at SCOE under work readiness skills training, they want some kind of certification process for work readiness certification. Employers want to ensure their potential employees have work readiness skills.

Mr. Walker stated that WorkKeys has proven to be a really effective way to screen employees.

Moved/Ferrari, second/Dourgarian, to approve the "Build your Own Workforce" action plan with extra components added.

Roll call vote:

Aye: 4 (Dourgarian, Ferrari, Stymeist, Wylie)

Nay: 0

Abstentions: 0

Absent: 4 (Booth, Canevari, Nye, Parker)

Ms. Carpenter stated that SETA submitted a grant to the CWDB to get additional funds to accompany this program.

5. Adjournment: The meeting was adjourned at 3:51 p.m.

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 job descriptions/hiring criteria, how assessments can be used in the candidate interviewing process, and how an employer can use Interest and Abilities assessments to develop a candidate success profile.

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. Sacramento Works will engage input from employers to determine the most important 21st Century work-readiness skills candidates need to be successful on the job and develop an industry-recognized certification for the course.

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 employees hired/retained.	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.
9. The pay increase/promotion earned by the entry-level employee.
10. Retention of entry-level employees.
11. Pre and Post survey of participating employers.
12. Employer ROI/Cost Benefit Analysis through participation in the “Build Your Own Workforce” program.