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SACRAMENTOWORKS

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

Date: Wednesday, December 7, 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 November 2, 2016 minutes
3. Action Item: Approval of the “Build Your Own Workforce” Agreement
4. Action Item: Approval of the “Build Your Own Workforce” Employer Focus Group Questions
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: FRIDAY, DECEMBER 2, 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, November 2, 2016
3:00 p.m.

1. **Call to Order/Roll Call:** Mr. Wylie called the meeting to order at 3:06 p.m. The roll was called and a quorum was achieved.

Members Present: Diane Ferrari, Dennis Canevari, Louise Stymeist, Rick Wylie, Dr. Jamey Nye (arrived at 3:08 p.m.)

Members Absent: Larry Booth, Mike Dourgarian, Kim Parker

Others present: Rick Larkey, Terri Carpenter, William Walker, Roy Kim, Kathy Kossick

2. Action Item – Approval of October 5, 2016 Minutes

The minutes were reviewed; no questions or corrections.

Moved/Ferrari, second/Canevari, to approve the October 5, 2016 minutes as distributed.

Roll call vote:

Aye: 3 (Ferrari, Stymeist, Wylie)

Nay: 0

Abstention: 1 (Canevari)

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

3. Implementation Discussion – Build Your Own Workforce Action Plan

Ms. Carpenter reviewed the action plan; she made adjustments mostly regarding outcomes and performance measures. There are 12 now. She added a couple of sentences regarding the candidate's success profile.

Dr. Nye arrived at 3:08 p.m.

Ms. Ferrari asked if there would be any long-term tracking on successes. What about tracking individuals after five years? Ms. Carpenter replied that in the timeline, it states that participants would be tracked for one year afterward. This would probably be done through base wage files.

Ms. Kossick asked if there were a way to track people through the trades. Mr. Canevari replied that if they go into an apprenticeship program they are tracked on the website; it is readily available information.

Mr. Canevari asked that if these are the industries with the biggest growth, how do you find employers that want to do the train the trainer. How do you reach clients? Ms. Carpenter replied that we have relationships with employers that already receive services. We have to develop a target list of potential employers and pitch the program to them. We also plan to work with associations with those industries to get a buy in. Mr. Canevari stated that between 2007-2016, most of the mid-sized contractors have disappeared; most are large and small. The small employers use the apprenticeship programs as their HR department. Most of the customers will be open shop and not doing minimum wage work.

Mr. Wylie stated that the employer is the direct link and the direct customer that we geared the program toward. We should make tracking a requirement of the employer utilizing this service. This would be very interesting to see if it impacts on the future direction of the employer and employee.

There is still a need to develop questions to ask from employers. Ms. Kossick suggested that we reach out to the Sacramento Works board members for input.

Dr. Nye spoke about regional programs. In the Greater Sacramento outreach, there is \$1 million annually allocated for regional projects. He spoke of other grants that are available regionally. Los Rios is interested in supporting this program in any way they can. He thinks Valley Vision will be a great partner in this new program.

Ms. Kossick stated that we could work with Valley Vision on the focus groups. Dr. Nye stated that Los Rios has a regional convening of smaller groups to develop new programs; they had Valley Vision reach out to smaller groups of employers. Dr. Nye talked about a variety of regional grants Los Rios is working on.

Mr. Wylie suggested developing the employer expectation and agreement document. This document will be confirming what we think they need and what the employers want. We know there's a need for career development and have identified some metrics to see that this is moving the needle. We should be preparing the key expectations that the employers are willing to work toward the goals. We would like the employers to use mentors to be an effective part of the development process. The Lennar program has 'grown big legs' and there are now other employers willing to step up. We need more tools to offer employers.

Ms. Stymeist inquired whether there is any interest from the hospitality industry. Ms. Carpenter stated that we have developed short-term customer training/hospitality training. If we should focus on two sectors instead of three,

that's something the committee could decide. We could drop the hospitality industry and focus on advanced manufacturing/construction. The hospitality industry is very fluid and we were hoping to have more job growth with the new Golden 1 Arena.

Dr. Nye suggested working with Valley Vision and utilizing focus groups. Los Rios can include this program into their focus groups. He will report back on when this is actually funded. Mr. Wylie stated that we get one chance to ask everything from employers so everything has to be ready to go before starting. Most employers are willing to participate when asked. Ms. Stymeist suggested that employers be asked what they want at a first meeting and then at a second we ask them our questions, i.e., 'by participating in this program, this is what you agree to do.'

Mr. Wylie stated that the committee has an agreement to use focus groups, leverage funding, and Ms. Carpenter will start developing questions. This will go through the end of January. Ms. Carpenter reviewed the things that need to be done in order for the program to go forward. An employer agreement and questions to ask employers should be a priority. Ms. Carpenter will send these out to the committee members to get input.

Mr. Wylie stated that the next meeting is December 7. There may be an update from Dr. Nye as to whether Valley Vision can assist with the focus group. We will expand the employer group, not limit it.

4. Adjournment: The meeting was adjourned at 4:11 p.m.

ITEM 3 – ACTION

APPROVAL OF THE “BUILD YOUR OWN WORKFORCE” AGREEMENT

BACKGROUND:

Attached for your review is a draft copy of the “Build Your Own Workforce” agreement that has been discussed in previous meetings.

Staff will be available to answer questions.

RECOMMENDATION:

Review and approve the “Build Your Own Workforce” agreement.

Build Your Own Workforce Agreement

This Agreement is between the Sacramento Employment and Training Agency (SETA)/Sacramento Works and an Industry Specific Employer Champion.

A. **Purpose:** The Partner Agreement is a pilot project to develop a employer/industry led model that can be used to hire, train and mentor entry-level workers. This model will provide employers with the tools to build their own workforce, and will include developing services and supports to assist other employers in hiring, training and mentoring entry-level workers.

B. **Roles and Responsibilities:**

SETA/Sacramento Work Agree:

Interest and Ability Assessments SETA/Sacramento Works will provide technical assistance workshops to the employer/business on the variety of assessment tools available to assess interests, abilities and skills.

Topics to be covered will include:

- Types of assessments available
- How to interpret assessments based on job descriptions/hiring criteria
- How assessments can be used in the candidate interviewing process,
- How an employer can use Interest and Abilities assessments to develop a candidate success profile.

Work Readiness Skills Training: SETA/Sacramento Works will provide access to work-readiness skills training to prepare candidates and ensure the success of new hires with an employer. The Agency 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: SETA/Sacramento Works will provide a "Turn- Key" Mentorship and New Hire Training solution to aid the Leads, 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 sectors and a Coaching Manual for Supervisory Personnel that can be modified for an employer's specific business.

Employer/Business Agree:

Employer Research & Input:

The Employer/Business will provide feedback on the concept of providing workshops on how to hire and train entry level workers, the challenges faced in training employees and what methods of workshop delivery and technical assistance formats are preferred (i.e., classroom training, webinars, on-line classes).

Evaluation Phase: The Employer/Business will enroll in the program and 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.

C. **Reporting Requirements:** SETA/Sacramento Works will be responsible for collecting, compiling, and submitting data pertaining to project outputs/outcomes, and expenditures of the project to the Sacramento Works Employer Outreach Committee, serving as the Project Team oversight.

D. **Resources & Support:** Existing resources available from strategic employer partners, education, and workforce will be leveraged to develop a cost-effective program. SETA/Sacramento Works will allocate resources to aid in the development of the program elements and resources required to execute this pilot.

- E. **Timeframe:** This Agreement will commence in December 2016 and will end October 31, 2017 and may be extended by mutual written agreement of both parties.
- F. **Confidentiality:** To ensure the confidentiality of all information aggregated for this project, all parties agree to adhere to the strictest exchange of information between entities associated with the administration of the project.

The Sacramento Employment and Training Agency (SETA)/Sacramento Works is the lead agency for this project and accepts full responsibility for the performance of the collaborative organizations/agencies.

This Agreement is between SETA and the Employer/Business identified and may be amended only by written agreement signed by each of the parties involved.

SETA/Sacramento Works

Authorized Official: _____ Date _____
Signature

Printed Name and Title: Kathy Kossick, Executive Director
 Agency name: The Sacramento Employment and Training Agency (SETA)

Employer/Business

Authorized Official: _____ Date _____
Signature

Printed Name and Title:
 Agency name: (Employer/Business)

ITEM 4 – ACTION

APPROVAL OF THE “BUILD YOUR OWN WORKFORCE” EMPLOYER
FOCUS GROUP QUESTIONS

BACKGROUND:

The attached draft questions have been developed for employer focus groups participating in the “Build Your Own Workforce” project.

Staff will be available to answer questions.

RECOMMENDATION:

Review and approve the “Build Your Own Workforce” employer focus group questions.

Build Your Own Workforce
Employer Focus Group Questions

1. What challenges/issues does your organization face when hiring entry level employees?
2. What is the biggest challenge you face in training new employees?
3. What qualities do you look for in an ideal employee?
4. Which of the following resources does your firm/organization use to meet the skill needs of your workforce?
 - a. On the Job Training
 - b. Private Vendor Training
 - c. Community College Programs
 - d. 4-Year Universities/Colleges
 - e. Apprenticeship Programs
 - f. Other
5. Did your firm/organization provide at least 4 hours of on-the-job training that was described in a written plan or agreement for any employee during the past 12 months?
 - a. Yes
 - b. No
6. Did your firm/organization provide or pay for any classroom training, workshops, or seminars (lasting at least 4 hours) for any employees in the last 12 months?
 - a. Yes
 - b. No
7. What does your organization perceive as necessary for employees to succeed?
8. What level and/or type of training programs are currently being offered to your employees?