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Villara Building Systems



**SACRAMENTOWORKS**

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

**Date:** Wednesday, November 15, 2017

**Time:** 8:30 a.m.

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

**AGENDA**

1. Call to Order/Roll Call
2. Action: Approval of September 6, 2017 Minutes
3. Information Item: Update on the Build Your Own Workforce Program.
4. Information Item – Release of the Request for Quotes to Select a Vendor to Provide Support for Employer Outreach, Website Design/Maintenance and Graphic Design.
5. Information Item – Update on Identifying Customer Relationship Management Software
6. Discussion Item – Sacramento Works Signature Employer Event.

Adjournment

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

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

**DISTRIBUTION DATE: WEDNESDAY, NOVEMBER 8, 2017**

**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, September 6, 2017  
3:00 p.m.

1. **Call to Order/Roll Call:** Mr. Wylie called the meeting to order at 3:00 p.m.

Members Present: Dennis Canevari, Diane Ferrari, Kim Parker, Louise Stymeist, Rick Wylie

Members Absent: Janet Bard, Larry Booth, Mike Dourgarian

Others Present: William Walker, Phil Cunningham, Kathy Kossick, Roy Kim

2. **Action: Approval of July 5, 2017 Minutes**

The minutes were reviewed; no questions or corrections.

Moved/Canevari, second/Ferrari, to approve the July 5 minutes.

Roll call vote:

Aye: 5 Canevari, Ferrari, Parker, Stymeist, Wylie

Nay: 0

Abstentions: 0

Absent: 3 (Bard, Booth, Dourgarian)

3. **Information Item – Update on Build Your Own Workforce**

Ms. Terri Carpenter reported that today was the last test of the pilot for the WorkKeys skills assessment test. Mr. Wylie and members from another company came in to participate in the testing. There are 15 platforms within WorkKeys looking at whether the person is work ready and has the right soft skills. The premise of this is to teach employers how to screen potential employees for their jobs with the right skills. Mr. Wylie suggested that the process be fine-tuned, do research to address soft skills, and then relaunch it.

Ms. Stymeist inquired whether we need a better mechanism to teach or test and Ms. Carpenter stated that a test to see if the person already has the soft skills would be preferred.

Mr. Wylie stated that the soft skills curriculum still needs work. It is a good curriculum but it is not transferrable for an employer's use; it is not self-contained.

Mr. Wylie stated that he thinks he has seen some positives in the industry and working with some high school kids and building on their recruitment. He further

said that employers need to be taught a very simple way how to recruit potential employees. The employers need quick, down and dirty ways to evaluate potential employees.

**4. Information Item: Discussion of FY 2017-2018 Employer Outreach Budget**

Ms. Carpenter reviewed the EOC budget for 2017-18. EMRL is present to participate in the brainstorming session. Our focus has moved away from business event sponsorships. Job fairs are not the mechanism for recruitment as they used to be. Ms. Carpenter introduced EMRL representatives Floyd Diebel, Elise Clark, and Steven Chuchel.

Ms. Parker asked if there was a goal to reach out to a certain amount of employers? What kind of outreach do we want to do? Is it still employers at large or critical industries? Ms. Carpenter stated that there is a need to focus the resources in a methodical way since employer outreach funding is minimal. We have two new employers from the digital campaign. The "Talent" billboard is still at the Sacramento International Airport, which was funded through last year's Employer Outreach budget.

Ms. Ferrari stated that she listens to news radio and hears that it is an employer's market but employers say they cannot find qualified people. Where is the disconnect and where can we put our money to provide the best results? We have to figure out what is our product and what is our customer.

After discussion, the committee decided to keep the budget as it is.

**5. Review of Strategic Plan**

There was discussion of having a Customer Relationship Management (CRM) System in place by the end of the year.

Floyd stated that Sales Force and Hub Spot are some CRMs that have been utilized by some of EMRL's customers. Floyd explained how some apps he works with can help employers collect information so you can reconnect with them.

Mr. Wylie stated that the CRM is an outcome identified by the committee in the strategic plan. As far as marketing, his gut feel is that we charted a path a year ago at the retreat and he thinks we should nail some pieces down. Ms. Parker wants to set a date for the CRM to be in place She is happy to work to make this happen within two months. Mr. Diebel will let Ms. Carpenter know of a local company that would be a good contact. Sales Force, Hub Stop, Act One were companies to research. Ms. Parker suggested picking one and just going with it.

**6. Adjournment: The meeting was adjourned at 4:25 p.m.**