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Villara Building Systems



SACRAMENTOWORKS

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

Date: Wednesday, July 5, 2017

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: Approval of April 5, 2017 minutes
3. Information Item: Update on implementation of the Build Your Own Workforce program.
4. Action Item – Approval of FY 2017- 2018 Employer Outreach Budget

Adjournment

Committee Members: Janet Bard, Larry Booth, Dennis Canevari, Mike Dourgarian, Diane Ferrari, Kim Parker, Louise Stymeist, Rick Wylie

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

DISTRIBUTION DATE: THURSDAY, JUNE 29, 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, April 5, 2017
3:00 p.m.

1. Call to Order/Roll Call: Mr. Wylie called the meeting to order at 3:04 p.m.

Members Present: Janet Bard, Diane Ferrari, Mike Dourgarian, Dennis Canevari, Rick Wylie, Louise Stymeist

Members Absent: Larry Booth, Dr. Jamey Nye

Others Present: Mary Renteria, William Walker, Phil Cunningham, Kathy Kossick, Roy Kim, Theresa Milan

2. Action: Approval of March 1, 2017 minutes

The minutes were reviewed; no questions or corrections.

Moved/Ferrari, second/Bard, to approve the March 1, 2017 minutes.

Roll Call Vote:

Aye: 5 (Bard, Canevari, Dourgarian, Ferrari, Wylie)

Nay: 0

Abstentions: 0

Absent: 3 (Booth, Nye, Stymeist)

3. Review of Build Your Own Workforce Employer Registration/Program Schedule Flyer

Ms. Carpenter distributed a Build Your Own Workforce flyer. The brochure includes all of the workshop details and curriculum covered in each of the workshops. A separate sheet can be e-mailed out for employers to register on line. Ms. Carpenter asked for input on whether the headline statement would appeal to employers and catch their attention. She wants to finalize the information so the website can be updated. The material will be live on Friday, April 7. All of this information will be posted on Sacramentoworks.org/BYOW webpage.

Ms. Ferrari stated that the picture strikes her that this program is aimed at the Green Energy field. Ms. Carpenter stated that the picture can be any color. Mr. Canevari suggested that after the shade is changed, bring the photo more forward. Mr. Dourgarian wants to speak to why employers are not hiring entry level employers; if you use a lot of workforce words, many do not hire entry level workers because they do not have time to train the new employee. He suggested that information state this is a new no cost program; it will help employers discover new talent. The purpose of this program is to target

employers or businesses that need to hire entry level employees.

Mr. Wylie stated that we are targeting employers that need people but cannot find qualified people. How do we get businesses ready to take people that are not qualified.

Ms. Stymeist arrived at 3:15 p.m.

We need 15-20 companies to sign up for this program. Mr. Wylie stated that he knows there will be construction companies participating in this; the building industry will definitely have players. What about the other market places? Ms. Bard stated that this has to come from the top so the executives have to buy into this program, not the line staff.

Ms. Ferrari asked if we were prescreening for the employers. If an employer has someone that came in his front door and he wants them to go through the program, but they do not qualify for WIOA, what do we do? Ms. Carpenter replied that the audience is not the workers, it is the people that actually hire entry level workers.

Ms. Ferrari introduced Mary Renteria, the new manager at the Mark Sanders Job Center.

Mr. Wylie suggested filming the trainings and offer them on- line. This would be a crash course for employers.

Ms. Carpenter will update the marketing material and e-mail it out; this provides an opportunity for committee members to provide final touches on the material.

4. Discussion of Employer Recruitment Strategy

Ms. Carpenter stated that there will be a trial run to provide the committee members the opportunity to provide input on the workshop content. . The trial run session will be two hours in length. This will be opened up to board members as well.

Mr. Wylie stated that he saw at the NAWB conference that there are annual employer recognition events. He has ideas for our board and other companies. These events were sponsored by the local chamber of commerce or other groups. It is a nice way to recognize employers. Ms. Ferrari suggested that we consider giving awards to businesses that hire veterans.

Ms. Renteria stated that on April 20, the Employment Development Department is hosting Honor a Hero, Hire a Vet event. They have 90 employers and 16 agencies signed up.

5. Adjournment: Meeting adjourned at 4:03 p.m.

ITEM 4 - ACTION

APPROVAL OF FY 2017- 2018 EMPLOYER OUTREACH BUDGET

BACKGROUND:

On June 1, 2017 the SETA Governing Board approved the Resource Allocation Plan for FY 2017-2018 which included \$101,471 for Board Initiatives. Funds approved for Sacramento Works, Inc. Board Initiatives include employer outreach. Based on the current year expenditures to date, and the carryover of Board Initiative funds, the proposed allocation for employer outreach activities is \$100,000. Specific expenditure amounts by activity for FY 2016-2017 will be provided for review at the July 5, 2017 Employer Outreach Committee meeting.

The FY 2017-2018 Employer Outreach Budget showing proposed expenditures by activity is included below.

Employer Outreach FY 2017-2018 Proposed Activity	2016-17 Budget	2017-2018 Proposed Budget
Event Sponsorships	\$ 22,000	\$ 9,000
Job Fair/Business Events	10,000	5,000
Employer Outreach	65,000	50,000
Marketing-Graphic Design-Advertising Services	36,000	36,000
TOTAL BUDGET	\$133,000	\$100,000

Upon approval of the proposed budget, the Employer Outreach Committee will approve the specifics of the proposed employer outreach activities for FY 2017-2018.

RECOMMENDATION:

Approve the allocation of \$100,000 of Board Initiative funds to the Employer Outreach Budget for FY 2017-2018.