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**RICK WYLIE – Vice Chair**  
Villara Building Systems



**SACRAMENTOWORKS**

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

**Date:** Wednesday, January 24, 2018

**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 November 15, 2017 Minutes
3. Action Item – Approval to Extend the Placement of the Talent Billboard in Terminal A at the Sacramento Metro International Airport
4. Information Item: Update on the Build Your Own Workforce program
5. Discussion Item – Sacramento Works Signature Employer Event
6. Information Item – Update on Customer Relationship Management Software Execution
7. Adjournment

**Committee Members:** Larry Booth, Dennis Canevari, Diane Ferrari, Troy Givans, Kim Gusman, Babette Jimenez, Louise Stymeist, Rick Wylie

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

**DISTRIBUTION DATE: WEDNESDAY, JANUARY 17, 2018**

**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 15, 2017  
8:30 a.m.

1. **Call to Order/Roll Call:** Mr. Wylie called the meeting to order at 8:49 a.m.

Members Present: Diane Ferrari, Kim Gusman, Rick Wylie

Members Absent: Larry Booth, Mike Dourgarian, Dennis Canevari, Louise Stymeist, Dr. Jamey Nye

Others Present: Babette Jimenez, William Walker, Phil Cunningham, Kathy Kossick, Roy Kim, Rick Bloomfield, Gary King, David DeMers, Frank Louie, Troy Givans

2. **Action:** Approval of September 6, 2017 Minutes

Moved/Wylie, second/Ferrari, to approve the September 6, 2017 minutes.

Roll call vote:

Aye: 3

Nay: 0

Abstention: 0

Absent: 5 (Booth, Canevari, Dourgarian, Nye, Stymeist)

3. **Information Item:** Update on the Build Your Own Workforce Program

Mr. Wylie stated that the rollout of the Build Your Own Workforce Program was not as successful as anticipated. The OJT information was not fleshed out and there were problems with the WorkKeys system.

Ms. Carpenter stated that a lot of resources and time have been invested on this program and it could be made available as part of our regular menu to employers. Instead of employers coming here, we offer a toolkit where they have access by sending their new people to us for testing. They can reach out to us and find out what they want.

Ms. Carpenter stated that the original program was hosting workshops here and have cohorts to complete assessment. This will be changed to more of an access to the tools, and staff will be available to support the employer if they want to move forward. Ms. Kossick stated that it is changing a method of delivery.

Mr. Louie stated that he participated in the Mayor's Thousand Strong program and had to dedicate staff particularly with that program; it was very effective but also very labor intensive.

Mr. DeMers stated that having an on-line training video is the way to go for employers.

Ms. Carpenter stated that when we meet with employers and see their needs, we can continue marketing this service and tailor it to the employers' needs.

Ms. Carpenter stated that we are looking at a 'plug and play' program for employers; WorkKeys has to be proctored. It is not industry specific and generic enough to be useful for all employers. Ms. Carpenter suggested that we move to an on-line platform with staff support as needed based on the employer's needs. Mr. Wylie stated that the workshop we started with did not have good content; the first people in were not impressed. Once we have great content employers may find that it would be very useful.

Mr. King stated that SMUD has learning development staff; SMUD is trying to meet a demand to keep employees there. The employees have to see that there is a future so there is employee retention. Ms. Carpenter asked to be connected with SMUD staff. Mr. Givans stated that the County is working on a similar program.

Mr. Louie spoke of assessment tools available at Xerox.

Mr. King suggested having three packets customized to what the employers want. Is it more the career side, not trying to be technical; we need career development and soft skills assessment.

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

Ms. Carpenter stated that an RFQ to support employer services and media was released on November 6. Our current firm, EMRL, has been with us for nine years. Fifteen organizations were sent the RFQ. Ms. Carpenter requested two EOC members to review proposals. The vendor to be selected supports three websites and graphic design needs mostly for Sacramento Works. Ms. Carpenter will distribute proposals to committee members next week. Ms. Gusman and Mr. Wylie offered to be on the committee.

Ms. Carpenter stated that creative samples were requested from each of the proposers. The committee will probably meet the last week in November to rank and come up with a recommendation for funding. Evaluation committee members can ask that the proposers offer a presentation.

5. **Information Item** – Update on Identifying Customer Relationship Management Software

Mr. Walker distributed information on companies providing CRM; he contacted a company that has been around for a long time. There is a \$400/month fee but no set up fee. Another company he contacted asked how much money we want to spend. The services provided depends on how much we want to spend.

Mr. Kim stated that each one of the CRM has a certain focus. Mr. Givans stated that the County has Sugar but they have mixed results. It depends on what information we want to collect. Mr. Walker stated that all CRM have public and private parts. Ms. Gusman stated that we want a system that has the employers we work with; it is a very basic customer.

Mr. Kim stated that the CRM was written into the regional planning grant.

Mr. Walker met with the IT people at EDD and asked for lead numbers of marketing directors and managers covering Sierra, El Dorado, and Sacramento Counties. The regional partners will need to use the CRM system as well. His next goal is to meet with the partners to see where we go from here. Mr. Walker will keep everyone posted.

6. **Discussion Item** –Sacramento Works Signature Employer Event

Mr. Wylie suggested considering a signature employer event that is done once a year. There were discussions at the last meeting and good ideas on a regional event showcasing what we can offer for employers. We would bring in employers in 6-8 county region. It helps to expand our possible outreach to employer base. We need to carve out time to discuss what will make an employer attend. We need to reach out to employers to get a partnership buy-in. We do not want the regional groups to think we are taking over. It adds credibility to what we do. Ms. Carpenter will have more of an idea and budget at the next committee meeting.

Ms. Carpenter will prepare an event calendar; Mr. Walker suggested checking Eventbrite to see what else is going on. Ms. Carpenter will do a budget for the signature event and the amount of funds that may be needed to support the Build Your Own Workforce Program. It was suggested to have a minimal fee for attendance.

7. **Adjournment:** The meeting was adjourned at 10:21 a.m.

ITEM 3 - ACTION

APPROVAL TO EXTEND THE PLACEMENT OF THE TALENT BILLBOARD IN  
TERMINAL A AT THE SACRAMENTO METRO INTERNATIONAL AIRPORT

BACKGROUND:

The Employer Outreach Committee met on July 5, 2017, and approved the allocation of \$100,000 of Board Initiative funds to the Employer Outreach Budget for FY 2017-2018.

In PY 2016-2017, employer outreach funding included the placement of a billboard inside Terminal A at the Sacramento Metro International Airport. The billboard ran January 1, 2017-December 31, 2017. The billboard placement cost is normally \$1,200 per month. However, EMRL, SETA's marketing firm, was able to secure the billboard placement for \$935 per month. SETA has the option to renew the billboard for another year at the same reduced placement rate of \$935 per month for the year beginning February 1, 2018 and ending January 31, 2019. The total cost to renew the placement for the additional year is \$11,220. A copy of the billboard is attached for review.

To date, the expenditures for Employer Outreach include \$2,500 to support the Build Your Own Workforce Mentoring Workshops leaving a total of \$47,500 available to support the placement renewal of the Talent Billboard. Based on the overwhelming response and viewership of the "Talent" indoor billboard, staff is recommending that the Employer Outreach Committee approve the placement of the billboard for an additional year.

| <b>Employer Outreach FY 2017-2018</b>         |                        |  |
|---|------------------------|--|
| <b>Proposed Activity</b>                      | <b>Proposed Budget</b> | <b>Remaining Budget as of 12/31/17</b> |
| Event Sponsorships                            | \$ 9,000               | \$ 9,000                               |
| Job Fair/Business Events                      | 5,000                  | 4,000                                  |
| Employer Outreach                             | 50,000                 | 47,500                                 |
| Marketing-Graphic Design-Advertising Services | 36,000                 | 18,000                                 |
| <b>TOTAL BUDGET</b>                           | <b>\$100,000</b>       | <b>\$ 78,500</b>                       |



**RECOMMENDATION:**

Approve the extension of the placement of the "Talent" indoor billboard in Terminal A at the Sacramento Metro Airport for one year commencing on February 1, 2018.