

WIB BOARD MEMBERS

LARRY BOOTH
Frank M. Booth, Inc.

LESLIE BOTOS
Blood Source

BRIAN BROADWAY
Sacramento Job Corps

BILL CAMP
Sacramento Central Labor Council

PAUL CASTRO
California Human Development Corporation

LYNN R. CONNER
Parasec

MICHAEL DOURGARIAN
MDDV, Inc.

DIANE FERRARI
Employment Development Department

TROY GIVANS
County of Sacramento, Economic
Development

DAVID W. GORDON
Sacramento County Office of Education

JASON HANSON
Sierra Pacific Home and Comfort, Inc.

LISA HARR
Vision Service Plan

BARBARA HAYES
Sacramento Area Commerce & Trade
Organization

THOMAS P. KANDRIS
American River Packaging

MATTHEW KELLY

GARY R. KING
SMUD

DANIEL KOEN
California Teachers Association

KATHY KOSSICK
Sacramento Employment & Training Agency

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PAUL LAKE
County Department of Human Assistance

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Area 4 Agency on Aging

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The Safety Center, Inc.

DENNIS MORIN
Sacramento Area Electrical Training Center

ROGER NIELLO
Sacramento Metropolitan Chamber of
Commerce

JAY ONASCH
California Department of Rehabilitation

KIM PARKER
California Employers Association

MARTHA PENRY
California School Employees Association

DEBORAH PORTELA
Casa Coloma Health Care Center

JONATHAN RAYMOND
Sacramento City Unified School District

MAURICE READ
Sacramento Sierra Building & Construction
Trades Council

LORENDIA T. SANCHEZ
California Indian Manpower Consortium

ANETTE SMITH-DOHRING
Sutter Health – Sacramento Sierra Region

MICHAEL R. TESTA
Sacramento Convention & Visitors Bureau

DR. DAN THROGMORTON
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Cook Brown, LLP

RICK WYLIE
Beutler Corporation

DAVID P. YOUNGER
Lionakis Beaumont Design Group



SACRAMENTOWORKS

SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Wednesday, April 17, 2013

Time: 4:00 p.m.

Location: VSP, Inc.
3333 Quality Drive
Rancho Cordova, CA 95670

AGENDA

1. Call to Order/Roll Call
2. **Action Item:** Approval of the February 20, 2013 Meeting Minutes
3. **Information Item:** Review of Strategic Marketing Plan and update on outcomes
4. **Action Item:** Final Selection of Media Vendors (information to be provided at meeting)
5. Adjournment

Committee Members: Terry Wills (Chair), Larry Booth, Diane Ferrari, Lisa Harr, Barbara Hayes, Tom Kandris, Kim Parker, Anette Smith-Dohring.

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

DISTRIBUTION DATE: WEDNESDAY, APRIL 10, 2013

Employer Outreach Committee
Minutes/Synopsis
(Minutes reflect the actual progression of the meeting.)

Frank M. Booth, Inc.
4220 Douglas Blvd.
Granite Bay, CA 95746

February 20, 2013
4:00 p.m.

1. **Call to Order/Roll Call:** Ms. Wills called the meeting to order at 4:05 p.m.

Members Present: Terry Wills, Larry Booth, Diane Ferrari, Barbara Hayes, Kim Parker, Tom Kandris

Members Absent: Lisa Harr, Anette Smith-Dohring,

Others present: Janet Nietzel, Martha Escobedo, Terri Carpenter, Phil Cunningham, William Walker, Kathy Kossick, Steve Roberts.

2. **Action Item:** Approval of the November 14, 2012 Meeting Minutes

Minutes were reviewed; no questions or corrections.

Moved/Booth, second/Ferrari, to approve the November 14, 2012 minutes.
Voice Vote: Unanimous approval.

3. **Strength, Weaknesses, Opportunities, Threats (SWOT) Report**

Ms. Terri Carpenter touched upon the highlights of a session that EMRL facilitated. Participants included staff, management, and board members participating in two different sessions. There were 107 pages of detailed information narrowed down to a summary. A lot was already known and information received will be utilized to write the WIA plan due April 1. Ms. Carpenter reviewed the strengths and weaknesses. The report sees staffing agencies as our competition; SETA sees the staffing agency as a partner. Branding is an issue; is it SETA or Sacramento Works? Another challenge is that many people see us as a disadvantaged worker program only serving low income people.

Each region has a different way of providing services; there is a lack of consistency between the regional WIBs. It is important to learn how to share and service the employers together. There needs to be a single point of contact with all the WIBs providing the same services. There was a discussion of the central phone number serving Sacramento, Yolo, and Golden Sierra WIBs. Ms. Carpenter replied that she will pull the report on this phone number to see what is going on.

Training partners are not always offering qualified candidates. A gap analysis needs to be done to ensure the people being trained are being trained in areas where jobs are available. Also, an inventory needs to be done of employers on our local list to find out what local employers are training for. Staff have to make sure employers are brought in for curriculum development.

Ms. Kossick thinks we have an opportunity with our regional partners to become more united. If this committee moves ahead with outreach, it behooves us to reach out to the partners to work together.

Ms. Wills found that the legislators were very receptive and interested in what we do but they had no knowledge as to *what* we do.

Ms. Parker stated that employers want two things: 1) tax credits, and 2) as many free services as possible. It is important to repackage this to accommodate the employer.

Mr. Steve Roberts stated that Yolo County writes letters to 30 businesses every month introducing employers to their services. In addition, staff visit 20 businesses a week to pass out information. They have had good results from the letters and the personal contact. They advertise on radio and buses. Yolo County coordinates with the four chambers of commerce; that they try not to advertise with the same people every year. They do not have an Employer Outreach Committee. They have a tremendous ability to fill all requests by employers for employees. As soon as they hear of a job, he e-mails the person highlighted in the article.

Mr. Roberts stated that if they get a Sacramento employee or employer, he gives them our information. He is getting a lot of responses from mostly Yolo County businesses.

Ms. Carpenter will review the SWOT report to see if there is something the committee can do. The SWOT report will be provided to the board at the May meeting.

4. WIB Member Organization Outreach Update

Mr. Booth reported that he will be speaking before the Sacramento Rotary in March or April, for three minutes. There are typically 300 people in the audience where two-thirds are active employers and the rest are retired. Mr. Booth stated that he would not play the video because someone speaking gets more attention than a video.

Ms. Parker stated that there is a big event with the Society of Resource Management, April 13-14. There will be a lot of HR people that will be attending. It will be at the Sacramento Convention Center.

Mr. Kandris and Ms. Carpenter will be going to an Entrepreneurs Organization meeting on March 12 and will also visit the Sacramento Metro Chamber of Commerce and SARTA. A report will be given at the next meeting.

Ms. Ferrari asked if anyone had connections in the hospitality/restaurant industry? Ms. Hayes stated that she just spoke to the hotel association last week. Mike Testa would be a good person to contact.

5. Salute to New Industry Event

The Salute to New Industry event is scheduled for March 14 and Sacramento Works is an honored company sponsor. Based on the input from EOC, Sacramento Works has a booth. There was discussion that the committee would support staff by doing the 2-3 'elevator' speeches, mingling, and staffing the booth. There are ten seats at the event. Ms. Wills talked about using this committee to staff the booth, since there are many guests attending there needs to be two people in each time block to staff the booth and hand people things during the luncheon from 11 a.m. -1:30 p.m. Ms. Carpenter will send an e-mail out to find out who can staff the booth.

Ms. Hayes stated that every company at the March 14 event will have gone through Mr. Walker and Ms. Carpenter. There is an upcoming business roundtable; the questions asked of the participants will be provided in advance. The evening before, there is a VIP reception and all of the companies being honored will be attending this event. This is an opportunity to talk to 75-100 people. Ms. Kossick stated that she will be out of state during the VIP event at the Sutter Club. Terry Wills agreed to participate in the VIP reception event.

6. Marketing Plan Review - Update on Employer Outreach Activities for 2013

Ms. Carpenter distributed the strategic plan for 2011-2012 which needs updating. Ms. Carpenter will provide the outcomes with the metrics. The EOC may also want to look at the campaign elements and moving forward with a new message for employers. Also, the 2013-2014 plan will have to be developed. Things on the horizon include: big outreach for community events, job fairs, etc. The money spent in broadcasting will be done during the peak hiring months. Ms. Carpenter will be sending the broadcasting Request For Quotes out in March.

Ms. Parker asked if there was anywhere in our services to employers where they are asked how they found out about us? Ms. Carpenter replied that there is an employer survey that culls this information. It would be great to poll the employers again to find out how they are finding out about us.

Mr. Kandris recommended that Ms. Carpenter take a shot at updating the strategic plan and send it out to the committee for input. Ms. Carpenter can include some ideas to incorporate into the plan.

1. e-mail board members information about the SACTO event with shift times
2. Draft strategic plan.

Ms. Ferrari stated that the reason she brought two Employment Development Department staff, Janet Nietzel and Martha Escobedo, Manager of the Roseville EDD, along to the meeting is that it is important to get staff knowledgeable of the WIBs and to integrate them into the system.

Mr. Booth reported that Frank M. Booth designs mechanical systems and building controls. The systems are manufactured in Marysville and then installed throughout the region. His company employs approximately 400 people, 120 of whom are engineers or highly skilled tech people, the rest are blue collar. Engineers are very difficult to find. Project managers are even more difficult to find because they have to be engineers AND manage people.

7. **Adjournment:** The meeting was adjourned at 5:16 p.m.

ITEM 3 - INFORMATION

REVIEW OF STRATEGIC MARKETING PLAN AND UPDATE ON OUTCOMES

BACKGROUND:

A review of the 2011-2012 Strategic Marketing Plan will be conducted at the Employer Outreach meeting. A copy of the Sacramento Works, Inc. Employer Outreach Committee Strategic Plan is attached. Staff will present outcomes/metrics as defined in the plan. Committee members should be prepared to provide input/suggestions on items that should be addressed or included for the 2013-2014 plan.

Sacramento Works, Inc.

Employer Outreach Committee
2011-2012 Strategic Plan

Goal: Support regional employers' efforts to hire, train and transition employees by enhancing and communicating the availability and value of Sacramento Works' employer and business services.

Strategy #1

Communicate availability and value of Sacramento Works services to the employer community.

- Purchase media advertising to promote benefits and services.
- Produce and distribute marketing materials.
- Update print ads featuring new employer testimonials.
- Explore and implement strategies making use of social networking.
- Update employer and career center marketing brochures.
- Engage WIB members to promote Sacramento Works services within their own organization as well as, other boards and professional organizations members are involved with.
- Engage new business partners to promote and sponsor business related workshops or seminars.
- Target sponsorships to events and activities reaching employers supporting Critical Occupation Clusters and small businesses.
- Participate in 'key' career fairs and employer related events in order to promote Sacramento Works to new audiences.

Outcomes:

1. Employer use of services
2. Visibility of services among employers

Metrics:

1. Job Orders—hold level at least constant over a 12-month period.
2. Hires—hold level at least constant over a 12-month period.
3. Number of new employers using a comprehensive array of services— attract 10 new employers.
4. Audience reached with advertising and marketing materials—increase number by 10% annually.

5. Financial investment per audience—increase audience reach by 10% annually and maintain cost of audience reach at \$1.82 or lower.
6. Maintain established baseline of 36% of employers using services are supported by Critical Occupation Clusters.

Strategy #2

Enhance Sacramento Works delivery of employer services.

- Adjust and improve current employer feedback system to monitor employer satisfaction, service need, employee retention and marketing effectiveness.
- Adjust and improve current quarterly dash board report produced by employer services staff providing information on employer activity such as recruitment events, job postings, number of hires and wages.
- Present annual marketing/service improvement plan based on employer feedback and analysis of program activities.

Outcomes:

1. Employer service improvement
2. Employer satisfaction

Metrics:

1. Proportion of employers that participate in the feedback system—measured quarterly.
2. Results of employer satisfaction survey—measured quarterly.
3. Number of returning employers—increase repeat customers by at least 10% annually.