

AGENDA

**Sacramento Works, Inc.
EMPLOYER OUTREACH COMMITTEE
Regular Meeting**

Tuesday October 8, 2024 3:00 p.m.

925 Del Paso Boulevard, Suite 100, Board Room,
Sacramento, CA 95815

PUBLIC COMMENT PROCEDURES

In response to AB 2449, the Sacramento Employment and Training Agency (SETA) Sacramento Works Employer Outreach Committee is conducting this meeting utilizing a hybrid approach, permitting members of the public to participate in person or via Zoom. Public comments will be accepted until the adjournment of the meeting, distributed to the members of the Committee and included in the record.

In the event of disruption that prevents broadcasting of the meeting to members of the public using the call-in or internet-based service options, or in the event of a disruption which prevents members of the public from offering public comments, the Committee shall take no further action on items appearing on the meeting agenda until public access to the meeting is restored.

In-Person Public Comment

Members of the public are encouraged to participate in the meeting by completing a speaker card or submitting written comments by email to SETA's Clerk of the Boards, Anzhelika.Simonenkova@seta.net. Any member of the public who wishes to speak directly to the Board regarding any item on the agenda may contact Anzhelika Simonenkova at (916) 263-3753, or Anzhelika.Simonenkova@seta.net. Please include in your request the item(s) on which you would like to participate.

Zoom Public Comment

Members of the public may participate in the meeting via Zoom by clicking the [Zoom link](#), or listening to the meeting on one tap mobile +16699006833, 83863224135# US (San Jose).

Meeting ID: 838 6322 4135

Passcode: 915436

[Find your local number](#)

During the meeting any questions or comments may be submitted via the chat features on Zoom.

Accommodations

Request for Assisted Listening Devices or other considerations should be made through the Clerk's office at (916) 263-3753. Closed captioning will be available.

This meeting is digitally recorded and available to members of the public upon request.

This document and other Committee meeting information may be accessed through the Internet by visiting the SETA webpage: www.seta.net/board/board-agendas.

BOARD MEMBERS

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Anita Maldonado
SECRETARY/TREASURER
Sacramento Employment
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Victor McGee
Sacramento Job Corps Center

Sara Miles
UFCW Western States Council

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Johnny Perez
Clutch Contracts & Consulting

Karl Pineo
Ironworkers Local 118

Jeff Richard
Employment Development Department

Laurie Rodriguez
SMUD

John Randall Rojas
District Council 16 of
Northern CA and Nevada

Jennifer Saetern
Department of Human Assistance

Fabrizio Sasso
Sacramento Central Labor
Council

Shelly Valenton
Sacramento Regional Transit

CALL TO ORDER

ROLL CALL

I. ACTION/DISCUSSION ITEMS:

- A. Approval of Minutes of the July 10, 2024 Regular Meeting 1-3
- B. Approval of the KPI Goals for Program Year 2024-2025 4

II. INFORMATION ITEMS:

- A. Special Guest – New SETA Public Information Officer – Ms. Tarianna Perez
- B. KPI Monitoring (*Tegan Knifton*)
- C. Seminars Workgroup (*Spencer Hoke*)
- D. Promoting Employer Services Workgroup (*William Walker and Ron Ellis*)
- E. Employer Meetings/e-Newsletter (*William Walker*)
- F. Sponsorship News and a Staffing Firms Initiative (*3 wins*)
- G. Draft 2025 Action Plan and Annual Program (*Ron Ellis*)
- H. EOC Housekeeping (*Policies, Surveys, etc.*)
- I. References (*Census, Investments, Membership, Future Initiatives and More...*)

III. OTHER REPORTS:

- A. Chair
- B. Executive Director
- C. Deputy Director/Program Manager
- D. Members of the Committee
- E. Public

IV. ADJOURNMENT

The next meeting will be held on Tuesday, January 14, 2025, at 3:00 p.m., in-person.

Committee Members: Nneka Anderson, Ron Ellis, Linzie Fukushima, Spencer Hoke, Lynn Hosokawa, Lisa Hutchinson, Renee John, Kerri Kasper, Tegan Knifton, Denise Malvetti, Shane Snyder (11)

DISTRIBUTION DATE: September 30, 2024

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

MINUTES/SYNOPSIS

Sacramento Works, Inc. EMPLOYER OUTREACH COMMITTEE Regular Meeting

Tuesday July 9, 2024 3:00 p.m.
925 Del Paso Boulevard, Suite 100, Board Room,
Sacramento, CA 95815

CALL TO ORDER

ROLL CALL

Mr. Ellis called the meeting to order at 3:00 p.m. The roll was called; quorum was established.

Members Present:

Ron Ellis, Linzie Fukushima, Tegan Knifton, Lynn Hosokawa, Denise Malvetti, Lisa Hutchinson
(*arrived and seated at 3:01 p.m.*)

Member(s) Absent: Renee John, Shane Snyder, Spencer Hoke, Kerri Kasper, Nneka Anderson

Others Present:

Roy Kim, William Walker, Phil Cunningham, Anita Maldonado, Lorna Devine

I. ACTION/DISCUSSION ITEMS:

A. Approval of Minutes of the April 9, 2024 Regular Meeting

There were no changes or questions.

Moved/Knifton, second/Hosokawa, to approve the minutes of the April 9, 2023 Regular Meeting.

Ms. Hutchinson arrived and was seated at 3:01 p.m.

Roll call vote:

Aye: 6 (Ellis, Knifton, Fukushima, Hutchinson, Hosokawa, Malvetti)

Nay: 0

Abstention: 0

Absent: 5 (Hoke, Kasper, Snyder, Anderson, John)

II. INFORMATION ITEMS:

A. Special Guest – New SETA Executive Director – Ms. Anita Maldonado

Mr. Ellis introduced the new SETA Executive Director, Ms. Anita Maldonado, and highlighted her background. Ms. Maldonado took the opportunity to introduce herself. She additionally advised that SETA has been engaging in strategic planning with Dalberg Consulting to develop the Agency's first-ever strategic plan. Ms. Maldonado also mentioned that she was looking forward to the All Staff meeting on August 9, 2024.

B. Employer Meetings/e-Newsletter

Mr. Walker gave the committee members a printout of the e-newsletter and a report on it. He mentioned that the Northern California Contract Center Association, featured in the e-newsletter was a long-standing partner of SETA for 15 years. We recently held a job fair for the State of California with over 1,200 individuals registering; 400 individuals attended seeking employment, and SETA was pleased with the turnout.

C. KPI Monitoring

Mr. Walker reviewed the Key Performance Indicator Report (KPI) provided in the handout. He shared that the New Employer Registration number which previously went down was due to this information being considered confidential and is therefore provided in the aggregate by the Employment Development Department, Labor/Marketing Information Division. He advised that the numbers were provided to him upon request and on a monthly basis, which resulted in an increase from 49% to 772% on the report.

D. Seminars Workgroup

Mr. Ellis reviewed the information provided in the handout, which included the dates for prospective seminars from September 2024 to October 2025 and outlined the associated planning process. He invited any interested Committee members to join the seminars workgroup, which currently has only two members: Mr. Hoke and himself.

E. Promoting Employer Services Workgroup

Mr. Ellis advised that at the January 2024 meeting, the Employer Outreach Committee (EOC) endorsed 22 items on EOC priorities to promote employer services. He requested Mr. Walker and his staff to review the progress made and report at the next EOC meeting in October.

Ms. Devine shared out on the social media campaign. She advised that the current Facebook account has 17,000 followers, a 4,000 annual increase since January 2024.

Mr. Ellis invited any interested Committee members to join the Promoting Employer Services workgroup.

F. 2024 Action Plan and Annual Program

The approved 2024 Action Plan and Annual Program were provided in a handout and briefly reviewed.

Ms. Hutchinson will discuss "PAID" sponsorship opportunities for topical seminars after the meeting.

G. EOC Housekeeping

Mr. Ellis was pleased to report that Ms. Hutchinson, despite leaving the Sacramento Works, Inc. Board, agreed to continue to serve on the EOC. He encouraged members of the Committee to recruit and refer prospective candidates to him.

H. References

Mr. Ellis highlighted several of the references provided in the handout.

III. OTHER REPORTS:

A. Chair: No report

B. Executive Director

Ms. Maldonado advised that SETA is in the process of hiring a Public Information Officer to increase its external presence in the community.

C. Deputy Director/Program Manager

Mr. Kim advised that SETA recently held a successful State Job Fair, in which forty-three state departments participated.

The strategic planning consultant from Dalberg Consulting will provide updates on the SETA strategic planning process at the next Sacramento Works Inc. Board meeting in September.

Mr. Kim advised that at the last meeting of the SETA Governing Board, the funding recommendation to extend job centers' contracts for PY 2024-2025 was approved. He was pleased to announce that the allocations had increased by almost \$1 million.

Mr. Kim encouraged the members to refer any private business representatives of companies hiring in the Sacramento area to apply and join the Sacramento Works Inc. Board.

Mr. Walker advised that SETA is working with Capitol Impact by providing a talent pipeline management process and assisting employers directly with recruitment.

D. Members of the Committee: No report

E. Public: None

IV. ADJOURNMENT: The meeting was adjourned at 3:54 p.m.

Note: The minutes reflect the actual progression of the meeting.

ACTION/DISCUSSION ITEM I-B
Approval of Key Performance Indicator (KPI) Goals PY 2024-2025

Presenter: William Walker

RECOMMENDATION:

Review the KPI Workgroup report and approve the KPI Goals for PY2024-2025.

BACKGROUND:

In October 2021, the Employer Outreach Committee formed the KPI Workgroup to develop and recommend significant goals to be met by SETA/Sacramento Works' Employer Services Unit.

In line with past practice, the current KPI Workgroup met in September 2024, reviewed the current indicators, and adjusted KPI Goals to be consistent with current trends.

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