

## AGENDA

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

**Tuesday                      January 14, 2025                      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](mailto: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](mailto: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, 81186118788# US (San Jose).

Meeting ID: 811 8611 8788

Passcode: 435105

[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](http://www.seta.net/board/board-agendas).

### BOARD MEMBERS

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Department of Human  
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**Fabrizio Sasso**  
Sacramento Central Labor  
Council

**Shelly Valenton**  
Sacramento Regional Transit

**CALL TO ORDER**

**ROLL CALL**

**1. ACTION/DISCUSSION ITEMS:**

- A. Approval of Minutes of the October 8, 2024 Regular Meeting 1-4
- B. Approval of the 2025 Action Plan and Annual Program  
(Referred in the EOC Handout) 5

**2. INFORMATION ITEMS:**

- A. KPI Monitoring Workgroup (*Tegan Knifton*)
- B. Seminars Workgroup (*Spencer Hoke*)
- C. Seminar Sponsorships in 2025 (*Ron Ellis*)
- D. Promoting Employer Services Workgroup (*William Walker and Ron Ellis*)
- E. Employer Meetings/e-Newsletter Update (*William Walker*)
- F. 2025 Action Plan (Draft) and Annual Program (*Ron Ellis*)
- G. EOC Housekeeping (*Policies, Surveys, etc.*)
- H. References (*Census, Investments, Membership, Future Initiatives and More...*)

**3. OTHER REPORTS:**

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

**4. ADJOURNMENT**

The next meeting will be held on Tuesday, April 8, 2025, at 3:00 p.m., in-person.

**Committee Members:** Nneka Anderson, Ron Ellis, Linzie Fukushima, Spencer Hoke, Lynn Hosokawa, Lisa Hutchinson, Kerri Kasper, Tegan Knifton, Denise Malvetti, Melissa De La Cruz, Hilary Tellesen (11)

**DISTRIBUTION DATE:**

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                      October 7, 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, Spencer Hoke, Lynn Hosokawa, Lisa Hutchinson (*arrived and seated at 3:01 p.m.*), Denise Malvetti (*arrived and seated at 3:14 p.m.*)

Member(s) Absent: Renee John, Kerri Kasper, Nneka Anderson, Tegan Knifton

#### Others Present:

Roy Kim, William Walker, Phil Cunningham, Jeff Richard, Melissa De La Cruz (Lutheran Social Services of Northern California)

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

#### I. ACTION/DISCUSSION ITEMS:

##### A. Approval of Minutes of the July 10, 2024 Regular Meeting

There were no changes or questions.

Moved/Hosokawa, second/Fukushima, to approve the minutes of the July 10, 2023 Regular Meeting.

#### Roll call vote:

Aye: 5 (Ellis, Hoke, Fukushima, Hutchinson, Hosokawa)

Nay: 0

Abstention: 0

Absent: 5 (Knifton, Kasper, Anderson, John, Malvetti)

##### B. Approval of the KPI Goals for Program Year 2024-2025

Mr. Walker advised that the Key Performance Indicators (KPI) Workgroup met in September 2024, reviewed the current indicators, and adjusted the KPI Goals. This item is presented to approve the KPI Goals for PY 2024-2025, as listed in the attachment provided.

In response to Mr. Kim's questions, Mr. Walker qualified that the goal for the Employer Newsletter Responses category is still to be determined.

Mr. Ellis noted a significant uptick in the newsletter email campaign with the return of EMRL Public Relations company.

Moved/Hosokawa, second/Hutchinson, to approve KPI Goals for PY 2024-2025.

Roll call vote:

Aye: 5 (Ellis, Hoke, Fukushima, Hutchinson, Hosokawa)

Nay: 0

Abstention: 0

Absent: 5 (Knifton, Kasper, Anderson, John, Malvetti)

## **II. INFORMATION ITEMS:**

### **A. Special Guest – New SETA Public Information Officer – Ms. Tarianna Perez**

Mr. Ellis introduced the new Public Information Officer for SETA, Ms. Tarianna Perez, and highlighted her background. Ms. Perez then introduced herself and shared information about new initiatives related to the Agency's branding, public relations, social media, and internal communications.

Ms. Malvetti arrived and was seated at 3:14 a.m.

### **B. KPI Monitoring**

Mr. Ellis advised that Ms. Knifton is currently leading this workgroup and provided significant input on recommendations for adjusting the KPI Goals approved earlier. He reminded the Committee that the KPI report was developed to present data on different aspects of SETA's employment services and increase public awareness.

### **C. Seminars Workgroup**

Mr. Hoke reported that nineteen topical or SETA service-oriented seminars and workshops were recently conducted, and the data is included in the handout. He noted that participation varied but is steadily increasing. A Request for Information will be sent out in early 2025 to seek individuals for training roles.

Mr. Hoke also emphasized the upcoming webinar on Disability, Etiquette, and Awareness in partnership with the Department of Rehabilitation in October, in recognition of Disability Awareness Month. He encouraged Committee members to attend and share information about the webinar.

Additionally, Mr. Hoke mentioned that webinars are already scheduled for January, February, March, and April of next year.

### **D. Promoting Employer Services Workgroup**

Mr. Walker advised that he and Ms. Tarianna Perez have been working on updating the Employer & Businesses page on the Sacramento Works website.

Mr. Ellis requested a follow-up meeting to discuss a new version of Promoting Employer Services and to develop an agenda for the group discussion. He expressed his hope to restart the workgroup in January 2025.

### **E. Employer Meetings/e-Newsletter**

Ms. Elise Clark from EMRL presented the Employer Newsletter Report, which included comparative performance and campaign metrics. She reported that 4,055 emails were sent, 945 were opened, 364 recipients clicked on the links, and six unsubscribed. The link for the Featured Employer, PRIDE Industries, was the most clicked. EMRL continues its efforts to increase engagement with the Employer Newsletters.

Mr. Walker provided additional historical campaign metrics, noting a steady increase in both the open and click-through rates for the emails sent.

**F. Sponsorship News and a Staffing Firms Initiative**

Mr. Ellis reported that SETA Sacramento Works has successfully secured the first seminar sponsor. A solicitation package has been created to promote additional sponsorships. This package includes an introductory packet, an overview of recent EOC activities, seminar history, and a seminar sponsorship proposal form. Mr. Ellis encouraged members to use the package when sponsorship opportunities arise.

Mr. Ellis mentioned that he recently learned that SETA collaborates with several staffing firms. He expressed his desire to invite representatives from those companies to participate in a workgroup aimed at discussing additional ways that SETA and EOC can better assist them in their roles and potentially gain representation on the EOC. The committee members showed enthusiasm for this idea and offered their support.

**G. Draft 2025 Action Plan and Annual Program**

Mr. Ellis reviewed the draft 2025 Action Plan and approved 2024 Annual Program Summary, both of which were provided in the handout. He encouraged members to consider the Action Plan and advised them that the decision would be made at the January meeting.

**H. EOC Housekeeping**

Mr. Ellis introduced Mr. Richard who visited the Committee for the first time as the new member of the Sacramento Works, Inc. Board. He agreed to refer his representative to join the Committee.

Mr. Ellis reviewed current quorum requirements and policies.

**I. References**

Mr. Ellis encouraged the members to review and utilize the information provided in the references.

**III. OTHER REPORTS:**

**A. Chair: No report**

**B. Executive Director**

Mr. Kim, on Ms. Maldonado's behalf, advised that SETA continues its efforts to finalize the Strategic Plan. Mr. Kim thanked the members who provided their input on the recent survey sent for the SETA Mission and Vision statements, which are part of the Strategic Plan. More information will be provided at the next meeting.

**C. Deputy Director/Program Manager**

Mr. Kim advised that he and Mr. Walker have been involved in developing a new biotech talent pipeline management process in collaboration with the City of Sacramento, Capitol

Impact (a local consulting firm), and Valley Vision. This process involves bringing together a group of employers within the biotech sector to identify their needs and challenges in finding talent and then engaging supply side partners like SETA, community colleges, and others to address these issues. The initiative has been launched, and employers like the Jackson Laboratory, ThermoGenesis, UC Davis, and Thermo Fisher Scientific are participating in the effort.

Mr. Kim encouraged Committee members to recruit for vacant business sector seats on the Sacramento Works, Inc. Board and refer prospective candidates.

- D.** Members of the Committee:  
Ms. Melissa De La Cruz, a Job Developer from Lutheran Social Services of Northern California, introduced herself as she attended the meeting for the first time.
- 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 1-B**  
**Approval of the 2025 Action Plan and Annual Program**

Presenter: William Walker

**RECOMMENDATION:**

Review and approve the 2025 Action Plan and Annual Program.

**BACKGROUND:**

Referred in the EOC Handout, Information Item 2-F on pages 7-8.

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