

CAREER CENTERS

BROADWAY

915 Broadway
Sacramento, CA 95818
(916) 324-6202

CITRUS HEIGHTS

7640 Greenback Lane
Citrus Heights, CA 95610
(916) 676-2540

FRANKLIN

7000 Franklin Blvd., Ste. 540
Sacramento, CA 95823
(916) 262-3200

GALT

1000 C Street, Suite 100
Galt, CA 95632
(209) 744-7702

HILLSDALE

5655 Hillsdale Blvd., Ste. 8
Sacramento, CA 95842
(916) 263-4100

LEMON HILL

5451 Lemon Hill Avenue
Sacramento, CA 95824
(916) 433-2620

MARK SANDERS COMPLEX

2901 50th Street
Sacramento, CA 95817
(916) 227-1395

LA FAMILIA COUNSELING CENTER

5523 34th Street
Sacramento, CA 95820
(916) 227-2577

MATHER

10638 Schirra Avenue
Mather, CA 95655
(916) 228-3127

RANCHO CORDOVA

10665 Coloma Rd., Ste. 200
Rancho Cordova, CA 95670
(916) 942-2165

SOUTH COUNTY

8401 - A Gerber Road
Sacramento, CA 95828
(916) 689-3560

Administrative Offices & Employer Services

925 Del Paso Blvd.
Sacramento, CA 95815
(916) 263-3800

Website: <http://www.seta.net>



**SACRAMENTO
WORKS CAREER
CENTER**

REGULAR MEETING OF THE SACRAMENTO WORKS, INC. BOARD

DATE: Wednesday, January 28, 2004

TIME: 8:00 a.m.

LOCATION: SETA Board Room
925 Del Paso Blvd.
Sacramento, California

While the Sacramento Works, Inc. Board welcomes and encourages participation in the Sacramento Works, Inc. meetings, it would be appreciated if you would limit your comments to five minutes so that everyone may be heard. Matters under the jurisdiction of the Sacramento Works, Inc. Board and not on the posted agenda may be addressed by the general public following completion of the regular agenda. The Sacramento Works, Inc. Board limits testimony on matters not on the agenda to five minutes per person and not more than fifteen minutes for a particular subject. Meeting facilities are accessible to persons with disabilities. Requests for Assisted Listening Devices or other considerations should be made through the Clerk's office at (916) 263-3827. This document and other Board meeting information may be accessed through the Internet by accessing the SETA home page: www.seta.net.

AGENDA

I. Call to Order/Roll Call

- Introduction of New Board Members
- Quarterly Economic Briefing (Dr. Robert Fountain) (20 Minutes)
(GOAL 3: A Workforce that Creates, Attracts, and Sustains Higher paying Jobs)

II. Consent Item

- A. Approval of Minutes of the October 23, 2003 Regular Board Meeting

III. Action Items

1. Approval of the Submission of a Public Sector Re-Employment Initiative, WIA 25% Governor's Discretionary Grant Application
(GOAL 3 – A Workforce that Creates, Attracts, and Sustains Higher paying Jobs)

2. Approval to Modify the WIA Governor's Discretionary Grant to Train Public Sector Dislocated Workers as Workers' Compensation Claims Adjusters (*GOAL 1 – Train Workers for Critical Industries*)
3. Approval to Increase the Size of the Sacramento Works, Inc. Board (*GOAL 2 – Develop a Private-sector Driven Initiative to Increase Employer Involvement and Satisfaction*)

IV. Information Items

1. California Association of Employers Boot Camp (Christine Welsch)
2. Presentation of the 2003/2004 Occupational Outlook & Training Directory (John Harden)
3. Employer Outreach Committee Update (William Walker and Terri Carpenter)
4. Youth Council Strategic Planning Retreat Report (Dr. Jim Hernandez)
5. Sacramento Works Career Center Employer Customer Satisfaction Report (William Walker)
6. Final PY 2002-2003 Workforce Investment Act Performance Results (Robin Purdy)

V. Other Reports

1. Chair
2. Counsel
3. Public Participation

VI. Adjournment

DISTRIBUTION DATE: THURSDAY, JANUARY 22, 2004

Role of Sacramento Works, Inc., the Local Workforce
Investment Board

Sacramento Works, Inc., the local Workforce Investment Board is a 36-member board charged with providing policy, planning and oversight for local workforce development initiatives.

Vision:

Jobs for People and People for Jobs

Mission:

Sacramento Works unites business, education and public agencies to assure qualified and trained workers are available to meet the needs of the region's economy.

Priority Goals

GOAL 1 – Train Workers for Critical Industries

The Board will take a proactive role in engaging the business community by assessing the regional labor market, identifying critical industries, and developing a plan to train workers for critical industries.



GOAL 2 – Develop a Private-sector Driven Initiative to Increase Employer Involvement and Satisfaction

The Board will increase employer involvement and satisfaction with the workforce system by developing a comprehensive business led employer outreach and marketing plan and measuring employer customer satisfaction coordinated by engaging the business community, labor, educators and workforce professionals by focusing attention and resources on minimizing barriers to employment (literacy, childcare, transportation, and housing), promoting career ladders, and preparing a workforce that creates, attracts, and sustains higher paying jobs.

GOAL 3 – A Workforce that Creates, Attracts, and Sustains Higher paying Jobs

The workforce system will become more visible, accessible and better coordinated by engaging the business community, labor, educators and workforce professionals by focusing attention and resources on minimizing barriers to employment (literacy, childcare, transportation, and housing), promoting career ladders, and preparing a workforce that creates, attracts, and sustains higher paying jobs.

GOAL 4 – Prepare Youth to Compete in the Local Economy

The Board will ensure that local youth are prepared to compete in the local economy by supporting education, employer and community partners to ensure that all K-12 students have a quality education and an introduction to the world of work.

GOAL 5 – Evaluate and Improve the One-Stop System

The Board will evaluate the one stop system and make recommendations to continuously improve the system to make it more effective, efficient and relevant to current and future needs of employers.

ITEM II-A – CONSENT

APPROVAL OF MINUTES OF THE OCTOBER 23, 2003 REGULAR BOARD
MEETING

BACKGROUND:

Attached are the minutes of the October 23, 2003 Sacramento Works, Inc. Board meeting for your review.

RECOMMENDATION:

That your Board review, modify if necessary, and approve the attached minutes.

REGULAR MEETING OF THE SACRAMENTO WORKS, INC. BOARD
Minutes/Synopsis

SETA Board Room
925 Del Paso Blvd.
Sacramento, CA 95815

Thursday, October 23, 2003
8:00 a.m.

I. Call to Order/Roll Call: Mr. Dourgarian called the meeting to order at 8:02 a.m.

Members Present: Bill Camp, Cheryl Davis, Michael Dourgarian, Peter Gregerson, Barbara Hayes, Mark Ingram, Kathy Kossick, James Lambert, Gerry Lawrence, Matthew Mahood, Elizabeth McClatchy, Craig Mills, Jack Padley, James Pardun, Bruce Parks, Deborah Portela, Lawrence Suddjian, Dennis Trinidad.

Members Absent: Sharon Anderson, Rick Dibble, Mark Erlichman, Rick Garbett, Andy Karsten, John Koogle, Dave Miller, Anne Moore, George Ortiz, Maurice Read, Lorenda Sanchez, Clayton Thomas, Kingman Tsang, William Warwick.

Youth Council Member Present: Dr. James Hernandez, Mike Brunelle.

- Quarterly Economic Briefing: Dr. Robert Fountain provided an overview of the Sacramento region's economic status.

II. Consent Items

The consent calendar included approval of the minutes of the August 28, 2003 meeting. There were no corrections and the minutes were approved by consensus.

III. Action Item

Approval of Marketing Plan and Cost Schedule

Mr. William Walker and Ms. Terri Carpenter reviewed the process by which the Sacramento Works, Inc. marketing plan was developed. The Employer Outreach Committee will continue to 'fine tune' the plan and prepare the press kits.

Mr. Mark Ingram stated that the marketing plan was developed with a private sector point-of-view.

Moved/Ingram, second/Pardun, Approve the Marketing Plan and Cost Schedule as distributed.

Voice Vote: Unanimous approval.

IV. Information Items

1. Youth Council Retreat Report

Dr. James Hernandez reported on the October 20, 2003 Youth Council retreat that was held at the Sierra Health Foundation. Two of the newest Youth Council members, Jennifer Lopez and Anthony Simpson, were present at the retreat and provided quite a bit of input as to the desired direction of the Youth Council. Another retreat will be held in early December.

2. Critical Industries Update

- **HIB Application – High Tech**

Mr. Matt Mahood spoke of the application that will provide funds so that workers are trained in the high tech industry.

- **Culinary Arts – Hospitality**

Mr. Bruce Parks spoke of an exciting culinary training program that will be done in conjunction with California State University, Sacramento.

- **Claims Adjuster – Call Center**

Mr. William Walker reviewed a program that will be developed to train dislocated workers to become claims adjusters. Additional information on this program will be provided at the next meeting.

- **Healthcare**

Ms. Cindy Sherwood-Green spoke of the Nurse Workforce Initiative Training program and how successful the program has been.

3. Article: Clues to the Cure For Unemployment Begin to Emerge

No comments.

4. Summary of *Rising to the Challenge*

No comments.

5. Workforce Investment Act Reauthorization Information

No comments.

V. Adjournment: Meeting adjourned at 9:27 a.m.

ITEM III-A - ACTION

APPROVAL OF THE SUBMISSION OF A PUBLIC SECTOR RE-EMPLOYMENT INITIATIVE WIA 25% GOVERNOR'S DISCRETIONARY GRANT APPLICATION

BACKGROUND:

The Sacramento Employment and Training Agency (SETA), the Employment Development Department and Elk Grove Unified School District have been working together to develop a plan to address public sector layoffs which will result from state and local budget reductions. The attached grant application proposes to request WIA 25% Governor's Discretionary funds to implement five strategies developed to assist public sector employees transition to jobs in the private sector. The strategies are:

- **Strategy 1: Provide Pre-layoff assistance to public sector employees to assist them in dealing with the loss of a job and developing options for re-employment**
- **Strategy 2: Identify skills that are transferable to occupations in demand in the region**
- **Strategy 3: Provide rapid response services on-site at public sector employers or downtown in an accessible location to dislocated public sector workers**
- **Strategy 4: Market public sector dislocated workers to private sector employers**
- **Strategy 5: Connect public sector dislocated workers to Sacramento Works One Stop Career Centers for intensive and training services.**

RECOMMENDATION:

Approve the submission of the WIA Governors 25% Discretionary Public Sector Re-employment Initiative grant application for Fiscal Year 2004/2005.

WORKFORCE INVESTMENT ACT GOVERNOR'S DISCRETIONARY GRANT

SUBMITTED BY : SACRAMENTO EMPLOYMENT & TRAINING AGENCY

Initiative: Public Sector Employee Re-employment Pilot Project.

Lead Agencies/Contact People:

Diane Ferrari, EDA, EDD Northern Division Job Service, and Robin Purdy, Deputy Director, Sacramento Employment and Training Agency,

Implementation date: March 1, 2004 through June 30, 2005

This Initiative includes provisions for:

- Using existing One-Stop service delivery sites in Sacramento County, and potentially making use of an additional central "downtown" location.
- Dedicated full-time staff from EDD Job Service and SETA at each site.
- Continued liaison activities with the State Department of Personnel Administration, and the affected local public jurisdictions.
- Tapping into the employment "demand" side of the private sector.
- Direct, targeted employer contact activities.
- Providing assistance prior to actual layoff.
- A focus first on "core," then "intensive" re-employment services. Short-term pre-vocational services will be made available as necessary.
- Measurable milestones and outcomes.

The Initiative will:

- Document (1) lessons learned; (2) recommendations for improvement; and (3) best practices for expansion efforts beyond the Sacramento County pilot.
- Be exportable statewide to local areas experiencing like circumstances.
- Produce a "how-to" handbook and desktop tools for statewide use.

Outcome goals:

- Re-employment rate of 78%
- 85% earning replacement rate
- 84% job retention rate
- Customer Satisfaction surveys results of 8 or above
- Replication possible in other communities

STATEMENT OF NEED:

After experiencing eight consecutive years of strong job growth, in 2002, the Sacramento region entered its first employment downturn since 1993, giving way to the weak economic conditions that the Nation, State and the Bay Area have experienced the past 24 months.

Job cuts began in the Information Technology sector and have, in the last year, spread beyond IT segments to other industries, particularly communications, other manufacturing segments, transportation, finance and state and local government. In the public sector, the losses can be attributed California's budget situation and the hiring freeze at most State agencies. Government, both state and local, has always been the

largest employer in the region, with 183,900 employees. Over the last decade, other major industries such as services, trade, and construction have expanded to diversify the local economy, but government continues to dominate as an industry, with a growth rate of 20.3% in State Government employment over the last 10 years and a growth rate of 43.4% in local government. The growth in local government can be directly attributed to growth of educational providers. Classroom reduction, coupled with suburban growth in the Elk Grove and Natomas areas of Sacramento County, has resulted in large increases in certificated and classified employees in local school districts. The current budget deficit and cuts in state funding to school districts and Counties will result in significant layoffs

In 2003 Sacramento employment continued to be dominated by the government, services and retail trade sectors, which accounted for over 72% of the total employment in the County. The potential state budget reductions will have a devastating impact on the local economy. Several large public sector employers have recently published recommendations to reduce their workforce, including:

- In November 2003 the Elk Grove Unified School District Board approved recommendations for budget reductions which included elimination of 78 positions for support staff. These positions include Resource Specialists, clerical support, Instructional Assistants, Facilities, Grounds and Maintenance staff and Accounting and Human Resources support staff.
- In December, 2003, the County of Sacramento published the list of program cuts that will be presented to the Board of Supervisors on January 13, 2004. The proposed reductions total \$7.2 million and will eliminate 479 positions in County government.
- On January 9, 2004 the Governor published his budget proposal cutting \$16.2 billion from the state budget. The cuts affect all state agencies and it is anticipated that they will result in public sector employee layoffs in state government, cities and counties, and school districts. Projections of cuts at the state level range from a high of 16,000, (the number tied to Governor Gray Davis's budget requirement that \$1.1 billion be cut from the current fiscal year), to a low of 2,000. About 12,000 state workers have received notices that they could be laid-off within 120 days. The Department of Personnel Administration estimates that 1,200 workers in the Sacramento area will be affected by the workforce reduction.

AFFECTED PUBLIC SECTOR EMPLOYERS:

<u>Employer Name and Facility ID</u>	Number of Workers Affected	WARN or Layoff Notice Date	Scheduled Layoff Date(s)
Elk Grove Unified School District	78	3/15/2004	7/1/04
State of California –	1,200		7/1/04
County of Sacramento	479		7/1/04
Total	1,757		

PHASE 1: RAPID RESPONSE AND PRE-LAYOFF ASSISTANCE:

The Sacramento Employment and Training Agency (SETA) has been designated by the State of California as the entity responsible for coordinating rapid response services in Sacramento County.

Using formula rapid response funding allocated by the State of California Employment Development Department, SETA established a rapid response team that consists of representatives from SETA, the California Employment Development Department, the City and County Economic Development Departments, the Sacramento Area Commerce and Trade Organization (SACTO), and local affected employers, including Elk Grove Unified School District and Sacramento County.

The following rapid response services will be provided to over 1,000 affected employees:

1. Employers and representatives of workers will be contacted to assess the employers' layoff plan and schedule, to discuss potential for averting layoffs, to identify probable assistance needs of affected workers, to identify re-employment prospects in the local community, and to provide information regarding available resources to meet the needs.
2. School districts and labor organizations will provide orientations to inform affected workers about their rights, responsibilities and the roles they will play in supporting their successful re-employment.
3. The Employment Development Department will provide Pre-Layoff Assistance Services to public sector employers, including:
 - a) Workshops: Planning and Organizing Your Job Search, Interviewing Techniques, Labor Market Information, Options for Re-employment, Resumes and Applications, Orientation to Community Services, Benefits Information
 - b) Handouts and Resource Lists
4. Affected workers will be provided with Information and access to rapid response services, including access to unemployment compensation and core, intensive and re-

training services available through a Re-employment Center located in downtown Sacramento and geographically located One Stop career centers. Services include:

- a) Knowledgeable staff to assist workers in finding new jobs or training programs for new careers.
- b) Information about all state and federal services to help find new jobs.
- c) Professional help with job search.
- d) Information about training opportunities.
- e) Use of computers, telephone and fax machines to help with their job search.
- f) Services provided at no cost.
- g) Information on and assistance with Unemployment Insurance filing
- h) Information on California Training Benefits
- i) Overview of job search services available through EDD and the Sacramento Works Career Center system
- j) Information on Sacramento Works One Stop Career Center system re-employment and re-training services, including:
 - o Case Management/Assessment/Plan development/Support,
 - o Regional education/Vocational resources,
 - o Regional economic/Job development activities and network,

4. Employers will receive guidance and assistance in establishing labor-management committees to help them devise and oversee strategies that respond to the re-employment needs of workers. Assistance to labor-management committees includes: training and technical assistance to members of committees; and funding the operational costs of committees.

5. The Rapid Response Team, in conjunction with local affected employers will survey public sector workers dislocated to assess their re-employment needs. Surveys conducted on dislocated public sector employees in fiscal year 2003 identified the following barriers to re-employment:

1. Outdated and non-transferable skills
2. Poor outlook for re-employment in public sector employment
3. Denial and depression caused by layoff
4. Hope that the state budget deficit will be resolved and workers will be rehired
5. Lack of savings and income to meet financial obligations.

<u>Strategies/Tasks</u>	Lead Agency/Person	Timeline
Strategy 1: Provide Pre-layoff assistance to public sector employees to assist them in dealing with the loss of a job and developing options for re-employment		
<p>Elements:</p> <ol style="list-style-type: none"> Develop Pre-Layoff Trainers Guide for distribution throughout the state. Includes: <ul style="list-style-type: none"> Curriculum (Workshops, SROA, Surplus, VPOS, UI and One Stop Benefits Info, Interviewing, LMI, Transfers, Referrals, and Investigating Options for Re-employment) Handouts and Resources (pamphlet developed by Elk Grove USD for public sector layoff, booklet used by SETA in rapid response orientations, and information developed by EDD). Develop procedures for State Agencies and Departments to schedule pre-layoff services Provide pre-layoff information and workshops to public sector employees facing layoff. 	<p>Patty Espinosa/Carol Grable</p> <p>Bill Walker, Tim Taylor, Carol Grable</p> <p>Carol Grable/EDD</p> <p>EDD</p>	<p>January 11, 2004</p> <p>January 31, 2004</p> <p>January 11, 2004</p> <p>June 30, 2004</p>
Strategy 2: Identify skills that are transferable to occupations in demand in the region		
<p>Elements</p> <ol style="list-style-type: none"> Develop list of occupations with the best projected outlook in Sacramento County Develop local labor market information packets, including products available from the Labor Market Information Division (LMID) i.e. County Snapshots, List of Occupational Projections. Work with State, County, School District, and other public sector employers to identify occupations targeted for reduction/elimination Determine transferable skills applicable to private sector employment. Develop crosswalks of public sector occupation titles targeted for reduction to private sector occupational title. Train local career center staff to assist customers in using labor market information and identifying transferable skills. Develop plan for providing vocational and career assessment counseling for individuals in need of assistance in creating their re-employment plan. Plan should be able to be replicated in other parts of the state. Research self-service tools to use to identify transferable skills (O*NET Profiler Ability, Choices, etc...) Develop Guide to assist other areas to replicate LMI and transferable skills project 	<p>David Lyons –EDD John Harden – SETA</p> <p>Bill Walker/John Harden – SETA John Harden, SETA John Harden, SETA</p> <p>John Harden, SETA David Lyons, EDD Carol Bernando, Elk Grove USD John Harden, SETA John Harden, SETA David Lyons, EDD</p>	<p>January 11, 2004</p> <p>March 1, 2004</p> <p>March 1, 2004 January 31, 2004</p> <p>March 1, 2004</p> <p>March 1, 2004 March 1, 2004 June 30, 2004</p>
Strategy 3: Provide rapid response services on-site at public sector employers or downtown in accessible location to dislocated public sector workers		
<p>Elements:</p> <ol style="list-style-type: none"> Identify facility downtown to provide services Identify rapid response and core services to be provided on-site at employer (resource room, skills assessment, orientations, workshops, job search counseling, assistance in developing “private sector” resumes, employer recruitment, computer and internet access, copiers, phones, faxes, scanners, etc...) Identify staffing and equipment necessary to provide services Identify potential on-site collaborating agencies to provide services (Manpower, Sacramento 	<p>Bill Walker, SETA Patty Espinosa, EDD</p> <p>Bill Walker, SETA Patty Espinosa, EDD</p>	<p>March 1, 2004</p> <p>March 1, 2004</p>

<p>Professional Network (SPN), PERS, State Personnel Board, Department of Personnel Administration, Human Resources Division, Labor Unions, UI, Sacramento County, Elk Grove Unified School District, SCERS)</p> <ol style="list-style-type: none"> 5. Identify affected labor unions and establish labor management committee 6. Provide vocational and career assessment for individuals in need, including assessment of transferable skills and barriers to re-employment 7. Refer dislocated public sector workers to jobs with private sector employers 8. Refer public sector workers who need intensive or re-training services to SWCC Career center for appointment with casemanager. 	<p>Bill Walker/JL or GM</p> <p>Elk Grove USD</p> <p>SETA/EDD Elk Grove USD</p>	<p>April 1, 2004 March 1, 2004- December, 2004 June 30, 2004 March 1, 2004- December 31, 2004</p>
<p>Strategy 4: Market public sector dislocated workers to private sector employers</p>		
<p>Elements:</p> <ol style="list-style-type: none"> 1. Identify collaborating agencies (Chambers of Commerce, Temp agencies, SACTO, SAHRA, Los Rios Community College, employer organizations, educational associations) and market skills sets of affected workers utilizing websites, newsletters, and networks to notify employers of this qualified and ready to work candidate pool. 2. Establish a skills bank database (utilizing CalJobs or other existing systems) to match public sector employees to private sector jobs 3. Identify methods to market dislocated workers to private sector employers by creating email groupings of job candidates for notification of available jobs and utilizing job fairs and recruitment events to connect dislocated workers and private sector employers. 4. Recruit employers to conduct on-site employment orientations and provide staff to assist with application screening and interview scheduling. 5. Organize a private sector employer job fair for public sector employees 6. Develop strategies for preference points or incentives for businesses that will hire former state employees that can be included in public sector plans to privatize services 7. Identify training courses in high wage/demand occupations that can quickly retrain workers—workers compensation claims adjuster, high tech, health care, construction management and engineering are some examples. 	<p>Julie McLoed, SETA Terri Carpenter, SETA</p> <p>SETA/EDD</p> <p>SETA/EDD</p> <p>SETA/EDD</p> <p>SETA/EDD SETA/Elk Grove USD</p> <p>SETA</p> <p>SETA</p>	<p>January 31, 2004</p> <p>March 1, 2004</p> <p>February 28, 2004</p> <p>March 1, 2004 – December 31, 2004 July, 2004 June 30, 2004</p> <p>March 1, 2004-June 30, 2005</p> <p>March 1, 2004-June 30, 2005</p>
<p>Strategy 5: Connect public sector dislocated workers to Sacramento Works One Stop Career Centers for intensive and training services</p>		
<ol style="list-style-type: none"> 1. Select Sacramento Works One-Stop Career Centers that will provide intensive and training services to public sector dislocated workers. (North Area: Citrus Heights and Hillsdale, Central Area: Mark Sanders, Broadway and Lemon Hill, South Area: South County, Franklin and Galt, East Area: Rancho Cordova. 2. Identify workers in need of intensive and training services and schedule appointments at one stops with casemanagers.. 3. Develop a re-employment or retraining plan for public sector dislocated workers 4. Identify appropriate re-training opportunities for public sector dislocated workers 5. Provide casemanagement, scholarships, supportive services, job placement, and job retention services. 	<p>SETA/EDD</p> <p>SETA/EDD/EGUSD</p> <p>Career Center staff Career Center staff Career Center staff</p>	<p>February 28, 2004</p> <p>March 1, 2004 – December 31, 2004 March 1, 2004 – June 30, 2005 March 1, 2004 – June 30, 2006</p>

ITEM III-2- ACTION

APPROVAL TO MODIFY THE WIA GOVERNOR'S DISCRETIONARY GRANT TO TRAIN PUBLIC SECTOR DISLOCATED WORKERS AS WORKERS' COMPENSATION CLAIMS ADJUSTERS

BACKGROUND:

In November, 2002, SETA was awarded WIA 25% Governor's Discretionary grant funds from the State of California Employment Development Department to work employers in the hospitality/tourism industry to survey local hotels about their hiring needs, coordinate the development of career ladders and lattices within the hotel industry, develop materials designed to attract dislocated workers to jobs in the industry, and create strategies to fill future vacancies. In addition, SETA was to recruit and train dislocated workers for jobs in the healthcare industry and promote the development of small businesses by dislocated workers.

Start-up of the program was slow, with SETA staff investing a tremendous amount of time and energy working with the California Hotel and Lodging Association and local hotels to develop and customize curriculum, developing recruitment materials targeting dislocated workers, and developing a web-site for posting job vacancies. Recruitment of dislocated workers for the Hospitality Industry has not met initial expectations, primarily because the wages for a job in the industry do not enable dislocated workers the ability to replace their pre-dislocation wage. SETA has had more success in recruiting dislocated workers for jobs in the healthcare industry.

In June, 2003 SETA began discussions with State staff on utilizing a portion of unexpended WIA Discretionary funds to develop a pilot program to address a growing need in the workers' compensation industry. SETA will work with the Insurance Educational Association (IEA) to increase the number of qualified claims examiners. For the workers' compensation industry, the claims examiner is a key position.

SETA is requesting a modification of the WIA 25% Discretionary grant to include the development of the Workers' Compensation Claims Adjuster training program (serving 20 dislocated workers) and a time-only extension through June 30, 2004 in order to fund the effort. The revised narrative, participant plan, and budget are attached for your review.

RECOMMENDATION:

Approve the modification requesting a time-only extension for SETA's WIA 25% Discretionary Grant Subgrant.

Workforce Investment Act Program Year 2002-2004 Dislocated Worker Project Application

Funding Application Transmittal Page

Submitted By: Sacramento Employment & Training Agency
Submitted On: December 22, 2003
Contact Person: Robin Purdy, Deputy Director
Contact Person Phone Number: 916 263-3860

**DISLOCATED WORKER PROJECT
APPLICATION/AMENDMENT SIGNATURE PAGE**

Applicant Name: Sacramento Employment and Training Agency	
Participating LWIA(s): Sacramento	
Project Title: WIA Governor's Discretionary Grant 25%	
Term: July 2002	through
June 2004	
Amount of Request: \$ 745,787	
Initial Application: <input type="checkbox"/>	Amendment Request: <input checked="" type="checkbox"/>
Amendment #: 2	
Summary Purpose Statement:	
<p>To respond to industry specific needs by providing Rapid Response to employers and retraining to dislocated workers in the following industries:</p> <p>Tourism/Hospitality Health Care Workers Compensation Insurance</p>	
<p>This project application/amendment request consists of the following documents marked with an "X":</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Narrative <input checked="" type="checkbox"/> Participant Plan <input checked="" type="checkbox"/> Budget Summary(ies)/Support Documents 	
Authorized Representative Approval (Submit two original signature copies):	
Kathy Kossick, Exeuctive Director	
Typed Name and Title	Signature and Date

FOR STATE USE ONLY

WID Regional Advisor signature and date:	/ /
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**DISLOCATED WORKER PROJECT
NARRATIVE**

Applicant Name: Sacramento Employment and Training Agency		
Participating LWIA(s) Sacramento		
Project Title: WIA Governor's Discretionary Grant 25%		
Term: July 2002 through June 2004		
Amount of Request: \$ 745,787		
Initial Application: <input type="checkbox"/>	Amendment Request: <input checked="" type="checkbox"/>	Amendment #: 2
I. STATEMENT OF NEED AND PROJECT DESCRIPTION		
<p>Describe the need for the project. The description should include considerations such as the following: industry affected; reason for the layoff(s) and/or closing(s); total workers affected; number of affected workers likely to participate in the program, taking into consideration special needs of the target group and how this information was determined; evidence of worker awareness and support of the project operator's application; types of services provided and numbers expected to receive different levels of service; and other information as appropriate.</p> <p>The projects responds to the Sacramento Works, Inc. Business plan which identifies specific local industries to target based on the needs of local employers. The board targeted employers in the hospitality/tourism and healthcare industries and surveyed local hotels about their hiring needs, coordinated the development of career ladders and lattices within the hotel industry, developed materials designed to attract dislocated workers to jobs in the industry, and created strategies to fill future vacancies.</p> <p>Recently SETA began working with the State Employment Development Department, Insurance Educational Association (IEA), and workers compensation insurance companies to meet the needs of employers for worker's compensation claims examiners. Staff interviewed five leading employers in the industry (Inservices, Inc., Adventist Health, Claims Management, Inc., Zurich of North America, and Kemper Insurance Company) and all except one expressed a need for qualified claims examiners at all levels. They all felt that filling the claims examiner position with qualified employees was one of the most urgent needs of the industry. SETA is proposing to work with IEA to compress their curriculum to a six week class and recruit 20 dislocated workers to be trained and placed prior to June 30, 2004.</p>		

NOTE: If additional space is needed, attach plain page(s).

NARRATIVE (Continued)

II. CORE AND INTENSIVE SERVICES				
Complete the following table relating to the planned provision of core and intensive services for eligible dislocated workers under this project.				
Types of Core/Intensive Services:	Planned Services to be provided:		Fund Source:	
	Yes	No	This Application	Other Resources*
Outreach and Intake	X		X	
Early Dislocated Worker Assistance	X		X	
Testing	X		X	
Orientation	X		X	
Assessment including Educational Attainment and Participant Interests	X		X	
Determination of Occupational Skills	X		X	
World of Work and Occupational Information	X			X
Individual Employment Plan	X		X	
Job Placement Assistance	X		X	
Job or Career Counseling	X		X	
Labor Market Information	X			X
Job Clubs		X		X
Job Search	X			X
Job Development	X		X	
Relocation Assistance		X		
Basic, Remedial, General Equivalency Diploma (GED), Vocational English or other English Training	X			X
*Describe the sources and approximate amounts of other resources to be committed to this project for core and intensive services, including contractual obligations or voluntary arrangements by employers or unions to provide such services to terminated employees.				N/A <input type="checkbox"/>
This project will leverage core and intensive services and English As A Second Language and GED Preparation through he Sacramento Works One Stop Career Center system, which has over \$13,000,000 in ther resoruces				
Other information related to Planned Services (optional, use if appropriate):				N/A <input type="checkbox"/>

NOTE: If additional space is needed, attach plain page(s).

NARRATIVE (Continued)

III. TRAINING SERVICES

The applicant certifies that the number of currently unemployed workers available for employment in the demand occupations for which retraining is planned is insufficient to meet the labor market need. Explain if not applicable.

Yes

N/A

Complete the following table relating to the planned provision of training services for eligible dislocated workers under this project.

Types of Training Services:	Training Services to be Provided:		Fund Source:	
	Yes	No	This Application	Other Resources*
Classroom Training	X		X	X
Occupational or Vocational Skills Training	X		X	X
On-the-Job Training				
Other Training (specify):				

*Describe the sources and approximate amounts of other resources to be committed to this project for training services, including contractual obligations or voluntary arrangements by employers or unions to provide such services to terminated employees.

N/A

Scholarship Awards (ITA) will be made available to customers in industries not targeted by this project through the WIA Formula Dislocated Worker funds. Employers will provide in-kind contribution by providing representatives for employer advisory committees (Tourism/Hospitality, Healthcare, and Customer Service) that are responsible for curriculum development and setting skills standards.

NARRATIVE (Continued)

IV. RESOURCE UTILIZATION		
The applicant certifies that the need for this project cannot be met with existing formula allocated resources. Explain if not applicable.	Yes <input checked="" type="checkbox"/>	N/A <input type="checkbox"/>
The applicant certifies that if Trade Adjustment Assistance (TAA) is available or becomes available these resources will not be used to supplant TAA resources.	Yes <input checked="" type="checkbox"/>	
V. COORDINATION		
Describe the involvement, if any, of organized labor in the development and operation of this project. Explain if not applicable.		N/A <input type="checkbox"/>
Organized labor will assist in the development of career ladders and lattices, developing materials to reruit workers and creating strategies to fill future vacancies.		
Describe, if any, the linkage and coordination activity that is in addition to the coordination activities described in the local WIA Five-Year Plan.		N/A <input type="checkbox"/>
Letters of support for this project from the Local Workforce Investment Boards participating in this project are attached.	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
VI. COMPLIANCE WITH THE FIVE-YEAR PLAN		
The applicant assures that the operation of this project, if funded, will comply with the local WIA Five-Year Plan.	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
VII. PARTNER ROLES AND RESPONSIBILITIES		
The operation of this project will be consistent with the terms and conditions of the existing local area Memoranda of Understanding.	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Memoranda of Understanding will be developed to establish a cooperative relationship, to define roles and responsibilities, and to initiate reemployment activities for participants under this project.	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
The applicant will enter into a cost reimbursable agreement with a partner(s) for the services to be provided pursuant to the operation this project.	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
The EDD Area Administrator concurs with this application.	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

NOTE: If additional space is needed, attach page(s).

DISLOCATED WORKER PROJECT PARTICIPANT PLAN

Applicant Name: Sacramento Employment & Training Agency						
Participating LWIAs: Sacramento						
Project Title: WIA Governor's Discretionary Grant 25%						
Term: July 2002 through June 2004						
Initial Application: <input type="checkbox"/> Amendment Request: <input type="checkbox"/> Amendment #:						
I. Quarterly Participation (Cumulative)						
A. Quarter End Date (MM/YY)	03/03	06/03	09/03	12/03	03/04	06/04
B. Participants Carried In						
C. New Participants	44	54	64	65	86	107
D. Total Participants (B+C)	44	54	64	64	86	107
E. Participants Exited		15	19	25	33	107
II. Program Services (Total Participants to Receive Each of the Following During the Term of the Project)						
A. Core Self Services				127		
B. Core Registered Services						
C. Intensive Services				107		
D. Training Services				107		
III. Performance Goals				State Indicators	Project Goals	
A. Entered Employment Rate				68%		
B. Employment Retention Rate				81%		
C. Earnings Replacement Rate				85%		
D. Employment and Credential Attainment Rate				40%		

**DISLOCATED WORKER PROJECT
BUDGET SUMMARY PLAN**

Applicant Name: Sacramento Employment & Training Agency						
Participating LWIA(s): Sacramento						
Project Title: Governor's Discretionary Grant 25% for Dislocated Workers						
Term: 2002 through 2004						
Initial Application: <input type="checkbox"/> Amendment Request: <input checked="" type="checkbox"/> Amendment #: 2						
I. Budget Detail					Planned Expenditures	
A. Staff Salaries					215,049	
B. Number of full-time equivalents: 5						
C. Staff Benefits					103,223	
D. Staff Benefit Rate (percent) 48%						
E. Staff Travel						
F. Operating Expenses (communications, facilities, utilities, maintenance, consumable supplies, etc.)					66,665	
G. Equipment (list, on page 2, items with a unit cost over \$5,000)						
H. Contractual Services						
I. Indirect Costs						
J. Indirect Cost Rate (percent) %						
Name of Cognizant Agency:						
K. Other (describe):					360,850	
L. Total Dislocated Worker Assistance Funding						
II. Quarterly Expenditures (cumulative):						
A. Quarter End Date (MM/YY)	3/03	6/03	9/03	12/03	3/04	6/04
B. Expenditures	22537 1	37385 1	45986 6	635787	69078 7	74578 7

ITEM III-3– ACTION

APPROVAL TO INCREASE THE SIZE OF
THE SACRAMENTO WORKS, INC. BOARD

BACKGROUND:

Section 3.01 of the Bylaws of Sacramento Works, Inc. states that the corporation shall have not less than 36 nor more than 50 directors and that “the exact number of directors shall be fixed, within the limits specified, by action of the Board of Directors.” The current number of directors is 36.

One of the current Board members has requested that the board size be increased by one, with the intent of adding another seat to represent labor. Currently two of the seats are represented by labor. By increasing the board size by one (from 36 to 37), the majority of the Board members would still be from the private sector (19 seats).

This request was discussed, considered, and approved at the December 15 Executive Committee meeting. The actual designation of the additional seat as a labor seat would need the approval of the SETA Governing Board, who actually makes the appointments.

RECOMMENDATION:

Hear an oral report from the Executive Committee, and approve the increase of one seat for the Sacramento Works, Inc. Board.

ITEM IV-1 - INFORMATION

CALIFORNIA ASSOCIATION OF EMPLOYERS BOOT CAMP

BACKGROUND:

The Manufacturing Boot Camp is a partnership between the California Association of Employers (CAE), the Sacramento Works Career Center at Hillsdale and employers in the Sacramento area. The initial industry focus has been with the manufacturing sector and will expand to other sectors, including construction.

The CAE is a non-profit employer association providing human resource and labor relation solutions to their employer members. CAE and Sacramento Works at Hillsdale began collaborating in March of 2003 to prepare for CAE's submission of a National Workforce Demonstration (NWD) proposal to the Department of Labor. The primary goal of this demonstration project was to promote employment and business engagement in the One Stop system and Workforce Investment Boards.

CAE was awarded the National Workforce Demonstration Project funding in September 2003. The Manufacturing Boot Camp addresses the initiative's goal by providing hands-on pre-employment skills training to job seekers and employees to manufacturing employers. Many of the skills reviewed in the Boot Camp are transferable to other industries.

The Manufacturing Boot Camp consists of:

1. One week class held at Sacramento Works at Hillsdale
2. Training on a variety of skills such as safety, sexual harassment awareness, worksite tours, reading a tape measure, communication, problem solving, interviewing, workplace culture, etc.
3. Mini-job fair held on the last day of class with manufacturing employers in attendance.
4. Graduating students are guaranteed an interview for a career opportunity in manufacturing.
5. Graduating students receive steel-toed boots.

Participating employers have included:

- Milgard Manufacturing (Window manufacturing)
- Fed Ex
- Composite Engineering
- Gerlinger Steel and Supply
- Nelson Staffing
- BMI Staffing
- Chinet Company (Produces & supplies paper products)
- Vertis (printing company)
- Certified Employment Group

CAE, along with a team from SWCC at Hillsdale and the involved manufacturing employers facilitates the Boot Camp. The Boot Camp is held monthly and is currently in the third session with a goal to employ 150 job seekers within two years.

CAE will provide an oral report about the Boot Camp program and other career center related activities.

ITEM IV-2 – INFORMATION

PRESENTATION OF THE 2003/2004 OCCUPATIONAL OUTLOOK & TRAINING DIRECTORY

BACKGROUND:

The Occupational Outlook & Training Directory is an annual publication produced through a partnership between Sacramento Works Inc., the Sacramento Employment and Training Agency, and the Labor Market Information Division of the California Employment Development Department.

Staff will be presenting the 2003-2004 Occupational Outlook & Training Directory. This report is available in hard copy and CD format. Copies will be distributed to members of the Board.

ITEM IV-3 INFORMATION

EMPLOYER OUTREACH COMMITTEE UPDATE

BACKGROUND:

The Employer Outreach Committee is in the process of implementing the marketing plan.

Tagline/Theme Statement Development:

A series of brainstorming sessions was held with committee members to develop a new tag line/theme statement for the Sacramento Works, Inc. logo.

The tagline chosen to be part of the Sacramento Works, Inc. logo is ***"Your Workforce Resource"***

A copy of the logo is attached.

The Chamber and Business Alliance sponsorship implementation:

Sacramento Works, Inc. linkages to the following websites:

- Sacramento Black Chamber of Commerce
- Sacramento Asian Chamber of Commerce
- Sacramento Hispanic Chamber of Commerce
- Sacramento Metropolitan Chamber of Commerce
- SACTO

All linkages and logo placement will be functional by February 2004.

Sacramento Works, Inc. advertising and event sponsorship:

- 1/4 page advertisement in the Hispanic Chamber of Commerce Membership Resource Guide. A copy of the ad is attached.
- SACTO "Membership Celebration" event sponsorship, February 19, 2004. Sacramento Works, Inc. logo on marketing materials, event signage and program.

Press Kit developed for use by Board Members

- Draft approved and kit prepared for distribution, February 2004.

Sacramento Works, Inc...
**Introducing a new way to better
your business!**

- ▶ Job posting service to over 100 locations
- ▶ Application coordination
- ▶ Interview scheduling
- ▶ Interview space
- ▶ Pre-screened referrals
- ▶ Recruitment events
- ▶ Access to qualified applicant pool
- ▶ Hiring Tax Credit information



To find out more about
how we can help
your business call...

(916) 263-7891

or visit us online at
www.seta.net today!



SACRAMENTO
WORKS INC.

Your Workforce Resource

ITEM IV-4 - INFORMATION

YOUTH COUNCIL STRATEGIC PLANNING RETREAT REPORT

BACKGROUND:

The Youth Council met for two days in October and December to renew their mission and vision and identify the strategic direction for the next two years.

The following chart illustrates the themes discussed at the retreat.

OUR PRACTICAL VISION					
What do we want to see in place in Sacramento in the next 1-2 years as a result of the Youth Council?					
Overarching themes:					
Increase Youth Input			Youth Voice without Restriction or Judgment		
Greater Community Awareness	Youth Resource & Support Systems	More Paid Work for Youth	Useful Outcomes & Practices Evaluated by Youth	Functional Network for Youth Success	Youth Are Ready for Work

Strategic Directions - The Youth Council then developed a template of action steps to implement their Practical Vision. The Youth Council divided the actions into four primary workgroups to develop individual Implementation Plans. The workgroups will focus on these strategic directions over the next eighteen months.

- Community Awareness
- Positive Career Development and Expanded Opportunities
- Youth Leadership & Support
- Evaluation and Quality Assurance

The following are the measurable outcomes for the four strategic directions.

Community Awareness

- First priority – develop Summer Jobs for Youth
- Creation of youth employment clearinghouse
- Development of major publicity to promote youth employment
- Private sector is engaged in long-term commitment to youth employment

Positive Career Development and Expanded Opportunities

- Youth are prepared for employment
- Youth providers and employers are working together to provide job readiness skills

- Sacramento Works Workforce Skills Certificate is recognized as the standard to measure youth work readiness skills
- Industry supported Youth Job Readiness pilot program is launched

Youth Leadership and Support

- The number of youth involved in Youth Council activities and our work in the community is doubled
- Plan is developed to support youth mapping
- Continue to support youth development activities in the community

Evaluation and Quality Assurance

- Youth programs and services are evaluated for quality and measurable outcomes
- Current youth collaboratives are evaluated for youth development focus, strength and sustainability
- Youth Council promotes and supports quality youth programs

Next steps: Given the scope of the activities involved to achieve these outcomes, the Youth Council is in the process of prioritizing the strategic directions.

ITEM IV-5 - INFORMATION

SACRAMENTO WORKS CAREER CENTER EMPLOYER CUSTOMER SATISFACTION REPORT

BACKGROUND:

The Workforce Investment Act (WIA) specify core indicators for workforce investment activities for customer satisfaction. Two primary measures of customer satisfaction, one for the job seeker and the second for the employer customer apply across all WIA funding streams.

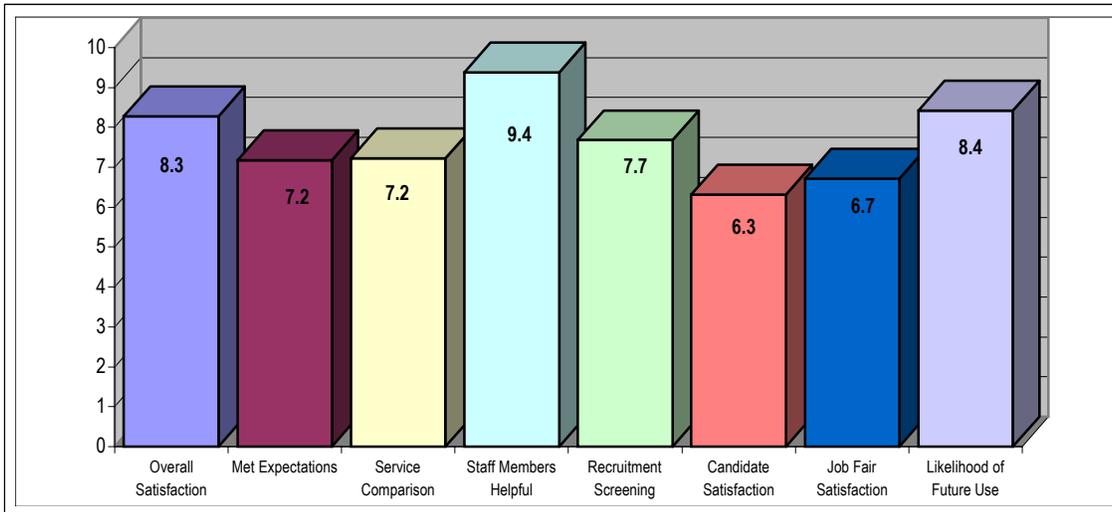
SETA is required by the State to submit employer data relative to the service being provided. To meet this requirement SETA has established policies and procedures to collect employer data from career centers on an ongoing basis. The data collected is submitted to the State to be included in their telephone survey, conducted by contracted staff at the California State University of San Marcos. For the purpose of employer customer satisfaction reporting requirements, a minimum of 500 telephone surveys statewide must be completed with a 70 percent response rate.

In August of 2002, the Sacramento Works, Inc. Board approved the use of a survey designed to measure employer customer satisfaction. The employers included in this survey are those who have received a "substantial service" from designated staff throughout the Sacramento Works Career Center System. This survey conducted by telephone, is administered by SETA's Sacramento Work's Employer Services Department and consists of eleven (11) questions. Survey data collection is continuous and SETA staff attempts to survey every employer within 90 days after receipt of services. The survey results are shared with regional planners, SETA partners and staff and are used to continually improve the services targeted for the employer customer.

Attached for your review are the Sacramento Works Career Center Employer Customer Satisfaction Survey Results for the period of July 1, 2003 through September 30, 2003. Thirty-nine employers were included in this survey and represent various industries throughout Sacramento County.

Staff will be available to answer questions.

Employer Customer Satisfaction Survey



EMPLOYERS SURVEYED

CAL EXPO
 APPLE ONE
 SBC PACIFIC BELL
 ROYAL OAKS CONVALESCENT HOME
 REGIONAL TRANSIT
 ACE HARDWARE
 AT&T WIRELESS
 FED EX GROUND
 CULI SERVICES
 CITY OF SAC DISPATCH
 NELSON STAFFING
 ABC SCHOOLS
 FED EX HOME DELIVERY
 US COAST GUARD
 PARATRANSIT, INC.
 VALSPAR
 ROTO ROOTER
 CSAA
 COSTCO
 GALT PARKS & RECREATION DEPT.
 UPS
 FARMERS AND MERCHANTS BANK
 COCA COLA BOTTLING CO
 ORCHARD SUPPLY HARDWARE
 BUILDING MATERIALS DISTRIBUTOR
 PAYLESS SHOE SOURCE
 CLP RESOURCES
 PRIMERICA
 HEDDY HOLMES STAFFING SERVICE
 CARSON'S COATING
 SOUTH COUNTY LINK/TRANSIT
 MARY KAY COSMETICS
 WORLD FINANCIAL GROUP
 UNITED STATES ARMY
 CALIF ARMY NATIONAL GUARD
 UNITED STATES MARINE CORPS
 ADECCO EMPLOYMENT SERVICES
 COMCAST

The following list of employers were surveyed during the first quarter of the current fiscal year. The survey was conducted to determine employer satisfaction with services provided during the prior fiscal year. Forty-seven (47) employers were contacted by staff with 39 successfully completing the survey, an 82% response rate.

All employers surveyed stated they would recommend One Stop Services to other employers. In addition six employers did not anticipate any hiring in the next six months.

LMI Data and Monetary Incentives were rarely requested by the 39 employers. Of the three employers who did request these services, their responses indicated they found these services to be very useful.

ITEM IV-6 - INFORMATION

FINAL PY 2002-2003 WORKFORCE INVESTMENT ACT PERFORMANCE RESULTS

BACKGROUND:

The U.S Department of Labor established 15 core performance measures for Workforce Investment Act programs. Each local area negotiates the performance measures with the state. The measures are negotiated based on past performance, local economic conditions, and targeted populations.

SETA/Sacramento Works receives an annual "report card" from the state providing local performance results and the statewide result. These results are attached on the next two pages. There are three "levels of success" a local area can achieve:

- **Exceed:** To exceed negotiated performance measures, local areas must achieve over 100% of the negotiated performance goals.
- **Meet:** In order to meet negotiated performance goals, local areas must achieve 81 to 100% of the negotiated performance goals.
- **Fail:** To fail negotiated performance measures, local areas achieve less than 80 % of negotiated performance measures.

SETA/Sacramento Works exceeded 11 performance measures, and met 4 measures, qualifying the local area for a small incentive award (\$13,981) which will be used to improve services in the Career Centers.

It is important to remember that these performance goals were met and exceeded during a year in which SETA/Sacramento Works funding was decreased 27%, two career centers were closed, eighteen positions were eliminated, and contracts with service providers were reduced by over \$1 million.

The Agency recognizes and commends the commitment and hard work of the SETA and Sacramento Works One Stop Career Center staff, partners, and service providers who continue to provide customer services that ensure unemployed and under-employed job seekers receive training and placement services and that employers receive recruitment, screening, placement and job retention services. Their efforts have resulted in our success in meeting Sacramento local performance measures.

ITEM V - OTHER REPORTS

1. CHAIR'S REPORT: The Chair of the Sacramento Works, Inc. Board, on a regular basis, receives numerous items of information concerning employment and training legislation, current programs, agency activities, and miscellaneous articles.

The important information from the material received and meetings attended will be shared with the entire Board and the method proposed by the Chair is to give a verbal report at each regular meeting. It will also allow time for the Board to provide input on items that may require future action.

2. COUNSEL REPORT: The Sacramento Works, Inc. Legal Counsel is the firm of Phillip M. Cunningham, Attorney at Law. This item provides the opportunity for Legal Counsel to provide the Sacramento Works, Inc. Board with an oral or written report on legal activities
3. PUBLIC PARTICIPATION: Participation of the general public at Sacramento Works, Inc. Board meetings is encouraged. The Sacramento Works, Inc. Board has decided to incorporate participants of the audience as part of its agenda for all meetings. Members of the audience are asked to address their requests to the Chairperson, if they wish to speak.