

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

LA FAMILIA COUNSELING CENTER

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

LEMON HILL

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

MARK SANDERS COMPLEX

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

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, INC. EMPLOYER OUTREACH COMMITTEE

Date: Thursday, October 14, 2004

Time: 8:30 a.m.

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

AGENDA

1. Call to Order/Roll Call
2. **ACTION ITEM:** Approval of the September 9, 2004 Minutes
3. Review of Proposal from the Sacramento Regional Research Institute (SRRI)
4. Adjournment

Committee Members: Mark Ingram (Chairperson), Walter DiMantova, Diane Ferrari, Barbara Hayes, Matt Mahood, James Pardun, Kim Parker.

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

DISTRIBUTION DATE: THURSDAY, OCTOBER 7, 2004

SACRAMENTO WORKS, INC.
EMPLOYER OUTREACH COMMITTEE
Minutes/Synopsis

(The minutes reflect the actual progress of the meeting.)

SETA –Olympus Room
925 Del Paso Blvd.
Sacramento, CA 95815

Thursday, September 9, 2004
8:30 a.m.

While awaiting a quorum, other agenda items were reviewed.

5. Discussion of the “State of the Workforce” Report

Ms. Purdy stated that this is a report from Ryan Sharp of the Sacramento Regional Research Institute (SRRI). The following is being considered:

- 1) Review of what was already done in the earlier contract.
- 2) Target industries that we want to study
- 3) Approximately \$45-50,000 is being budgeted to do Phase 1 of the report.

Ms. Purdy distributed copies of the proposal.

Mr. Ingram stated that he would like to discuss the semantics of working with skills sets. Ms. Ferrari stated that it appears that the first phase of the proposal is the Labor Market Information with the second phase being more ‘meat and potato’.

A quorum was achieved at 8:47 a.m.

1. Call to Order/Roll Call: The meeting was called to order at 8:47 a.m.

Members Present: Mark Ingram, Diane Ferrari, Barbara Hayes, Matt Mahood, and James Pardun.

Members Absent: Walter DiMantova, Kim Parker.

Others Present: Terri Carpenter, William Walker, John Harden, and Christine Welsch.

2. **ACTION ITEM:** Approval of the August 20, 2004 Minutes

The minutes were reviewed; no corrections or modifications.

Moved/Pardun, second/Hayes, to approve the minutes of the August 20, 2004 meeting as distributed.

Voice Vote: Unanimous approval.

3. Update on Executive Committee Meeting/Marketing Budget

Mr. Ingram reported on the August 20, 2004 Executive Committee meeting. Ms. Carpenter stated that there were questions regarding the budget and questions regarding advertisements in the Sacramento Business Journal and Sacramento Bee. The budget was revised and a line item was added for a public relations and/or advertising firm. The Committee also discussed the celebration with the youth and this was changed to include a job fair.

The celebration will be done in conjunction with a job fair. Mr. Walker suggested the celebration be done with the Sacramento Employment and Training Expo; the location of the job fair will change from the Pannell Center to the downtown area. Ms. Hayes suggested the Ballroom at CSUS. Mr. Walker stated that the Sacramento Employment and Training Expo usually meets the last Thursday in June. Mr. Walker reported that the last Expo drew over 700 attendees. There was discussion of having the Expo with a youth focus. There will be a luncheon celebration included with the Expo. Ms. Carpenter suggested a breakfast celebration in order to give plenty of time for the Expo.

Ms. Welsch stated that the youth celebration is the responsibility of the Youth Council to plan; this will recognize ALL youth, teachers, counselors and those staff that work with youth. Mr. Ingram stated that there should be a booth at the celebration regarding the various services available through SETA; Ms. Carpenter stated that there is always a booth at every event. Ms. Purdy stated that staff would work with members of the Youth Council to begin planning for the youth celebration event.

Mr. Ingram suggested that this event be meaningfully connected with the employers that participate in the Expo. There was discussion of producing a card requesting information from the employers regarding what they are looking for and how Sacramento Works can help. Mr. Ingram stated that we should use this as a way to expand our exposure to employers.

4. Review of draft RFQ for Public Relations/Marketing Services

A copy of the Request for Quotes (RFQ) was distributed. Ms. Carpenter explained that it was a draft document soliciting public relations and marketing services. There is \$49,000 available for this RFP and anything over this amount will be negotiated down. A fee structure will be requested from each firm so that cuts may be done. Ms. Carpenter explained that a contract for less than \$50,000 does not have to go through SETA's procurement procedure. Ms. Hayes and Mr. Mahood stated that this would be a very low budget; however, if we would be able to get one story published a month, it may be well worth it. Mr. Pardun inquired if it would be possible to do another contract with a separate company; Ms. Purdy stated that it would if the company had a different focus or if it was a different fiscal year. Ms. Carpenter stated that firms tend to have a very specific

focus and we may want to consider splitting the RFP into two separate focuses: 1) advertising, 2) public relations. Ms. Carpenter requested information on who to send the RFQ to. Ms. Carpenter was asked to send the RFQ to the firm that is providing PR and advertising services to Ms. Kim Parker.

Ms. Carpenter stated that the deadline for the RFQ will be October 29, which will give people plenty of time to submit a proposal. Ms. Parker will be asked for input on the RFQ as well as WIB members. A full report will be provided to the WIB at their next board meeting. It was suggested that Ms. Carpenter have the firms attend an Employer Outreach Committee and give 'a dog and pony show.' Mr. Ingram asked staff to make sure that the Executive Committee is kept informed on all phases to ensure that there will not be anymore delays.

5. Discussion of the "State of the Workforce" Report (Continued)

Ms. Purdy continued reviewing Phase 2 of the SRRRI proposal which will analyze the skills set and skill level in our community. We wanted SRRRI to look at our strengths and then market our strengths to the community.

Ms. Hayes stated that after the initial building expenses, employers spend the most on recruiting, training and retraining their workforce. Many employers do not care about the education level of their staff but are more interested in what the people can do.

Ms. Hayes read an article stating that employers need to look at the education and skills level of a community. If we can raise the educational level of our workforce by including education at work, this raises the level of the entire community. We are growing the income level of the community by making it easier for their employees to become better educated. Ms. Hayes stated that companies need to raise the level of education by making it accessible to their employees. She suggested that perhaps Phase 2 could be presented to the educational community to have them involved in all of our employee skills set education. She asked that Dr. Fountain be present at the next meeting.

Mr. Ingram stated that we have an 'eye' on attracting employers to the region and have to look at more information on what employers are looking for and more specifically compare to what we have and then figure out where we need to go.

Ms. Hayes stated that Phase 2 is a way to identify what we need to do. If something good comes out of Phase 2, it can be given to the PR firm for advertising. This information is very fluid and will change a lot.

Ms. Purdy stated that the phases will be modified and Ryan AND Dr. Fountain will be invited to the next committee meeting.

6. Adjournment: Meeting adjourned at 9:47 a.m.