

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., Suite 540
Sacramento, CA 95823
(916) 262-3200

GALT

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

GREATER SACRAMENTO URBAN LEAGUE

3725 Marysville Blvd.
Sacramento, CA 95838
(916) 286-8600

HILLSDALE

5655 Hillside Blvd., Suite 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., Suite 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. PLANNING/OVERSIGHT COMMITTEE

Date: Friday, March 18, 2005

Time: 8:30 a.m.

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

AGENDA

1. Call to Order/Roll Call
➔ Introduction of New Committee Members: Dr. Jim Hernandez and Randall King
2. **ACTION ITEM:** Approval of Minutes of the February 15, 2005 Meeting
3. **ACTION ITEM:** Sacramento Works Board Retreat (Robin Purdy)
4. **ACTION ITEM:** Approval of Performance Incentive Policy (Bette Blanchard)
5. **REPORT BACK:** Resource Allocation Plan: Staffing and expenditure report (Roy Kim)
6. **REPORT BACK:** Update on WIA Governor's Discretionary Grant Applications (Robin Purdy)
7. **INFORMATION ITEM:** Customer Satisfaction Reports (Job Seeker and Employer) (Ed DeHerrera and Melissa Noteboom)
8. **INFORMATION ITEM:** Sacramento Works Public Relations and Marketing (William Walker and Terri Carpenter)
9. Input from the public

10. **Next Meeting:** Friday, April 15, 2005, 8:30 a.m.

11. Adjournment

Committee Members: Larry Suddjian (Chair), Joan Dailey Polster, Rick Dibble, Dr. Jim Hernandez, Matt Kelly, Randall King, Kathy Kossick, Jim Lambert, Jack Padley, James Pardun.

DISTRIBUTION DATE: FRIDAY, MARCH 11, 2005

Sacramento Works, Inc.
Planning Oversight Committee
Minutes/Synopsis

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

February 15, 2005
3:30 p.m.

1. **Call to Order/Roll Call:** Mr. Suddjian called the meeting to order at 3:36 p.m.

Members Present: Larry Suddjian (Chair), Rick Dibble, Kathy Kossick, Jim Lambert, Jack Padley, James Pardun

Members Absent: Matt Kelly, Joan Dailey Polster.

Others Present: Phil Cunningham, Christine Welsch, Robin Purdy, Bill Walker, Roy Kim, Cindy Sherwood Green, Bette Blanchard, Melissa Noteboom, Rick Larkey.

2. **ACTION ITEM:** Approval of Minutes of the December 14, 2004 Meeting

There were no corrections to the minutes.

Moved/Lambert, second/Kossick, to approve the minutes as distributed.
Voice Vote: Unanimous approval.

3. **ACTION ITEM:** Sacramento Works Board Retreat

Ms. Kossick stated that staff is in the final stages of having a date for the retreat. Currently, the date will either be April 20 or a date in May. Staff will inform the board no later than tomorrow.

4. **DISCUSSION ITEM:** WIA/One Stop Career Center Evaluation

Ms. Purdy reviewed the reports on how the career centers are doing in terms of services that are available. Core services are available to everyone and intensive services are available through case managers. According to the reports, there are 26% more job seekers this year as compared to last year. These services were provided with fewer staff. There is a large increase in disabled customers utilizing the career centers. South County has a pre-release program with Rio Cosumnes Correctional Center and serves a large population of ex-offenders.

This report will be provided again in April and action may be requested of the committee depending upon how the numbers turn out.

5. **ACTION ITEM:** Approval of Resource Allocation Plan for 2005-2006

Mr. Kim reviewed this item. He explained that one stop support entails the following: program monitoring, technical assistance, SMARTware system, client tracking/monthly/quarterly performance reports.

Mr. Kim reviewed the staff recommended allocation plan. Staff is recommending the same percentages as this year. Staff will come back to the March meeting with a report with more definitive numbers on staffing ratios and expenditures to date.

Mr. Padley inquired whether our budget will go up after July 1. Ms. Kossick stated that the budget could go either way about 5%.

Moved/Pardun, second/Padley, to approve the resource allocation plan for 2005/2006.

Voice Vote: Unanimous approval.

6. **ACTION ITEM:** Approval of Performance Incentive Policy

Ms. Bette Blanchard stated that each year the state provides money for workforce areas that meet or exceed their program goals. Ms. Blanchard reviewed the incentive policy.

Action will be taken on this item next month after it is learned what other workforce investment areas do. A "what if" report back was requested by members of the committee.

7. **INFORMATION ITEM:** Workforce Investment Act Legislative Update

Ms. Purdy reviewed an updated printout from the Department of Labor regarding the reauthorization of the Workforce Investment Act. This would affect fiscal year 2006.

8. **INFORMATION ITEM:** Update on WIA Governor's Discretionary Grant Applications - oral report

The state has made their recommendations and will go to the Governor's office for final approval. The funding recommendations were expected to be released in February but it may be next month.

9. **INFORMATION ITEM:** Update on Sacramento Construction and Design Consortium Business Plan

Reports on the consortium were distributed and reviewed. This is the second quarterly report. Accomplishments that were achieved were reviewed. There are 350 schools in the region that can be worked into this program.

10. Input from the public

There will be one more meeting to discuss the format of the retreat. The format will go to the Executive Committee for approval. All WIB members will be asked to review the WIB strategic plan (on the web site). Possible modifications to the strategic plan will be considered.

There was a suggestion of having a workshop on how to get along with other workforce partners, including the economic development sector.

12. **Adjournment:** Meeting adjourned at 5:04 p.m.

ITEM 3 - ACTION

SACRAMENTO WORKS, INC. BOARD RETREAT

BACKGROUND:

Sacramento Works, Inc., the local workforce investment board for Sacramento County has held bi-annual strategic planning retreats since it's inception to

- ✓ Define who and what we are
- ✓ Analyze our strengths, weaknesses, threats, and opportunities
- ✓ Identify our strategic direction
- ✓ Develop the business plan

The Planning/Oversight Committee is responsible for developing the theme and agenda for the next board retreat, to be held on April 20, 2005 at the Radisson Hotel in Sacramento. The retreat will be facilitated by Virginia Hamilton from the California Workforce Association.

Attached is the following information for use by the Planning/Oversight Committee in developing the theme and agenda.

1. The Sacramento Works Strategic Plan and Strategic Plan Update
2. Critical Industries selected by Sacramento Works, Inc.
3. Major Issues identified by Sacramento Works board members

Possible themes for retreat:

1. Connecting workforce development to economic development and regional planning.
2. Driven by demand: How do we bring together partners and resources to prepare workers for job opportunities in high-growth, high-demand and economically critical industries.
3. Becoming Sacramento's Workforce Resource.
4. Focusing on Workforce Supply and Business Demands.

RECOMMENDATION:

Discuss and develop the theme and agenda for the April Board retreat.

Strategic Business Plan

March, 2001

Sacramento Works, Inc.

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.

Guiding Principles:

PARTNERING TO GROW PEOPLE, BUSINESS, AND COMMUNITY

Promote a thriving local economy by

- Creating, attracting, and sustaining higher wage jobs in the region,
- Preparing the local workforce to compete for higher paying jobs,
- Identifying resources and income-supports for workers in low-wage jobs,
- Preparing local youth to compete in the workforce of today and tomorrow

Engage the business community educators, labor and workforce development professionals, in creating a Sacramento area workforce that creates, attracts and sustains higher paying jobs by

- Connecting and integrating public sector workforce development resources and systems
- Understanding, and fulfilling the employment needs of the business community.
- Engaging the local under-skilled workforce and connecting them to training which results in skilled jobs and better pay.
- Identifying the skills sets necessary and important to the business community and engaging educators to create curriculum that meets those needs.
- Restructuring workforce development systems to meet the needs of the business community.

Create partnership opportunities with providers of ancillary services to provide supports for workers, including

- Child care/After-school care
- Housing
- Transportation
- Life-long Career Development
- Career Counseling
- Legal Assistance
- Adaptive Services
- Mentors

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

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.

Strategic Business Plan Update

Priority Goals and Committee Tasks
December 23, 2002

Sacramento Works, Inc.



Sacramento Works, Inc. -- 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.

Committee	Task/Assignment
Planning Committee	<ol style="list-style-type: none"> 1. Proactively identify employment needs in critical industries 2. Conduct Industry cluster needs assessment and identify specific skills needed by employers
Employer Outreach Committee	<ol style="list-style-type: none"> 1. Develop collaborations with critical industry employers
Youth Council	<ol style="list-style-type: none"> 1. Encourage public schools to increase vocational education classes 2. Coordinate training efforts with education entities
One Stop Committee	<ol style="list-style-type: none"> 1. Connect critical industry employers and employment seekers
Executive Committee	<ol style="list-style-type: none"> 1. Pull major employers representing critical industries into the WIB

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.

Committee	Task/Assignment
Planning Committee	<ol style="list-style-type: none"> 1. Determine needs of employers 2. Ensure that job seekers know what employers want
Employer Outreach Committee	<ol style="list-style-type: none"> 1. Identify and develop a private sector-led training initiative 2. Coordinate better with local workforce organizations 3. Change perception as government agency. Merge public and private sectors 4. Develop strategic partnerships with employers 5. Develop a strong regional marketing program for Sacramento Works 6. Market SWI as vehicle for employment solutions 7. Educate employers and job seekers through marketing efforts 8. Introduce hiring managers to one stop managers 9. Increase visibility in the business community
Youth Council	<ol style="list-style-type: none"> 1. Improve interaction between employers and education, especially the K-12 school system

One Stop Committee	1. Improve customer satisfaction with one-stop services
Executive Committee	1. Conduct focus groups of board members to assess success of effort and follow-up

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.

Committee	Task/Assignment
Planning Committee	Improve our system for determining the needs of our customers—both employers and job seekers
Employer Outreach Committee	1. Cultivate career ladder resources for workers 2. Develop strategic partnerships with employers
Youth Council	1. Act as a catalyst to bring together educators and youth community based training programs.
One Stop Committee	1. Reach out through one-stops to the non-English communities for training purposes
Executive Committee	1. Evaluate success of efforts to minimize barriers to employment and promote career ladders

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.

Committee	Task/Assignment
Planning Committee	1. Improve our system for determining the needs of our customers—both employers and job seekers 2. Ensure that youth know what employers want
Employer Outreach Committee	1. Strategic alliances with key organizations
Youth Council	1. Act as a catalyst to bring together educators and youth community based training programs. 2. Increase involvement of secondary educational institutions
One Stop Committee	1. Increase efficiency utilization and recognition of one stops by youth
Resource Development Committee	1. Look for alternative funding sources 2. Develop a private fundraising effort
Executive Committee	1. Support staff to ensure that youth goals and performance measures are met and exceeded.

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.

Committee	Task/Assignment
Planning Committee	<ol style="list-style-type: none"> 1. Improve our system for determining the needs of our customers—both employers and job seekers 2. Determine how resources will be used in the one stop system 3. Identify services to be offered in the one stop system to meet the needs of customers
Employer Outreach Committee	<ol style="list-style-type: none"> 1. Strategic alliances with key organizations 2. Re-create the one-stop system to meet the needs of employers. 3. Ensure that system is recognized and utilized by business and public agencies
Youth Council	<ol style="list-style-type: none"> 1. Increase involvement of secondary educational institutions
One Stop Committee	<ol style="list-style-type: none"> 1. Increase efficiency utilization and recognition of one stops 2. Improve customer satisfaction with one stop services 3. Reach out through the one stops to the non-English communities for training purposes 4. Connect employers and employment seekers
Resource Development Committee	<ol style="list-style-type: none"> 3. Look for alternative funding sources 4. Develop a private fundraising effort
Executive Committee	<ol style="list-style-type: none"> 2. Support staff to ensure that one stop system goals and performance measures are met and exceeded.

Sacramento Works, Inc.

CRITICAL INDUSTRIES

Sacramento Works, Inc., the local Workforce Investment Board, has taken on the role of engaging the business community by assessing the regional labor market, identifying critical industries, and developing a plan to train workers for critical industries. The Sacramento Works, Inc. Planning Committee has identified seven industries in our area as "Critical Industries". These seven industries represent those industries that are most consistent with our goal of helping job seekers, through the one-stop system, to find long term, career oriented employment. The following information provides a brief description of the "Critical Industries".

ADVANCED MANUFACTURING AND PRODUCTION

- The Manufacturing and Production industry category is comprised of a diverse group of occupations directly related to actual manufacturing and/or production of goods. Also included in this category are occupations related to the storage, distribution, and transportation of manufactured goods. SACTO reports that a large number of manufacturing firms and retail distribution centers are expressing a strong interest in the Sacramento region.
- Locally, for the occupations included in this industry, an increase of nearly 8,500 jobs due to growth and 7,500 jobs due to separation are projected between 2001 and 2008.

CONSTRUCTION

- The Construction industry category is primarily comprised of occupations involved in the construction of buildings. Also included in this group are specialty trade contractors (e.g. Electricians, Painters, Carpet Installers, etc.), Cost Estimators, Building Inspectors, and landscape construction related occupations. EDD indicates that the construction industry posted 3,300 new jobs between February 2003 and February 2004.
- Locally, for the occupations included in this industry an increase of more than 7,000 jobs due to growth and nearly 5,000 jobs due to separation are projected between 2001 and 2008.

FINANCIAL AND CUSTOMER SERVICE

- The Financial and Customer Service industry category is comprised of a diverse group of occupations. In addition to occupations directly related to financial, customer service, and call center activities, also included in this

group are insurance related occupations (e.g. Claims Examiners, Policy Processing Clerks, and Insurance Agents). Customer Service Reps (including Call Center Workers) and Insurance Claims Adjusters and Policy Processing Clerks combined are projected to represent nearly 3,800 of the projected new jobs between 2001 and 2008.

- Locally, for the occupations included in this industry, an increase of more than 13,500 jobs due to growth and more than 14,000 jobs due to separation are projected between 2001 and 2008.

HEALTHCARE AND BIOTECHNOLOGY

- The Healthcare and Biotechnology industry category is comprised of occupations employed by Hospitals, Nursing and Residential Care, Physician's Offices, Dental Offices, Outpatient Care Centers, and Medical/Diagnostic laboratories as well as Biological Technicians employed by a variety of employers performs a variety of biological research activities. Nationally, it is predicted that between 2000 and 2010, 13 percent of all new wage and salary jobs will be in Health Services. Also, in that same period, 9 of the 20 fastest growing jobs will be in Health Services.
- Locally, for the occupations included in this industry, an increase of approximately 6,850 jobs due to growth and more than 4,759 jobs due to separation are projected between 2001 and 2008.

INFORMATION TECHNOLOGY AND TELECOMMUNICATIONS

- The Information Technology and Telecommunications industry category is comprised of occupations that involve the design, production, installation, and/or maintenance of computer hardware and software systems and networks as well as cable and telephone communications systems. As with Office and Administration Support related occupations, a large number of the occupations in this category are employed, to some degree, across most other industries. Nationally, between 2000 and 2010, 8 of 10 fastest growing occupations will be IT related.
- Locally, for the occupations included in this industry, an increase of more than 6,500 jobs due to growth and nearly 1,100 jobs due to separation are projected between 2001 and 2008.

MAINTENANCE AND REPAIR

- The Maintenance and Repair industry category is primarily comprised of occupations involved in restoring machinery, equipment, and other products to working order as well as occupations that typically provide general or routine maintenance or service on products to ensure they work efficiently and to prevent breakdown and unnecessary repairs. Automotive

Service Technicians will account for nearly 2 out of every 10 new jobs in this industry between 2001 and 2008.

- Locally, for the occupations included in this industry, an increase of nearly 3,800 jobs due to growth and more than 3,200 jobs due to separation are projected between 2001 and 2008.

TOURISM AND HOSPITALITY

- The Tourism and Hospitality industry category is primarily comprised of occupations involved in providing accommodations and food service related activities as well as occupations providing customer service, recreation, and entertainment related activities. Nearly 75 percent of the jobs in this industry are in the Food Service sector.
- Locally, for the occupations included in this industry, an increase of nearly 8,400 jobs due to growth and more than 13,800 jobs due to separation are projected between 2001 and 2008.

Major goals/issues identified by Sacramento Works board members at last retreat

1. Growing the community to be a better place to live and work by guiding and managing future workforce development efforts
2. Supply services which result in upgrading worker skills
3. Navigate the workforce system-balancing supply and demand
4. Get the private sector “hooked”
5. Act as a conduit between the needs of business and job seeking people
6. Measure the market and develop training
7. Develop and connect the workforce system for the business community
8. Partner with employers to meet their business needs
9. Develop a system which becomes a resource to employers
10. Partner with employers to help solve their workforce problems
11. Assess, develop and implement workforce solutions
12. Become the glue between employees and employers

Leadership roles for Local Workforce Investment Boards developed by State of California Workforce Investment Board

1. Human resources and support system for local businesses
2. Catalyst for community planning and integration of services
3. Job training resource for key industry sectors in the local economy

ITEM 4 - ACTION

APPROVAL OF PERFORMANCE INCENTIVE POLICY

BACKGROUND:

Each year, the State of California sets aside funds to provide an incentive to local areas that exceed their performance measures. A financial reward for meeting performance measures has the effect of focusing efforts on meeting goals. Including language in the WIA contracts that allows providers to earn an incentive award for exceptional performance would result in more job seekers receiving relevant training, people entering employment, retaining their jobs and increasing their wages.

Why institute performance incentive policy?

- ✓ Hold operators accountable
- ✓ Give a clear message about which measures are the most critical
- ✓ Formalize our emphasis on performance
- ✓ Increase the number of job seekers prepared to compete in the local economy

What is the basis for the incentive policy?

- ✓ Based on measurable outcomes/processes
- ✓ Measures are Concrete, Clear, and Visual

Performance Targets

	Corrective Action Level	Performance Target	Incentive Target
Adult			
New enrollments	Below 85% of target		Above 110% of target
Entered Employment Rate	59.8%	71.3%	78.4%
Employment Credential Rate	42%	50%	55%
Adult Earnings Change	\$3,024.	\$3,600.	\$3,960.
Dislocated Worker			
New Enrollments	Below 85% of target		Above 110% of target
Entered Employment Rate	67%	78.8%	87%
Employment Credential Rate	48%	58%	63%
Wage Replacement Rate	77%	91.7%	100.8%

Determining Incentives/Corrective Actions

At the end of each quarter, performance on each measure is assessed

Performance is cumulative throughout the year.

Subcontracted agencies performing at or below the corrective action level on any measure will be subject to corrective actions.

Determining Incentives

Subcontracted agencies performing at or above the incentive level on all measures will be eligible for an incentive for that quarter.

Consecutive Quarters of Incentive Level Performance	Incentive for each measure (amount increases each quarter)	Consecutive Quarters of Incentive Level Performance	Incentive for each measure (amount increases each quarter)
ADULT		DISLOCATED WORKER	
1st Quarter	\$100	1st Quarter	\$100
2nd Quarter	\$250	2nd Quarter	\$250
3rd Quarter	\$400	3rd Quarter	\$400
4th Quarter	\$500	4th Quarter	\$500

Awarding Incentives

Awards for Centers/Program Operators determined eligible for an incentive will be set aside at the end of each quarter.

The incentive funds will be awarded during the following program year and added to each Career Center and/or Subgrantee allocation.

Operators may accept and use incentive funds for any expenditure deemed an allowable cost.

Awards will be presented by the WIB in a special ceremony

Cost of Incentive Policy

Currently there are 10 career centers providing intensive and training services and five on-the-job training providers. If all career centers and OJT providers exceeded the benchmarks that are proposed, the incentive award would be \$2,500 for each career center and \$1,250 for each OJT provider, for a total of \$31,250.

At the February Planning/Oversight Committee meeting, committee members requested a report indicating incentive performance for the first two quarters of this year. The report is attached for review.

If the incentive policy were currently in place, incentives totaling \$1,300 would have been earned in the first two quarters of the year. If all subcontracted agencies achieved

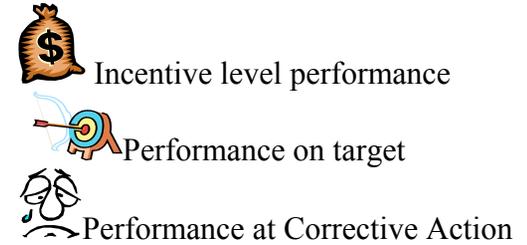
incentive level performance in quarters 3 and 4, an additional \$11,900 in incentives would be earned this year.

RECOMMENDATION:

Review Performance Incentive Policy, hear oral report and take appropriate action.

Example

Note: 1st and 2nd quarter incentive level performance = \$1,300.
 1st and 2nd quarter target level and above performance = \$3,950.
 If all exceed incentive level in the 3rd and 4th quarter, an additional \$11,900. could be awarded.



OJT PERFORMANCE INCENTIVE MEASURE SUMMARY

Subgrantees	Urban League				Asian Resources				Sac Lao Family				Sac Chinese				La Familia			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
New Enrollments																				
Entered Employment Rate																				
Employment Credential Rate																				
Adult Earnings Change																				

Banked Incentive Amounts

Quarter 1			\$100.	\$100.	\$100.
Quarter 2		\$250	\$250.	\$250.	
Quarter 3					
Quarter 4					

SWCC PERFORMANCE INCENTIVE MEASURE SUMMARY

Region: North City/County	Citrus Heights				Hillsdale			
	1	2	3	4	1	2	3	4
Quarters								
New Enrollments								
Adult								
DW								
Entered Employment Rate								
Adult								
DW								
Employment Credential Rate								
Adult								
DW								
Adult Earnings Change								
DW Wage Replacement Rate								

Banked Incentive Amounts

Quarter 1	A		
	DW		
Quarter 2	A		
	DW		
Quarter 3	A		
	DW		
Quarter 4	A		
	DW		
Total			

Region: South City	Broadway				Franklin				Mark Sanders				South County			
Quarters	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
New Enrollments																
Adult																
DW																
Entered Employment Rate																
Adult																
DW																
Employment Credential Rate																
Adult																
DW																
Adult Earnings Change																
DW Wage Replacement Rate																

Banked Incentive Amounts				
Quarter 1	A			
	DW			
Quarter 2	A			
	DW			
Quarter 3	A			
	DW			
Quarter 4	A			
	DW			
Total				

Region: South/East County	Galt				La Familia				Lemon Hill				Mather				Rancho Cordova			
Quarters	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
New Enrollments																				
Adult																				
DW																				
Entered Employment Rate																				
Adult																				
DW																				
Employment Credential Rate																				
Adult																				
DW																				
Adult Earnings Change																				
DW Wage Replacement Rate																				

Banked Incentive Amounts

Quarter 1 A																				
DW																				
Quarter 2 A																				
DW																				
Quarter 3 A																				
DW																				
Quarter 4 A																				
DW																				
Total																				

ITEM 5 - INFORMATION

REPORT BACK: RESOURCE ALLOCATION PLAN FOR FY 2006 STAFFING AND EXPENDITURE REPORTS

BACKGROUND:

At the February meeting, the Planning/Oversight Committee approved the Resource Allocation Plan for next fiscal year. The resource allocation recommendation is a determination of what activities and services should be offered through the one stop career center system and how much money, or what percent of next years funds, should be allocated to each activity.

The Committee requested a report back at the March Planning/Oversight Committee meeting providing additional information on staffing and expenditures for the current year. In addition, because no public comments were received, the Planning/Oversight Committee requested that additional opportunities be provided for public input on the plan. Staff released a public notice in mid-February seeking public input.

The Planning/Oversight Committee approved the following Workforce Investment Act activities and resource allocation plan for the Sacramento Works One Stop Career Center system:

ACTIVITIES:

1. **One-Stop Services (39% of funds):** This activity includes the infrastructure, operating and staffing costs for 11 Sacramento Works One Stop Career Centers which provide:
 - Access to information, computers, faxes, copiers, and telephones to assist customers with core job search activities;
 - Intensive case management services for all customers who are enrolled or receive scholarship funds;
 - Job development, job placement, job retention and follow-up services to customers seeking employment after training.
2. **On-the-Job Training (OJT) (13% of funds):** This activity provides wage subsidies to employers willing to train workers on-the-job. OJT is an effective workplace activity because it provides a commitment to hire by the employer, reimburses wages at 50% or less, and results in wage gain and job retention.
3. **Scholarships/Workforce Skills Preparation (26% of funds):** This activity can be used for tuition or for supportive services while a customer receives training or to provide workforce skills preparation services on-site at career centers.
 - **Scholarships** are the costs associated with training customers in critical industries selected by Sacramento Works, Inc. (Tuition, supportive services, and incentive payments).
 - **Workforce Skills Preparation** are individualized services purchased “off-the-shelf” from approved vendors. Workforce Skills Preparation services

include Vocational Assessment, Small Business Development, Financial Literacy, Interpretation/Translation and Job Retention/Life Skills Workshops.

4. **Board Initiatives (3% of funds):** This activity sets aside funding for Initiatives developed by Sacramento Works, Inc. The Current Board initiatives include collaborative business outreach, marketing services to the employer community, researching newly emerging industry clusters and critical industries in the region, developing Workforce Skills Certification systems for the critical industries selected by the Board, and training staff and providers.
5. **One Stop Support (11.4% of funds):** This activity is provided by SETA staff and includes program monitoring, technical assistance and training; SMARTware automated casemanagement system support, client tracking, client follow-up, and developing monthly and quarterly performance reports.
6. **Administration (7.6% of funds):** This activity is provided by SETA staff and includes personnel, payroll, fiscal monitoring, purchasing, contracting, board staffing and support, and information technology.

Last year, the allocation for the adult and dislocated worker programs of the Workforce Investment Act was \$5,711,406. Using last year's funding allocation, the resources would be allocated as follows:

Activity	% of Total Allocated to Activity	Total FTE's Allocated to Activity	WIA Formula Funds
One Stop Services	39%	29.5	\$2,227,448
On-the-Job Training	13%	0	742,483
Scholarships/Workforce Skills Preparation	26%	0	1,484,965
One Stop Support: Program Monitoring, SmartWare support, Client tracking, reporting and follow-up	11.4%	8.35	652,692
Administration: General Administration, Personnel, Payroll, Information Systems, Fiscal and Contracts staff	7.6%	6.33	432,475
Board Initiatives	3%	0	171,342
	100%	44.18	\$5,711,405

At its February 15 meeting, the Planning Committee requested information on the number of staff allocated to each of the resource allocation plan components. The chart above includes information on staff allocated under the different WIA Adult and Dislocated Worker components.

**IMPACT OF RESOURCE ALLOCATION PLAN ON SYSTEM:
HIGH PRIORITIES FOR FISCAL YEAR 2005-2006**

Career center managers, supervisors, staff and partners were surveyed about the workload, the needs of the customers, and what needed to be done to improve services to customers. The results of the surveys indicate that the priorities which offer the greatest promise of achieving success in the next year are:

1. **Emphasis on high quality Customer services.** The Centers must have staff who are customer friendly and all customers, including special populations (disabled, limited-English speaking, offenders, veterans, etc.) must have access to the services they need.
2. **Investment in Technology.** The Centers must have the latest technology and software for job seekers and the equipment must be kept up to date and working properly.
3. **Emphasis on meeting the needs of Employers.** The Centers must be able to meet the needs of employers by providing recruiting, screening and referral services, serving small business through the Business Information Centers, providing upward mobility and job retention services, and integrating employers as career center system partners.
4. **Incentives for exceeding performance measures.** Each year, the State of California sets aside funds to provide an incentive to local areas that exceed their performance measures. A financial reward for meeting performance goals has the effect of focusing efforts on meeting goals. Including language in the WIA contracts that allows providers to earn an incentive award for exceptional performance would result in more people entering employment, retaining their jobs and increasing their wages.

ONE STOP CAREER CENTER PERFORMANCE

Core Services Outcomes:

In the first six months of Fiscal Year 2005 (July to December, 2004) 25,810 job seekers received 75,879 services. This represents an overall increase in activity from last year (26% increase in job seekers and 5.2% decrease in number of services). More individuals are being served, but the number of services per individual has decreased. The core services cost per job seeker decreased by 9.7% (from \$122.50 per job seeker in 2004 to \$110.64 in 2005) and the cost per core service increased by 20% (from \$31.33 per core service in 2004 to \$37.64 in 2005).

Intensive and Training Services Outcomes:

For the first six months of Fiscal Year 2005, 84% of adults and 91% of dislocated workers enrolled in intensive training are employed in the quarter after they exit services. 83% of adults and 91% of dislocated workers retain their jobs after completing intensive and training services and the wage gain and wage replacement averages are

\$5,689 per six months for adults and 107% for dislocated workers. Customers taking part in the intensive and training programs remain employed longer and earn higher wage jobs.

Programmatic Changes that affect the Resource Allocation Plan:

1. Sacramento Works and SETA invested in computer technology when the Sacramento Works One Stop Career Center system was developed in Fiscal Year 1999-2000. In the Resource Allocation Plan approved in 2005, funding was approved to replace 100 obsolete computers. SETA invested in a Citrix/Metaframe system which will extend the life of the computers from 5 to 8 years and has installed this at each of the career centers. This year, staff is recommending that the servers in 10 of the one stop career centers be replaced, which is the final step in upgrading the information technology equipment. The amount requested for this upgrade is \$57,000.
2. Sacramento Works, Inc. implemented a cap on scholarships and tuition at the following levels:
 - High Tech: \$7,000
 - Construction: \$6,000
 - Call Center/Customer Service: \$5,000
 - Hospitality/Tourism: \$3,000
 - Healthcare: \$10,000
 - Manufacturing: \$5,000
 - Mechanic: \$5,000
 - Other Industries: \$5,000
3. A maximum supportive service allowance of \$2,500 per job seeker was approved by Sacramento Works, Inc.
4. By the end of January 2005, over 75% of the ITA/Scholarship funds had been obligated. To increase the amount of funds available for training and scholarships, SETA is negotiating with the County Department of Human Assistance (DHA) to provide funding to the one-stop career center system to increase training in the health care and construction industries.
5. The Board Initiative set aside for FY2005 included the following components:
 - Marketing of Sacramento Works, Inc.,
 - Economic Reports and LMI Research
 - Staff support for the Youth Service Provider Network
 - Development of a Construction Business Plan for the region
 - Sponsorship of Partnership for Prosperity

At its February 15 meeting, the Planning Committee requested information on the actual expenditures for each of the components in the resource allocation plan. The chart below includes information on the expenditures for each component in the resource allocation plan. In addition, the Planning Committee requested a breakout of expenditures for tuition/scholarships, supportive services and workforce skills preparation services. The chart attached to this item includes the expenditure information by critical industry.

Activity	FY2006 Resource Allocation Approved Plan	\$ Based on FY2005 Allocation	FY2005 Expenditures (thru 2/28/05)
One Stop Services	39%	\$2,227,448	\$1,849,706
On-the-Job Training	13%	742,483	409,492
Scholarships/ Workforce Skills Preparation	26%	1,484,965	861,443
One Stop Support: Program Monitoring, SmartWare support, Client tracking, reporting and follow-up	11.4%	652,692	375,923
Administration: General Administration, Personnel, Payroll, Information Systems, Fiscal and Contracts staff	7.6%	432,475	341,683
Board Initiatives	3%	171,342	82,900
	100%	\$5,711,405	3,903,147

Scholarships and Supportive Services Authorized by Critical Industry July 2004 - January 2005			
Critical industry	Scholarship Amounts Authorized	Number of Scholarships	Supportive Services Amounts Authorized
High Technology	\$174,917	31	\$3,952
Construction	\$18,773	17	6,691
Financial Service/Customer Service	\$47,396	12	8,238
Hospitality/Tourism	\$3,000	1	0
Healthcare	\$372,478	83	48,786
Maintenance & Repair	\$7,816	5	515
Manufacturing/Production	\$149,574	46	17,040
Other	\$112,777	36	305,973
Total	\$886,730	231	\$391,195

Total Workshops Authorized = \$19,143

ITEM 6 – INFORMATION

REPORT BACK: UPDATE ON WIA GOVERNOR'S DISCRETIONARY GRANT APPLICATIONS

BACKGROUND:

On March 3, 2005, the State of California announced that Workforce Investment Act Veterans' Employment-Related Assistance Program (VEAP) grants were awarded to twelve organizations. The Sacramento Works Planning Committee supported a proposal from Vietnam Veterans of California. The proposal was not recommended for funding. The proposal submitted by Quality Care Health Foundation was recommended for funding in the Sacramento Area. Project descriptions, award amounts and contact information are provided below.

Awardees	Award Amount
<u>Asian American Drug Abuse Program</u>	\$500,000
<u>Fresno Area Workforce Investment Corporation</u>	\$500,000
<u>Imperial Valley Regional Occupation</u>	\$434,230
<u>New Directions, Incorporated</u>	\$498,934
<u>North Bay Resource Center</u>	\$500,000
<u>North Coast Veterans Resource Center</u>	\$500,000
<u>Northern Santa Clara Valley Job Training Consortium</u>	\$500,000
<u>Quality Care Health Foundation</u>	\$500,000
<u>San Diego Workforce Partnership</u>	\$499,518
<u>Stanislaus County</u>	\$486,375
<u>Swords to Plowshares</u>	\$450,000
<u>Vietnam Veterans of San Diego</u>	\$500,000
TOTAL	<u>\$5,869,057</u>

Quality Care Health Foundation 2201 K Street Sacramento, CA 95816	Kenneth H. Merchant (916) 441-6400 x102
Award Amount: \$500,000	
Summary: This program will train veterans with special skills in the health care and food service fields to earn certification as licensed vocational nurses and dietetic service supervisors and find employment in California nursing homes. California regulations provide special consideration for veterans with comparable experience that allows them to enter these professions on an expedited basis. This program will conduct outreach to veterans, match candidates with employment opportunities, provide orientation to the long-term care field, and provide assistance in preparing for and taking state licensing examinations. Successful candidates will be offered employment at rates exceeding \$20 per hour.	

As of March 9, 2005 staff had received no update on WIA Governor's 15% Discretionary Grant applications. An oral update will be provided.

ITEM 7 - INFORMATION

CUSTOMER SATISFACTION REPORTS

BACKGROUND:

Since July 1, 1999, the Capital Area Investment Zone (CAIZ), a regional partnership comprised of Golden Sierra Job Training Agency, Yolo County Department of Employment Services, and the Sacramento Employment and Training Agency (SETA), have been assessing customer satisfaction among job seekers accessing core services through 19 regional career centers. In August of 2002, the CAIZ included employers as part of the customer satisfaction survey process.

The CAIZ Job Seeker and Employer Customer Satisfaction Reports for the period of July 1, 2004 through December 31, 2004 will be distributed to committee members at the meeting.

Staff will be available to answer questions and to present an update on SETA's internal survey process and the results obtained for employer customer satisfaction throughout the Sacramento Works Career Center System.

ITEM 8 - INFORMATION

SACRAMENTO WORKS PUBLIC RELATIONS AND MARKETING UPDATE

BACKGROUND:

The Employer Outreach Committee of Sacramento Works, Inc. has finalized the work plan for MMC, the public relations firm hired by Sacramento Works, Inc. MMC will be working with staff and board members to make Sacramento Works more visible to the employer community.

The Employer Outreach Committee would like the Planning/Oversight Committee to work closely with the EOC to ensure that as employers begin to use the system, that the One Stop Career Centers can provide the ready to work job seekers to meet the needs of employers.

The Employer Outreach Committee staff will present an update to the Planning/Oversight Committee at the March meeting.



mmc | communications

Update from MMC Communications Sacramento Works Public Relations and Marketing

March 10, 2005

News Coverage Opportunities/Events

MMC Communications will identify and pitch one SacWorks story to the media a month. Potential stories include:

- Opening of Health Care Career Center
- General story of what SacWorks does and trends in the critical industries
- Construction Apprenticeship Program
- Expo Job Fair
- Workforce Employment Day—Tied to Labor Day
- Business Information Center
- News stories based on SacWorks studies and data

Early success: March 5th story in *The Sacramento Bee* regarding Norwegian Cruiseline utilizing SacWorks.

Quarterly Employee Focus Groups

MMC will organize and facilitate a series of Quarterly Employer Focus Groups to assess the awareness of SacWorks among potential employers and test upcoming advertising/messaging concepts.

Radio Advertising

MMC will work with radio stations to evaluate options for radio commercials. MMC will create and place radio commercial.

Collateral Materials/Print Ads

MMC will work with SacWorks and their current design firm to enhance their print ads and collateral materials and ensure that they work in concert with other media relations and radio advertising efforts and messages.

Success Stories/Testimonials

MMC will work with SacWorks to capture success stories of both employees and employers using SacWorks' services. We will secure testimonials from employers and incorporate them into print and radio ads, brochures, website and other collateral materials.