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SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Thursday, February 10, 2005

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 January 13, 2005 Minutes
3. **ACTION ITEM:** Review and Approval of Draft Contract with SRRI
4. **ACTION ITEM:** Review and Approval of Draft Contract with MMC Communications
5. Adjournment

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

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

DISTRIBUTION DATE: MONDAY, FEBRUARY 7, 2005

SACRAMENTO WORKS, INC.
EMPLOYER OUTREACH COMMITTEE
Minutes/Synopsis

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

Thursday, January 13, 2005
8:30 a.m.

1. **Call to Order/Roll Call:** The meeting was called to order at 8:35 a.m.

Members Present: Mark Ingram, Walter DiMantova, Diane Ferrari, Barbara Hayes, Jim Pardun, Kim Parker, Maurice Read

Members Absent: Matt Mahood

Others Present: Ryan Sharp, William Walker, Kathy Kossick, Robin Purdy, Terri Carpenter, Phil Cunningham

2. **ACTION ITEM:** Approval of the December 9, 2004 Minutes

The minutes were reviewed; no questions or comments.

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

Mr. Ingram asked for an update of MMC. Ms. Purdy stated that it will go before the Executive Committee on January 14 for approval. MMC will be giving a short presentation at the WIB meeting on the 26th. Ms. Parker inquired who would be the key staff contacts. Ms. Purdy stated that Ms. Carpenter and Mr. Walker would be the lead staff. Ms. Parker and Mr. Read would like to work with MMC as well.

3. **ACTION ITEM:** Approval of Proposal for Regional Workforce Study

Ms. Purdy reviewed this item and the three outcome expectations. Staff has been working with SRRI for about six months on this proposal.

Ms. Parker stated that this study will tie in with the Marketing/PR because the study will assist employers and staff to prepare programs. In three to six months the information from this study will be available to give to the PR firm to get a bigger 'bang for the buck'.

Ms. Ferrari stated that a lot of the information is already available through other sources. She wants to make sure that the information will be new...how dated is the information? She wants to make sure that we are not paying for information

that is already available through other sources. She stated that the Committee has to make sure that the board knows that this will be money well spent.

Mr. Sharp explained that this study will help to identify gaps in jobs in the region. This study will pull a lot of studies together and will be presented in one concise report.

Mr. DiMantova stated that we have to distinguish how this study is different from the one done for Los Rios and other studies. We need to talk to some of the people in the field to find out if there are 'confounding' situations that will change the study results. He would like to have the study reflect priorities according to jobs and the skill sets that are needed for these jobs.

Ms. Ferrari stated that it would be wise to incorporate HOW this study differs from the other studies done. A question will be raised as to why we pay someone else to do this study when we have John Harden on staff. Ms. Purdy stated that Mr. Harden would be good in the implementation of the study but not the development and analysis. Ms. Kossick stated that the term "First Phase" needs to be removed from this report. She suggests that we call this STUDY so that it is known that there is no never-ending pot of money.

Mr. Cunningham stated that the Executive Committee is concerned that a lot of money is being spent on economic development and not job development. We have to explain why we are utilizing our money on this study. This study will fill the gaps of what skills the workforce currently offers.

Mr. Ingram stated that it is important to answer the concerns of the Executive Committee. It was suggested that a list of questions with the answer explaining why this study is important needs to be developed and provided to the Executive Committee.

Mr. Lyons stated that this study is used by many different organizations in the area. There is a tremendous cooperation between organizations now which helps the entire region.

Mr. DiMantova will be speaking before the Executive Committee on January 24th regarding this issue. Mr. Cunningham said that it is important for the Executive Committee to understand that Los Rios cannot do the study; SETA staff member John Harden cannot either, so we have to commission the study.

Some of the questions to be answered:

- Is the information already out there?
- The study seems to focus more on Economic Development than job development. Why?
- How is the information going to be used? Is it dated?

- What about Convergence from Los Rios? How is it different? How is it different from what we already have?

Mr. Ingram stated that in the future, he would like to have an opportunity to review the information before it is sent to the Executive Committee.

Mr. Sharp asked for an extension to six months for the inclusion of the survey in the study.

Ms. Parker will have an update at the next meeting on the employer focus groups.

4. **INFORMATION ITEM:** Employer Outreach Committee Accomplishments

This report was reviewed and questions answered.

Next meeting will be February 10, 2005, 8:30 a.m.

5. **Adjournment:** Meeting adjourned at 9:40 a.m.

ITEM 3 – ACTION

REVIEW AND APPROVAL OF DRAFT CONTRACT WITH SRRI

BACKGROUND:

The Sacramento Works, Inc. Employer Outreach Committee received approval to conduct a study by the Sacramento Regional Research Institute (SRRI) that will define the regional workforce strengths and weaknesses based on comparisons to other areas, ability to support economic development and growth, and ability to contribute to the Region's overall employment environment.

The work schedule developed by both SRRI and SETA staff will be distributed at the meeting.

RECOMMENDATION:

Review and approve the work schedule outlining the activities which will be performed in completing the "Assessing the Regional Workforce" Study for Sacramento Works, Inc. Once the work schedule is approved, staff will proceed with the development of a contract with SRRI.

ITEM 4 – ACTION

APPROVAL OF MMC COMMUNICATIONS WORK PLAN

BACKGROUND:

After reviewing the three firms' capabilities presentation, the Employer Outreach Committee recommended to the Executive Committee the procurement of MMC Communications to provide public relations services for Sacramento Works, Inc.

The Executive Committee approved the procurement of MMC Communications to provide Public Relations and Marketing services for Sacramento Works, Inc.

On January 26, 2005 MMC provided a presentation to the Sacramento Work, Inc. Board outlining their Public Relation/Marketing strategy: ***Sacramento Works, Inc. Awareness Campaign.***

RECOMMENDATION:

Review and approve the draft Work Plan for MMC Communications in order for staff to develop a contract with MMC Communications to provide Public Relations and Marketing Services for Sacramento Works, Inc.