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Sacramento, CA 95815
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Website: <http://www.seta.net>



SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Thursday, June 9, 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 May 12, 2005 Minutes
3. **DISCUSSION ITEM:** The advantages of Public Relations versus Marketing
5. Update on Employer Focus Group – Kim Parker
6. Review of Interim SRRI report
7. MMC Scope of Work – Activity Update – Terri Carpenter
8. Occupational Outlook & Training Directory Sponsorship Opportunity – William Walker
9. 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: FRIDAY, JUNE 3, 2005

SACRAMENTO WORKS, INC.
EMPLOYER OUTREACH COMMITTEE
Minutes/Synopsis

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

Thursday, May 12, 2005
8:30 a.m.

1. **Call to Order/Roll Call:** Mr. Ingram called the meeting to order at 8:33 a.m.

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

Members Absent: Barbara Hayes, Matt Mahood.

Others Present: Larry Suddjian, Kathy Kossick.

2. **ACTION ITEM:** Approval of the March 10, 2005 Minutes

The minutes were reviewed; no questions or comments.

Moved/Pardun, second/Parker, to approve the minutes as distributed.

Voice Vote: Unanimous approval.

3. **ACTION ITEM:** Approval of Committee Plan in Response to the Sacramento Works, Inc. Board Retreat

Ms. Kossick stated that the focus was to take the goals that were established and refine them. The colored chart is staff's perspective of where these goals should go. Each committee will review and discuss this item. Each committee will take action as to whether they think the action is under their purview.

Mr. Pardun asked if it would be possible to have an activities report on what the employer services department does. Ms. Carpenter reviewed a possible scenario of a person seeking services at the career center or job fair. There was a great deal of discussion regarding the type of information that could be reported.

Committee members requested that the wording on one of the goals be changed from "Employability Skills" Institute to "Work Skills" Success Institute.

The full WIB will be asking for a report at the June 1 meeting. Mr. Cunningham stated that if the committee wants to ratify the four items, that would be appropriate.

Moved/Read, second/Ferrari, to approve the four items with the amendment.
Voice Vote: Unanimous approval.

4. Update on Public Relations/Employer Outreach Activities

Ms. Carpenter distributed an activity report from MMC.

5. Update on Employer Focus Group

Ms. Parker distributed the timeline for the employer focus group. Ms. Carpenter will be working with Ms. Parker to get at least 10 employers. Seventeen invitations were distributed. The employers were the ones that were provided by WIB members at the retreat.

6. Discussion of Joint Employer Outreach/Planning Committee Meeting

Is this a follow-up to meeting on a quarterly basis. It was decided to have both committees meet on a quarterly basis.

As a result of the last meeting, Mr. Walker reported that there was more cooperation between CalJob/EDD staff and his staff in order to get more clients for employers.

Ms. Ferrari stated that Sacramento Works has signed an MOU that all job orders will be put into the CalJobs system.

7. Adjournment: Meeting adjourned at 9:48 a.m.

Interim Report—Occupational Analysis

Introduction

There is a wide array of information and studies examining the six-county Sacramento Region's economy; however, the focus is typically on industry information. This type of information is organized based on what firms produce—firms that use similar processes to produce goods or services are grouped together into specific industry categories. The industry view is the most prevalent in regional studies because it provides broad insight into economic structure and fundamental changes taking place within a region's economy. However, there is another, less utilized, view of a region's economy that focuses on what people do. In this case, the economy is broken down into occupational categories that classify people based on the functions they perform in their jobs. This view is especially important for organizations focused on workforce development.

Existing research using an occupational breakdown of the Sacramento Region's economy is limited in scope and availability. One of the primary objectives of this project is to create a base understanding of the Region's economy viewed through an occupational lens. In order to examine the current workforce environment, SRRI utilized employment data grouped in the Standard Occupational Classification (SOC) system. In this system, all workers are classified into one of over 820 occupations according to their job functions. To facilitate classification, SOC combines data into 22 major groups, 96 minor groups, and 449 broad occupations. Each broad occupation includes detailed occupations requiring similar job duties, skills, education, or experience. One fundamental aspect to note is that specific occupations or broader occupational categories can reach across a number of industry sectors. In other words, people that perform a specific job function can be employed in a variety of industries—firms generally do not migrate across industry sectors, but occupations do.

The SOC-based occupational data was originally intended to provide snapshots of wages and employment for a specific point in time. The most recent data sets are generally seen as reliable estimates of an area's occupational profile. Throughout the years, data collection methodologies have undergone some notable adjustments. Benchmarks and pooled, three-year collection cycles, in addition to methodology changes, have led the Bureau of Labor Statistics to advise users of discrepancies that may result when the data is compared across time periods. For instance, some changes that are reflected in time period comparisons may be due to methodological variations rather than actual changes in the economy. However, SRRI has chosen to make comparisons across time periods for three reasons. First, while occupational analysis has not been widely adopted in the workforce and economic development realms, some states and organizations have produced workforce studies that utilize the occupational data and make comparisons across time. Second, many research and data collection processes face similar

methodological issues and the related data is still used as proxies or indicators, especially when they act as the only source of available information. SRRI believes that the occupational data—the only comparable information available for employment by occupations—serves as a reasonable proxy for workforce trends. Third, many of the errors manifest themselves at the detailed level, but are minimized by using a broader level of detail. For this reason, SRRI focuses on data at the major occupational category level (the 22 major SOC groups) and does not utilize data for sub-categories or specific occupations (SOC's 96 minor groups and 449 general occupations). While conclusions reached through this data analysis provide insight into the occupational structure and trends, the potential for uncertainty in time series analyses should be noted.

This brief interim report serves as the second deliverable in the Regional Workforce Study and is specifically focused on the Sacramento Region's workforce. The report examines the Region's employment level, occupational composition, employment growth, specialization, and available projections. The information gathered in this analysis will be used to analyze required levels of job preparation in addition to knowledge and skill demand for the major occupational categories. Sacramento's occupational information will also be compared to the statewide and national averages as well as a number of regions throughout California and the western United States.

Occupational Analysis

Figure 1 illustrates the Sacramento Region's occupational composition in 2003 based on the percentage of total occupational employment contained in each major category. Over one-fifth of the Region's workforce is in the Office & Administrative Support occupational category. This category includes jobs related to communications equipment operation; financial and general information records management; material recording, scheduling, dispatching, and distributing; and clerical, executive, and general administrative support. Two other major categories make up a relatively large amount of the workforce—Sales & Related and Food Preparation & Serving Related encompass about 10 and 8 percent of the Region's total occupational employment, respectively. The Sales & Related category contains retail sales workers and other sales representatives for a wide array of products and services. Cooks, food preparation workers, and food and beverage servers are all included in the Food Preparation & Serving Related occupational category. Together, the top three occupational categories make up almost 40 percent of the Region's workforce. All other occupational categories contain less than 7 percent of the total employment, but grouping the top ten categories accounts for approximately 77 percent of the Sacramento Region's total occupational employment. The top ten categories include:

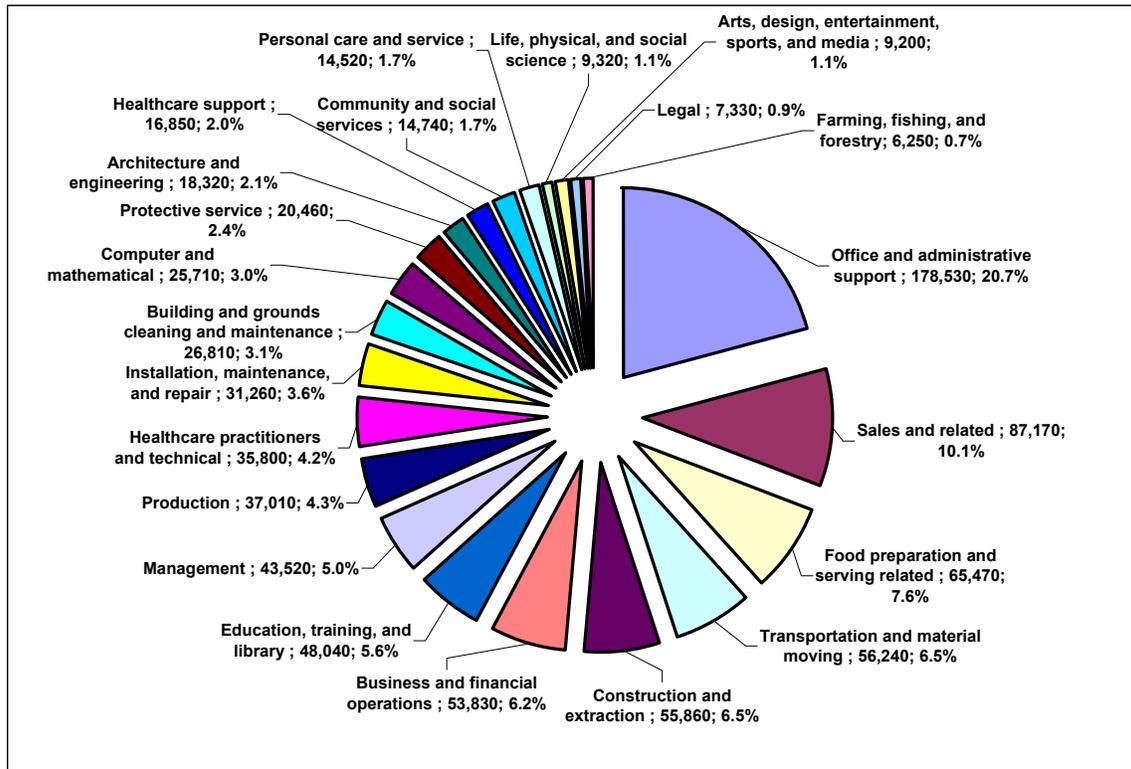
1. Office & Administrative Support
2. Sales & Related

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3. Food Preparation & Serving Related
4. Transportation & Material Moving
5. Construction & Extraction
6. Business & Financial Operations
7. Education, Training, & Library
8. Management
9. Production
10. Healthcare Practitioners & Technical

The remaining 12 occupational categories play a minimal role in the Region’s workforce, each with less than 4 percent of the total occupational employment—combined, they account for only about 23 percent of the entire workforce. The appendix of this interim report contains total employment for the major occupational categories for each year between 1999 and 2003.

FIGURE 1
SACRAMENTO REGION OCCUPATIONAL COMPOSITION IN 2003



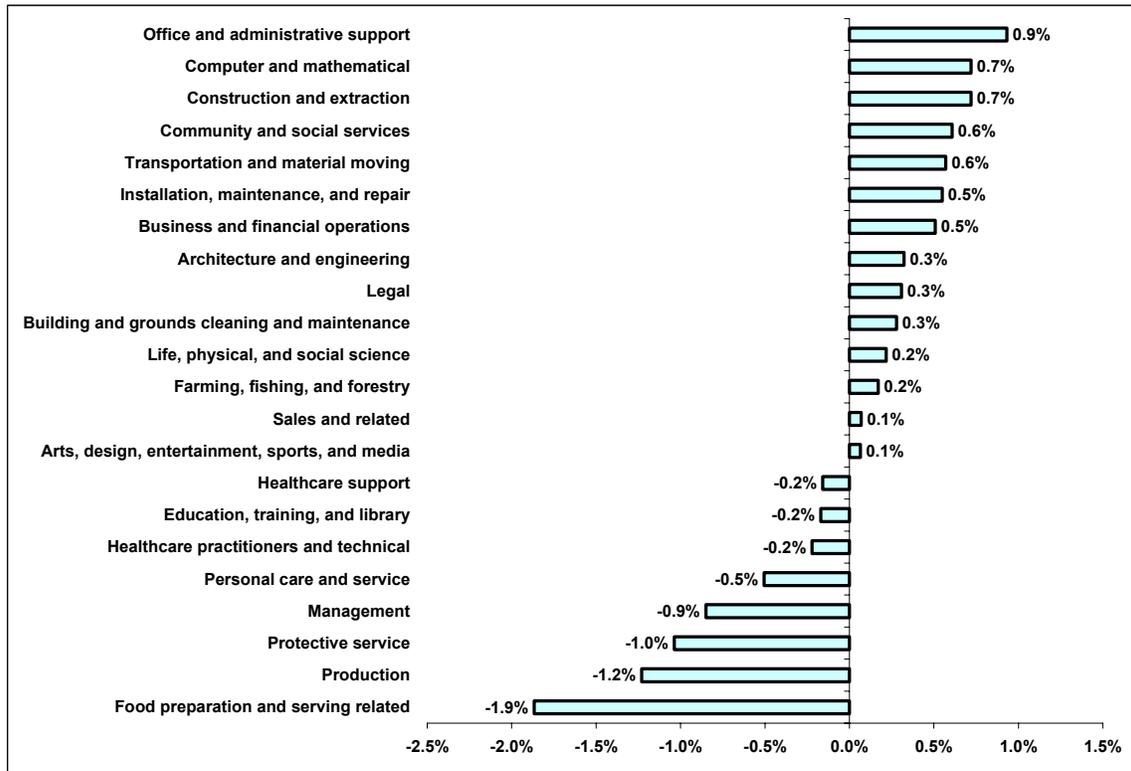
Sacramento Regional Research Institute, May 2005
 Data Source: Bureau of Labor Statistics, Occupational Employment Statistics

Figure 2 shows how the Sacramento Region’s occupational composition has shifted over the past five years and hints at aspects of workforce restructuring that are already

OCCUPATIONAL ANALYSIS

underway. Between 1999 and 2003, Office & Administrative Support, the Region's largest occupational category, has increased in proportion of the total workforce by about 1 percent. This category has become a much more important aspect of Sacramento's workforce over the past five years. The Region's second largest occupational category, Sales & Related, has shown only a minimal shift in concentration since 1999 with only a minimal increase. Sales & Related occupations have continuously been a key element of the Region's economy over the past five years. Demonstrating an opposite pattern, Sacramento's third largest occupational category, Food Preparation & Serving Related, has seen a significant decrease in concentration between 1999 and 2003. While this category currently encompasses about 8 percent of the Region's total occupational employment, it contained nearly 10 percent in 1999. Overall, eight of the Region's major occupational categories have demonstrated a negative shift in occupational composition between 1999 and 2003 with Food Preparation & Serving Related, Production, and Protective Service seeing the greatest decrease in concentration. The other 14 categories all experienced an increase in their proportion of total employment over the past five years. The Office & Administrative Support, Computer & Mathematical, and Construction & Extraction occupational categories saw the largest increases in concentration.

FIGURE 2
SHIFT IN SACRAMENTO REGION
OCCUPATIONAL COMPOSITION BETWEEN 1999 AND 2003



Sacramento Regional Research Institute, May 2005
Data Source: Bureau of Labor Statistics, Occupational Employment Statistics

Figure 3 demonstrates the Sacramento Region’s occupational specialization in 2003 which measures the degree to which the Region is concentrated in some workforce elements in a way different from the rest of the state. Specialization is measured by the relative size of an occupational category in Sacramento compared to the statewide average. A measure of specialization above 100 percent indicates that Sacramento has a greater percentage of total employment in the category compared to California, while a value less than 100 percent indicates that the Region has a below-average concentration in that category. Essentially, this measure shows what is unique about the Region’s workforce. The Sacramento Region is specialized in nine occupational categories including:

1. Business & Financial Operations
2. Community & Social Services
3. Construction & Extraction
4. Computer & Mathematical
5. Legal

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6. Office & Administrative Support
7. Life, Physical, & Social Science
8. Healthcare Practitioners & Technical
9. Installation, Maintenance, & Repair

The top three areas of specialization all have a concentration over 30 percent higher than the statewide average. One of the Sacramento Region's largest occupational categories, Office & Administrative Support shows a level of specialization about 12 percent higher than the statewide average, further illustrating the contribution of this aspect of the workforce to the Region's economy. Two of Sacramento's largest occupational categories, Sales & Related and Food Preparation & Serving Related, demonstrate a similar level of concentration as the statewide average. The Region is underspecialized in the remaining 11 major occupational categories. Many of these categories are only slightly less concentrated than the statewide average, but three demonstrate a significantly lower level including Arts, Design, Entertainment, Sports, & Media; Farming, Fishing, & Forestry; and Production.

FIGURE 3
SACRAMENTO REGION OCCUPATIONAL SPECIALIZATION IN 2003

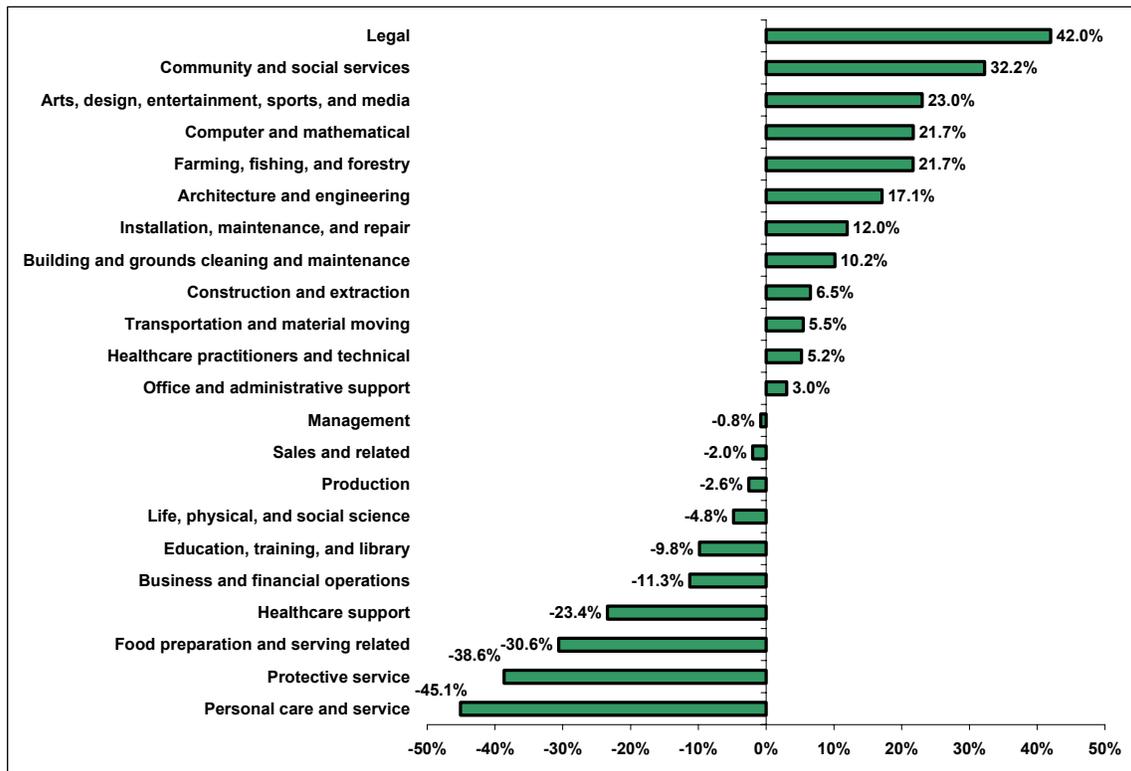


Sacramento Regional Research Institute, May 2005
 Data Source: Bureau of Labor Statistics, Occupational Employment Statistics

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Figure 4 demonstrates the change in the degree of occupational specialization between 1999 and 2003 in the Sacramento Region. This measure reflects occupational restructuring occurring at both the regional and statewide levels. Changes in the Region’s degree of specialization are basically split in half with 12 occupational categories experiencing an increase in the level of specialization and 10 seeing a decrease. Two of the occupational categories that currently show specialization in the Sacramento Region have seen strong increases in the degree of specialization over the past five years—Legal and Community & Social Services. Although the Region is currently underspecialized in Arts, Design, Entertainment, Sports, & Media this category also saw a relatively large positive change in the level of specialization since 1999. Personal Care & Service; Protective Service; Food Preparation & Serving Related (one of Sacramento’s largest categories); and Healthcare Support have all experienced considerable decreases in specialization over the past five years. The Region’s two largest categories, Office & Administrative Support and Sales & Related saw minimal positive and negative changes in the degree of specialization, respectively. Business & Financial Operations, the Region’s most specialized category, experienced a notable decrease in its degree of specialization between 1999 and 2003.

FIGURE 4
CHANGE IN SACRAMENTO REGION
OCCUPATIONAL SPECIALIZATION BETWEEN 1999 AND 2003

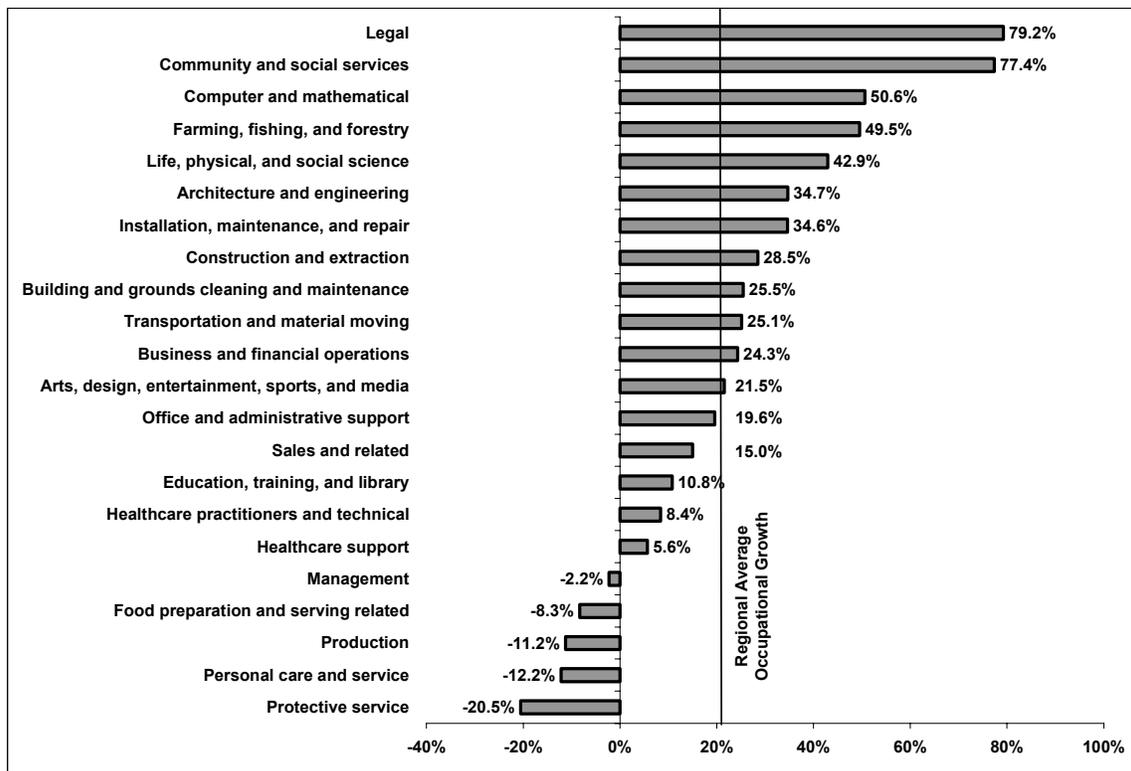


Sacramento Regional Research Institute, May 2005
 Data Source: Bureau of Labor Statistics, Occupational Employment Statistics

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Figure 5 displays the employment growth rate in the Sacramento Region’s major occupational categories between 1999 and 2003. Half of the Region’s occupational categories experienced employment growth rates above the regional average. A few occupational categories saw robust employment growth over the past five years with the most notable gains in the Legal and Community & Social Services categories. Only five of the 22 occupational categories experienced employment decreases over this period including Protective Service; Personal Care & Service; Production; Food Preparation & Serving Related; and Management. While one of the Region’s largest categories is in the list of employment decreases (Food Preparation & Serving Related), the other two, Office & Administrative Support and Sales & Related, both saw positive, but relatively low, employment growth rates. All three of Sacramento’s most specialized categories also posted employment gains over the past five years—Community & Social Services (one of the highest growth rates); Business & Financial Operations; and Construction & Extraction.

FIGURE 5
SACRAMENTO REGION OCCUPATIONAL
EMPLOYMENT GROWTH BETWEEN 1999 AND 2003



Sacramento Regional Research Institute, May 2005
 Data Source: Bureau of Labor Statistics, Occupational Employment Statistics

Figure 6 displays projections of occupational employment in the Sacramento Region for 2012 along with 2003 to 2012 employment growth rates and projected composition. This information is based on statewide projected growth rates, and although there will be some regional differences depending upon the specific economic conditions, SRRI believes that they provide a reliable estimate of growth for the Sacramento Region's occupational categories since the Region is beginning to demonstrate trends similar to the state and statewide averages are generally less robust than regional trends. It is also important to point out that the projections reflect a fairly conservative view because the staffing patterns for some industry sectors are not included.

The Sacramento Region's general occupational structure is projected to remain similar to the 2003 composition. Office & Administrative Support; Sales & Related; and Food Preparation & Serving Related will still be the Region's largest occupational categories in 2012. Most categories show limited shifts in composition. Two categories show positive projected concentration shifts of close to one percent including Construction & Extraction and Education, Training, & Library. Only six occupational categories are projected to lose concentration with Office & Administrative Support showing the largest decrease. This is primarily due to its relatively slow projected growth. Only one sector is projected to experience a decrease in employment between 2003 and 2012, Community & Social Services. Personal Care & Service; Healthcare Practitioners & Technical; Education, Training, & Library; and Construction & Extraction will all see strong employment growth over the next nine years, all with growth rates over 32 percent. In general, employment will increase in the Sacramento Region between 2003 and 2012 raising levels in almost every occupational category, but these patterns will not substantially change the Region's workforce structure.

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FIGURE 6
SACRAMENTO REGION PROJECTED
OCCUPATIONAL EMPLOYMENT AND COMPOSITION

<i>Occupational Category</i>	<i>Projected</i>		<i>Composition</i> 2012	<i>Shift in</i> <i>Composition</i> 2003-2012
	<i>Employment</i> 2012	<i>Growth</i> 2003-2012		
Office and administrative support	184,166	3.2%	18.1%	-2.6%
Sales and related	104,136	19.5%	10.2%	0.1%
Food preparation and serving related	77,395	18.2%	7.6%	0.0%
Construction and extraction	73,992	32.5%	7.3%	0.8%
Transportation and material moving	65,817	17.0%	6.5%	-0.1%
Business and financial operations	65,640	21.9%	6.4%	0.2%
Education, training, and library	63,949	33.1%	6.3%	0.7%
Management	53,553	23.1%	5.3%	0.2%
Healthcare practitioners and technical	47,807	33.5%	4.7%	0.5%
Production	40,247	8.7%	4.0%	-0.3%
Installation, maintenance, and repair	36,882	18.0%	3.6%	0.0%
Building and grounds cleaning and maintenance	33,315	24.3%	3.3%	0.2%
Computer and mathematical	30,982	20.5%	3.0%	0.1%
Protective service	26,331	28.7%	2.6%	0.2%
Healthcare support	21,729	29.0%	2.1%	0.2%
Personal care and service	20,994	44.6%	2.1%	0.4%
Architecture and engineering	19,968	9.0%	2.0%	-0.2%
Community and social services	13,322	-9.6%	1.3%	-0.4%
Arts, design, entertainment, sports, and media	11,678	26.9%	1.1%	0.1%
Life, physical, and social science	10,427	11.9%	1.0%	-0.1%
Legal	8,958	22.2%	0.9%	0.0%
Farming, fishing, and forestry	7,257	16.1%	0.7%	0.0%

Sacramento Regional Research Institute, May 2005

Data Sources: Bureau of Labor Statistics, Occupational Employment Statistics and Employment Development Department, Employment Projections by Occupation

Note: Projected employment based on statewide projected growth rates.

Conclusion

Figure 7 displays a rank of performance for each occupational category based on indexed measures of composition, shift in composition, specialization, change in specialization, growth, and projected growth. The index measure is presented in a zero to 100 range. Overall, index scores suggest that six occupational categories appear to be the best-performing elements of Sacramento Region's workforce including:

1. Legal
2. Construction & Extraction
3. Office & Administrative Support
4. Community & Social Services
5. Computer & Mathematical
6. Business & Financial Operations

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All six categories saw relatively robust measures across a number of indicators, but each experienced a unique pattern that affected their overall performance. The Legal occupational category saw the highest employment growth and change in degree of specialization among all categories. Construction & Extraction has a relatively high level of specialization and saw a strong shift in composition. The Office & Administrative Support category is the Region's largest and saw the highest shift in composition out of all 22 categories. Community & Social Services has a relatively high degree of specialization and saw strong employment growth. Computer & Mathematical occupations experienced a strong shift in composition and saw relatively high measures in a few other areas. The Business & Financial Operations category is the most specialized in the Region and experienced a relatively large change in the degree of specialization.

Four occupational categories, ranked 19 through 22, showed generally poor performance based on the index of all indicators including Personal Care & Service (despite its strong projected growth); Food Preparation & Serving Related (regardless of its relatively large size); Protective Service; and Production. The remaining 12 occupational categories presented a mixed view of performance across the five indicators and ranked between 7 and 18 overall.

FIGURE 7
SACRAMENTO REGION OVERALL
OCCUPATIONAL PERFORMANCE

<i>Rank</i>	<i>Occupational Category</i>	<i>Index Score</i>
1	Legal	100.0
2	Construction and extraction	98.6
3	Office and administrative support	93.1
4	Community and social services	91.4
5	Computer and mathematical	89.0
6	Business and financial operations	82.3
7	Installation, maintenance, and repair	71.9
8	Transportation and material moving	66.3
9	Building and grounds cleaning and maintenance	64.7
10	Sales and related	63.3
11	Healthcare practitioners and technical	61.8
12	Architecture and engineering	59.2
13	Life, physical, and social science	57.7
14	Education, training, and library	52.3
15	Arts, design, entertainment, sports, and media	51.9
16	Farming, fishing, and forestry	51.9
17	Healthcare support	36.4
18	Management	36.3
19	Personal care and service	21.0
20	Food preparation and serving related	10.9
21	Protective service	10.7
22	Production	0.0

Sacramento Regional Research Institute, May 2005
 Data Sources: Bureau of Labor Statistics, Occupational Employment Statistics and
 Employment Development Department, Employment Projections by Occupation

Appendix

For reference purposes, Figure 8 provides the employment levels for the major occupational categories in the Sacramento Region for each year between 1999 and 2003.

FIGURE 8
SACRAMENTO REGION OCCUPATIONAL EMPLOYMENT

<i>Occupational Category</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>
Office and administrative support	149,270	157,640	171,570	170,230	178,530
Sales and related	75,800	83,290	85,420	87,840	87,170
Food preparation and serving related	71,410	70,980	63,010	64,100	65,470
Transportation and material moving	44,940	48,920	56,480	56,980	56,240
Construction and extraction	43,470	47,340	54,880	56,210	55,860
Business and financial operations	43,290	48,840	55,010	53,360	53,830
Education, training, and library	43,350	45,050	48,510	50,380	48,040
Management	44,520	43,770	45,970	44,130	43,520
Production	41,690	40,550	37,440	37,810	37,010
Healthcare practitioners and technical	33,020	34,230	30,570	37,420	35,800
Installation, maintenance, and repair	23,220	27,640	30,090	31,210	31,260
Building and grounds cleaning and maintenance	21,370	23,920	25,360	27,510	26,810
Computer and mathematical	17,070	20,690	26,070	23,310	25,710
Protective service	25,740	25,680	26,090	20,740	20,460
Architecture and engineering	13,600	16,550	20,230	17,890	18,320
Healthcare support	15,950	16,460	16,390	16,030	16,850
Community and social services	8,310	9,800	10,200	10,980	14,740
Personal care and service	16,530	15,540	16,260	17,060	14,520
Life, physical, and social science	6,520	7,040	8,460	8,510	9,320
Arts, design, entertainment, sports, and media	7,570	8,440	9,270	9,750	9,200
Legal	4,090	8,020	7,750	7,510	7,330
Farming, fishing, and forestry	4,180	3,540	3,690	6,240	6,250

Sacramento Regional Research Institute, May 2005

Data Source: Bureau of Labor Statistics, Occupational Employment Statistics