

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 Hillsdale 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. EMPLOYER OUTREACH

Date: Thursday, March 9, 2006

Time: 8:30 a.m.

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

AGENDA

1. Call to Order/Roll Call
2. Approval of the January 23, 2006 Minutes
3. Approval of Regional Toll Free Number for Employer Outreach
4. Review Radio and Print Media Outreach
5. MMC Scope of Work
6. Employer Service Activity Report
7. Adjournment

Committee Members: Mark Ingram (Chair), Walter DiMantova, Diane Ferrari, Barbara Hayes, Matt Mahood, James Pardun, Kim Parker, Maurice Read, Anette Smith-Dohring.

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

DISTRIBUTION DATE: FRIDAY, MARCH 3, 2006

SACRAMENTO WORKS, INC.
EMPLOYER OUTREACH COMMITTEE
Minutes/Synopsis

SETA
925 Del Paso Blvd.
Sacramento, CA 95815

Monday, January 23, 2006
8:30 a.m.

1. Call to Order/Roll Call: Mr. Jim Pardun called the meeting to order at 8:36 a.m.

Members Present: Walter DiMantova, Diane Ferrari, Barbara Hayes, James Pardun, Kim Parker

Members Absent: Mark Ingram, Matt Mahood, Maurice Read, Anette Smith-Dohring

Others Present: Phil Cunningham, Robin Purdy, Kathy Kossick, Terri Carpenter, William Walker, Michelle McCormick

2. Approval of the September 8, 2005 and December 15, 2005 Minutes

No questions or corrections.

Moved/Hayes, second/Ferrari, to approve the minutes as distributed.

Voice Vote: Unanimous approval.

3. Approval to Extend the Services of MMC Communications to provide Public Relations and Marketing Services

Ms. Hayes thinks the report is good and inquired how staff is dealing with the increased traffic. Ms. Carpenter replied that staff is busy but there has been no problem finding applicants for the employers. There is a plan to add more staff. Ms. Purdy stated that in the last couple of months, there has been an increase of job seekers due to more publicity in the Sacramento Bee. Mr. Pardun inquired whether the majority of jobs are in our target area and Ms. Carpenter stated that they are evenly spread throughout the industries. Major employer activities are definitely falling into our critical industries.

Ms. Michelle McCormick stated that Mr. Quiroz has been very 'hands on' with development and execution of this contract. MMC has developed a synergy with Mr. Walker and Ms. Carpenter; the results are due to the close contact and working relationship. Ms. McCormick stated that MMC plans to enter this marketing program in one of the regional PR campaigns. This will also mean more publicity for SETA.

Ms. Ferrari asked whether the employers or applicants are being tracked through CalJobs to find out whether MMC is being effective. Ms. Carpenter replied that when staff receives a job order, some choose to go into CalJobs; some do not, but most want to be entered into CalJobs. Staff is not tracking hits off from CalJobs.

Moved/Hayes, second/Ferrari, to approve the contract extension of MMC.
Voice Vote: Unanimous approval.

4. Approval of Board Initiative Funding Recommendation: Prosperity Index

Ms. Hayes stated Ryan Sharp, Sacramento Regional Research Institute, and two professors at CSUS developed the prosperity index. This was developed to compare the Sacramento region with 10 other comparable regions: five in the state and five outside of the state. These are regions that Sacramento typically competes against.

In the first publication, to be released in early February, Sacramento came out in first rank in the 'people category. Overall, Sacramento is in the middle of the pack. The idea behind the index is to use as a tool to improve our rankings. This is a tool to make this region stronger and better.

Ms. Hayes stated that there will be four sponsors per year. Currently there are three: Aerojet GenCorp, Wells Fargo, and Downey Brown Attorneys LLP, and she asked whether Sacramento Works would consider being the fourth sponsor. Sponsorship is \$7,500 per year and reports will be prepared four times per year. The sponsors will be highlighted on the inside front cover. There will be a link to the sponsor's web site. No one else is doing a report such as this. The San Diego report is very comprehensive and presented in a booklet form. Each page will have a different component.

A copy will be distributed to SACTO members and sponsors. The rest of the distribution will be electronic to the media and Partnership for Prosperity. There will be a media briefing with Ryan Sharp, Dr. Perez and Dr. O'Keefe. This report will draw attention to our strengths and our weaknesses. It will help to focus funds and energy to improve our weaknesses.

Ms. Purdy stated that the Metro Chamber is putting out their membership directory and they want to do something similar. The chamber's directory is a little over 2,000 members while SACTO's distribution is well over 10,000.

There is \$141,500 available in the marketing line item; \$66,000 has been spent and \$75,000 remains. None of the radio spots have been purchased. There is \$18,000 in the agency brochures line item and a savings of \$2,500 from the SACTO economic profile.

Mr. Cunningham stated that there is a concern for this committee to approve this item since Ms. Hayes has a direct conflict of interest. The Executive Committee can review it but a special meeting would need to be called. Executive Committee members will be contacted regarding their availability.

No action was taken.

Ms. Parker reported that the California Association of Employers was offered \$250,000 by the Employment Training Panel. However, she does not think CAE can take it on right now. She asked if it would be possible for CAE to partner with SETA. CAE would accept the money and provide the training and SETA would provide the administrative support. Ms. Purdy stated that SETA plays this role with Tech Skills as well as the nurse program SETA offers training CNAs to become RNs. This is a role that SETA can do. Ms. Parker stated that if she can get support from SETA, she will go ahead and follow-up with ETP.

Mr. Walker spoke about the Tech Skills program and inquired what services will be provided by CAH via the ETP funds. Mr. Walker spoke about how the huge administrative burden is dealt with in the Tech Skills program. Mr. DiMantova stated that the Success Skills Institute would be interested in participating in this. There was discussion regarding ways to provide funding for a staff person.

Ms. Purdy asked if the Committee wanted to spend one meeting discussing how ETP works. She suggested inviting ETP staff to provide details surrounding the program. Ms. Purdy stated that Tech Skills has been the biggest and most successful operator for ETP.

California Workforce Association just received a \$25,000 grant to market ETP to all organizations.

5. Adjournment: Meeting adjourned at 9:23 a.m.

ITEM 3 - ACTION

APPROVAL OF REGIONAL TOLL FREE NUMBER FOR EMPLOYER OUTREACH

BACKGROUND:

At the last meeting of the Regional Workforce Investment Board Collaborative, staff was asked to research the feasibility of a toll free number that could be marketed to employers for job orders in the region. Staff has been working with ATT/SBC to develop a proposal for the use of one toll-free number by the four Workforce Investment Boards in the region.

Proposal:

One toll free-number will be used by WIBs/One Stops to market job recruitment and screening services to employers in the region. The service, called Toll Free Calling with Area Code and Exchange routing, will automatically route calls to the WIB/One Stop that is nearest to the employer's location. This allows callers from anywhere in the region to dial the same toll free number and be routed to their respective WIB/One Stop. The routing system will be set up according to specifications developed by the WIBs.

Who will it serve?

The toll free number will serve employers in Sacramento, Yolo, Sutter, Yuba, Colusa, Lake, Glenn, El Dorado, Placer, Nevada and Alpine Counties. The calls will be routed to the following WIB/One Stop Systems:

- ✓ Sacramento Works
- ✓ Golden Sierra Job Training Agency
- ✓ Yolo County Department of Employment and Social Services
- ✓ North Central Counties Consortium

What will it cost?

The service has a monthly recurring cost of approximately \$100.00 and a per minute rate of \$.0333. ATT/SBC recommends that we revisit the configuration after the service is working and we have a better sample of the actual usage because there are several cost plans that may be better as usage increases. The cost will be shared on a pro rata basis by the regional WIBs.

What is the phone number?

We have reserved a number that is easy to remember (877) 922-JOBS

RECOMMENDATION:

Staff has received positive feedback from Yolo County on the proposal and is following up with the other WIBs. Staff is requesting that the Employer Outreach Committee discuss the proposal and recommend action on the proposal to the full board.

In addition, staff is recommending that the Business/Employer Services Managers from each of the regional workforce boards meet quarterly to coordinate employer outreach, job recruitment and screening services to employers in the region.