

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, July 26, 2007

Time: 9:00 a.m.

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

AGENDA

1. Call to Order/Roll Call
2. Approval of the March 22, May 24 and July 9, 2007 Minutes
3. Approval of the Proposed 2007-2008 Board Initiative Funding/Employer Outreach
4. Review/Update of NSI Pilot Project
5. Adjournment

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

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

DISTRIBUTION DATE: FRIDAY, JULY 20, 2007

Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis

SETA Board Room
925 Del Paso Blvd
Sacramento, CA 95815

Thursday, March 22, 2007
9:00 a.m.

1. Call Meeting Order/Roll Call: Mr. Ingram called the meeting to order at 9:10 a.m.

Members Present: Mark Ingram, Diane Ferrari, Barbara Hayes, James Pardun, Kim Parker, Maurice Read

Members Absent: Walter DiMantova, Matt Mahood, Anette Smith-Dohring, Terry Wills

Others Present: Terri Carpenter, William Walker, Phil Cunningham, Trish Caldwell, Valerie Carrigan, Carlos Quiorz, Michele McCormick

2. Approval of the February 22, 2007 Minutes: No action taken.

3. Presentation by MMC-Accomplishments for 2006 and Recommendations for 2007

Mr. Carlos Quiorz shared the Progress Report. Ms. Hayes liked the advertising spots that feature actual employers and users of our career centers.

Kim Parker asked if the budget is in place for next year. Ms. Carpenter answered that the budget was set for fiscal year 2007-08

Mr. Quiroz suggested that the next place to focus would be the website content and the look of the website. Mr. Walker reported that SETA released an RFQ for vendors to redesign the SETA website. Wolfe Design was awarded the RFQ. Mr. Walker reported that Wolfe is currently focused on the front web page and the Employer Services section. Head Start section would be redesigned later.

4. Update on Next Skills Institute-Walter DiMantova, Trish Caldwell and Valerie Carrigan

Trish Caldwell and Valerie Carrigan presented an update on Next Skills. Mr. Ingram inquired how graduates of Next Skills Institute would demonstrate their skills. Ms. Carrigan replied that each module would have a pre/post test and simulations rated by the instructor. Mr. Pardun stated that he could understand that an employer would see the value of the training but how would an unemployed person view the training considering the price of training. Mr. Read

wanted to know who would pay. Ms. Carrigan replied that funding will be sought from the WIB or the Employment Training Panel.

Mr. Ingram wanted to know what process the candidate would go through to get into the institute. Ms. Carrigan stated that the pilot program would primarily be marketed through the one-stops to identify qualified candidates.

Mr. Read stated that the price \$19,000 for 64 hours was a lot of money. Ms. Ferrari observed that employers could buy as many modules as they wanted. Ms. Carrigan explained that in order for participants to get the certificate all 64 hours would need to be completed. Mr. Pardun commented that LEED tried to do something similar but without much success.

Ms. Parker suggested using the boot camp model. They were able to place 120 people over a two-year period. She mentioned that the boot camp participants were identified at the one stop career centers. Ms. Carrigan stated that they were focused on the curriculum now, but the boot camp model would be ideal.

Ms. Carpenter asked who would be paying for the training. Ms. Carrigan stated that for the pilot program, they were going to market the program in different ways depending on the audience, i.e., employers, or community colleges. The maximum number of students would be 20-25. Ms. Carrigan stated she was unsure how the pilot would be funded but grants from anchor employers would be actively sought. Ms. Caldwell commented that the pilot calls for 10 anchor employers but they would need to be further along in the process before canvassing for employers.

The trainers will be John St. John and Joan Ziglarski.

Ms. Parker requested a budget for the pilot. Ms. Caldwell agreed to create a budget and a timeline

5. **Adjournment:** The meeting adjourned at 10:03 a.m.

Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis

SETA Board Room
925 Del Paso Blvd
Sacramento, CA 95815

Thursday, May 24, 2007
8:30 a.m.

1. Call Meeting Order/Roll Call: Ms. Parker called the meeting to order at 8:38 a.m.

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

Members Absent: Mark Ingram, Matt Mahood, James Pardun, Anette Smith-Dohring, Maurice Read, Terry Wills

Others Present: Terri Carpenter, William Walker, Kathy Kossick, Robin Purdy, Phil Cunningham, Trish Caldwell, Valerie Carrigan

2. Approval of the March 22, 2007 Minutes: No action taken.
3. Information Item-Next Skills Institute

Ms. Purdy asked Trish Caldwell and Valerie Carrigan to put together a matrix of where the contract is to determine any unspent funds. There was discussion of ways to utilize unexpended funds and perhaps including other pilots or options.

Ms. Carrigan reviewed the outcomes for the contracted services and accomplishments. The term of the contract is through December 2007. There is \$22,194.54 available but May and June expenses have not yet been billed.

Convergence will be a 'show and tell' about the pilot and participant results. SACTO does quarterly meetings for show and tell. All Economic Development professionals in the six county regions attend this meeting.

Ms. Carrigan stated that most of the contract funds will be expended; there will not be enough to do a pilot. Grants were being sought to fund the pilot.

Ms. Parker inquired whether this was something coming out of the Employer Outreach Committee or the whole board. Ms. Purdy stated that this originally came out of the Committee.

Ms. Kossick stated that the Employer Outreach Committee will be reviewing the budget for the upcoming fiscal year; this item could be considered at that time. Ms. Purdy requested an update of the curriculum.

Ms. Kossick suggested that the Committee prioritize which programs they wish to be funded? Pilot NSI class? Perspectives? SACTO? This can be addressed at the next meeting.

4. Information Item - Next Skills Institute (NSI) Pilot

Ms. Purdy requested marketing information from Ms. Carrigan on how to market NSI. Ms. Carpenter stated that the advisory committee will be the marketing arm. Ms. Carrigan will bring NSI pilot program visuals to the June meeting.

Mr. Camp requested that Ms. Carpenter include in the statistics how many employers offer health benefits. Cal JOBS cannot track that information and employers are reticent to offer.

Ms. Kossick suggested that a last question be added when following up on hires such as do you offer benefits and what percentage do you pay? Ms. Ferrari replied that Cal JOBS is a 'self-serve system' and it would require the entire system to be changed.

Mr. Walker stated that staff does ask questions about benefits but not specifics. Ms. Carpenter stated that when staff first started tracking benefits two years ago, it was to find out who does and does not offer benefits. Mr. Cunningham inquired whether the employers answer and Ms. Carpenter stated that for the most part, employers do answer when asked.

Mr. David Lyons will be asked whether LMI collects the information about employer-provided benefits. Ms. Ferrari will inquire and report back to the committee.

5. Information Item-Employer Outreach Activity Report July 2006-March 2007

6. Adjournment: Meeting adjourned at 9:19 a.m.

Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis

SETA Board Room
925 Del Paso Blvd
Sacramento, CA 95815

Monday, July 9, 2007
9:00 a.m.

1. Call Meeting Order/Roll Call: Mr. Ingram called the meeting to order at 9:01 a.m.

Members Present: Mark Ingram, Diane Ferrari, James Pardun, Kim Parker,

Members Absent: Walter DiMantova, Barbara Hayes, Matt Mahood, Maurice Read, Anette Smith-Dohring, Terry Wills

Others Present: Terri Carpenter, William Walker, Kathy Kossick

2. Approval of the March 22, 2007 Minutes: No action taken.
3. Approval of the Proposed 2007-2008 Board Initiative Funding/Employer Outreach

Ms. Carpenter reviewed the proposed EOC budget for 2007-2008. Ms. Parker suggested finding out the radio stations that area youth listen to and consider putting radio spots on those stations.

Ms. Parker asked that Ms. Carpenter contact the movie theatres to find out how to advertise there. Ms. Carpenter will contact the local theatres. Ms. Carpenter will also contact SAHRA about sponsorships and putting a display ad in their newsletter.

Ms. Carpenter would like to have some more updated photos for the "Sacramento Works for me, it will work for you" campaign. The photo shoot will come out of print advertising line item.

Mr. Ingram suggested a focus group of employers be coordinated to find out what their interests/needs are for employees. Mr. Pardun suggested having some kind of enticement: a stipend or dinner or gift. Craigslist will be considered for a survey. There were a number of on-line survey instruments that will be considered.

The Sacramento Works Signature Event was reviewed.

Ms. Kossick stated that at the most recent Executive Committee, there was discussion of the EOC sponsoring a labor awards dinner. Mr. Ingram stated that Mr. Camp is asking the Employer Outreach Committee sponsor this dinner. Ms.

Kossick stated that paying for an ad is not an issue because Sacramento Works has not done much outreach to the labor unions. This was discussed and committee members decided against sponsoring the dinner.

Ms. Carpenter reviewed 07/08 Convergence sponsorship opportunities. There are several WIB members on the LEED board.

Ms. Carpenter discussed sponsoring SAHRA for \$3,500. She read off the listing of what we would get for sponsoring the SAHRA. Ms. Parker suggested that Sacramento Works sponsor this event at the \$1,500 level instead of \$3,500.

When there is a quorum, there will be additional discussion about the signature event.

4. Review/Update of NSI Pilot Project

Ms. Kossick stated that a class for Head Start parents is being considered. Staff is conducting a survey to determine interest and skill level for this class.

John Chamberlain has been invited to the July 11 Regional WIB Executive Committee meeting. He will give a report on his visits of the Sacramento Works Career Centers.

The next meeting will be July 26, 2007, 9:00 a.m. Ms. Parker will send out a friendly reminder to committee members that a quorum is needed in order to conduct business.

5. Adjournment: Meeting adjourned at 10:15 a.m.

Proposed 2007-2008
Employer Outreach Budget

Activity	Budget	Spent
SACTO Economic Profile	\$ 6,200	
Agency Outreach Brochure Printing	2,600	
SACTO Event Sponsorships	5,000	
Give-away items for employer/job fair events	5,000	
5th Annual Employment & Training Expo	8,000	
Job Fair/Business Events	12,000	
Mailing Lists/Employer Outreach	1,000	
Sponsorships/Chamber Alliance	10,000	
Metro Chamber Perspectives Event	5,500	
Print Advertising	20,000	
Radio Advertising	20,000	
Website Maintenance	2,500	
Public Relations 2007-2008	32,000	
Business Retention & Expansion Program (BizPulse)	5,000	
Sacramento Works Signature Event	20,000	
Direct Mail	2,500	
TOTAL BUDGET	\$ 157,300	

EMPLOYER OUTREACH BUDGET
2006 - 2007

Activity	Budget	Spent	Remaining
SACTO Economic Profile	\$ 12,000	\$ 8,246	\$ 3,754
Agency Outreach Brochure Printing	9,000	2,992	6,008
SACTO Event Sponsorships	4,500	3,500	1,000
Give-away items for employer/job fair events	5,000	4,970	30
5th Annual Employment & Training Expo	8,000	6,065	1,935
Job Fair/Business Events	12,000	11,655	345
Mailing Lists/employer outreach	1,000	0	1,000
Sponsorships/Chamber Alliance	10,000	7,500	2,500
Metro Chamber Perspectives Event	5,500	5,498	2
Print Advertising	20,000	12,730	7,270
Radio Advertising	20,000	0	20,000
Website Development	16,000	8,678	7,322
Public Relations 2006-2007*	32,000	32,000	-
Business Retention & Expansion Program (BizPulse)	5,000	5,000	-
Direct Mail	5,000	0	5,000
TOTAL BUDGET	\$ 165,000	\$ 108,834	\$ 56,166

* Obligated funds to MMC for PR services through 2/28/08

Sacramento Works Signature Event: Sacramento Works Successes

Concept Idea:

In response to the suggestions of many board members, Sacramento Works will develop a signature event exclusive to promoting the successes of the Sacramento Works programs and customers.

Sacramento Works Successes will recognize the efforts of customers who have benefited from the program. Success examples could include:

- Candidates hired by employers through Sacramento Works recruitment program.
- Clients completing training programs and have obtained high-wage jobs.
- Clients completing the Nurse training program and have obtained employment with one of the local hospitals.
- Clients completing various apprenticeship programs and have obtained viable employment in the industry.
- Highlighting youth successes achieved through training or employment.
- Employers hiring successful employees through Sacramento Works
- Businesses helped through Sacramento Works Business Information Centers.

Event Focus/Format

The event will focus on “fun” with suggested Keynote speaker Jim Pelley addressing “Humor in the Workplace”.

The event will be at a unique location, which would attract employers/training organizations, partners, and others to attend and purchase a ticket or sponsor a table. Location ideas include:

The Crocker Art Museum
The Train, History, or Discovery Museum
The River Cats Stadium

The event format would include:

Keynote Speaker
Awards Presentation
Luncheon

Event sponsorships and table sponsors will offset the cost of the event, with attendees purchasing a lunch ticket to attend the event.