

## 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) 452-3601

### **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**

10381 Old Placerville Rd.,  
Suite 150  
Sacramento, CA 95827  
(916) 255-3255

### **SOUTH COUNTY**

8401 - A Gerber Road  
Sacramento, CA 95828  
(916) 525-4717

## Administrative Offices & Employer Services

925 Del Paso Blvd.  
Sacramento, CA 95815  
(916) 263-3800

Website: <http://www.seta.net>



## REGULAR MEETING OF THE SACRAMENTO WORKS, INC. BOARD

**DATE:** Wednesday, March 26, 2008

**TIME:** 8:00 a.m.

**LOCATION:** SETA Board Room  
925 Del Paso Blvd.  
Sacramento, California

While the Sacramento Works, Inc. Board welcomes and encourages participation in the Sacramento Works, Inc. meetings, it would be appreciated if you would limit your comments to five minutes so that everyone may be heard. Matters under the jurisdiction of the Sacramento Works, Inc. Board and not on the posted agenda may be addressed by the general public following completion of the regular agenda. The Sacramento Works, Inc. Board limits testimony on matters not on the agenda to five minutes per person and not more than fifteen minutes for a particular subject. Meeting facilities are accessible to persons with disabilities. Requests for Assisted Listening Devices or other considerations should be made through the Clerk's office at (916) 263-3827. This document and other Board meeting information may be accessed through the Internet by accessing the SETA home page: [www.seta.net](http://www.seta.net).

## **A G E N D A**

### **I. Call to Order/Roll Call**

- Introduction of New Board Members
- California Human Development Corporation's Jobs on Wheels (Mike Micciche)

### **II. Consent Item**

- A. Approval of Minutes of the January 23, 2008 Meeting

### **III. Action Items**

1. Review and Approval of Data Base and Software Enhancements to Web-Based Clearinghouse of Education and Training Providers (Robin Purdy/John Harden) (GOAL 2 – Increase Employer Involvement and Satisfaction)

2. Approval of Funding Extension Recommendations for the Workforce Investment Act, Title I, Youth Program, for Program Year 2008–2009 (Christine Welsch) (GOAL 4 – Prepare Youth to Compete in the Local Economy)

#### **IV. Information Items**

1. Presentation of Effective Partnerships (Roy Kim/Rosalinda Stoffel, Sacramento County Department of Human Assistance)
2. MMC Communications Accomplishments Summary (Terri Carpenter)
3. Sacramento Works, Inc. Television Ad (Terri Carpenter)
4. Presentation of Updated SETA/Sacramento Works Web Site (Terri Carpenter)
5. California Workforce Association 2008 Priorities (Kathy Kossick)
6. Article in the Sacramento Bee Regarding Customer Use at a Career Center (Robin Purdy)
7. Dislocated Worker Update (William Walker)
8. Committee Updates
  - Youth Council
  - Planning/Oversight Committee
  - Employer Outreach Committee
  - Board Development Committee

#### **V. Other Reports**

1. Chair
2. Members of the Board
3. Counsel
4. Public Participation

#### **VI. Adjournment**

**DISTRIBUTION DATE: MONDAY, MARCH 17, 2008**

# Role of Sacramento Works, Inc., the Local Workforce Investment Board

Sacramento Works, Inc., the local Workforce Investment Board is a 41-member board charged with providing policy, planning and oversight for local workforce development initiatives.

## **Vision:**

Building a dynamic workforce for the Sacramento Region.

## **Mission:**

Sacramento Works unites business, labor, education and public agencies to assure qualified and trained workers are available to meet the needs of the region's economy.

# Sacramento Works, Inc.

## Strategic Business Plan

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### GOAL 1 - Train Workers for Critical Occupational Clusters

- Sacramento Works, Inc. identified the following high wage, high growth occupational clusters that are critical to the economic growth of the region and invests public workforce dollars to train workers for these occupational clusters.

ADMINISTRATIVE AND SUPPORT SERVICES  
ARCHITECTURE AND ENGINEERING  
CONSTRUCTION  
HEALTHCARE AND SUPPORT SERVICES  
HUMAN SERVICES WORKER  
INFORMATION TECHNOLOGY  
INSTALLATION, MAINTENANCE, AND REPAIR  
TOURISM AND HOSPITALITY  
TRANSPORTATION AND PRODUCTION  
CLEAN/GREEN ENERGY TECHNOLOGY

### GOAL 2 - Increase Employer Involvement and Satisfaction by:

- Creating a public relations campaign focusing on regional employers
- Creating a standardized system to recruit, screen, and refer job candidates to employers
- Surveying employers to assess their employment needs and to identify levels of satisfaction with the system and the workforce

### GOAL 3 - Develop a Workforce that Creates, Attracts, and Sustains Jobs that Pay a Livable Wage by:

- Promoting talent development and upward mobility through life-long learning, employed-worker training and development of career ladders,
- Focusing on soft/success skills and basic reading, writing, math and computer skills.

#### **GOAL 4 - Prepare Youth to Compete in the Local Economy by:**

- Engaging employers to hire youth
- Focusing on skills development for youth at risk
- Training youth for jobs in critical occupational clusters
- Enhancing employability and academic retention by focusing on “soft” skills
- Focusing on high school completion or GED attainment.

#### **GOAL 5 - Evaluating and Improving the One-Stop System by:**

- Transforming the one-stop system to focus on talent engagement, development and marketing
  - Creating a variety of tools, both virtual and on-site to guide job seekers in accessing education, training and jobs.
  - Meeting the workforce and hiring needs of business by recruiting, preparing, screening and referring qualified job candidates.
- 



ITEM II-A – CONSENT

APPROVAL OF MINUTES OF THE JANUARY 23, 2008 MEETING

BACKGROUND:

Attached are the minutes of the January 23, 2008 meeting for review.

RECOMMENDATION:

That your Board review, modify if necessary, and approve the attached minutes.

## **REGULAR MEETING OF THE SACRAMENTO WORKS, INC. BOARD**

### Minutes/Synopsis

SETA Board Room  
925 Del Paso Blvd.  
Sacramento, California

Wednesday, January 23, 2008  
8:00 a.m.

**I. Call to Order/Roll Call:** Mr. Mark Ingram called the meeting to order 8:05 a.m.

**Members Present:** Robert Bradley, Bill Camp, Lynn Conner, Walter DiMantova, Mike Dourgarian, Mark Erlichman, Dr. Brice Harris, David Gordon, Barbara Hayes, Mark Ingram, Matt Kelly, Gary King, Kathy Kossick, James Lambert, Matt Mahood, Michael Micciche, Dennis Morin, James Pardun , Kim Parker, Joan Polster, Deborah Portela, Tim Ray, Maurice Read, and Kingman Tsang.

**Members Absent:** Diane Ferrari, John Koogle, Elizabeth McClatchy, Gloria Parker, Bruce Parks, Alan Roberts, Lorenda Sanchez, Anette Smith-Dohring Bruce Wagstaff, and Terry Wills.

**II. Consent Item**

**A.** Approval of Minutes of the September 26, 2007 Meeting

No questions or corrections.

Moved/Dourgarian, second/K. Parker, to approve the September 26, 2007 minutes.

Voice Vote: Unanimous approval.

**2.** Overview of Prison-to-Employment Efforts in the Sacramento Region: Mr. Matt Powers spoke of Project Rio in Texas that works to employ ex-offenders. California has the highest recidivism rate in the country. Mr. Powers sits on the Governor's Strike Team for Prison to Employment which has recently published recommendations to begin a New Start prison to employment initiative in California. Sacramento is being recommended as one of the "alpha" projects in the New Start initiative.

Chuck Padilla, Executive Director of Prison Industries Authority (PIA) discussed how they train inmates in job skills so they don't come back to prison. PIA employs 6,900 inmates throughout the state. The average recidivism rate is 10% less than the common recidivism rate. PIA receives no funding from State government. All costs of PIA come from sales of products. Mr. Padilla invited board members to come to see the various programs.

Ms. Purdy stated that instead of waiting until people have served their time, if accepted, the New Start program will help people to learn skills in the time they are in prison. When released, they can be released to a one stop system and receive staff assistance to acquire employment.

Mr. Ingram suggests this dialogue continue and invited Mr. Powers to meet with the Employer Outreach Committee.

### III. Action Items

#### A. Approval of the Sacramento Integrated Service Transformation Initiative Local Plan

Ms. Purdy reviewed the Integrated Service Transformation plan which is a way to transform our system to meet the needs for employers. Sacramento Works will be one of 12 learning labs in California to be implemented July 1.

**Ms. Melissa Noteboom, Welcome Team:** This team is coming up with methods and ways of engaging customers coming into the career centers. Staff is looking at serving a substantially larger number of customers. Customers will be enrolled and all will have to provide proof of eligibility. Staff has cut the SMARTware application down to a one-page application that has all of the information the State requires. This will also be the initial assessment document. Case management will not be coaching so it is not as an intensive service. Bar codes will be utilized to track customers. Staff will be providing skill development and shorter-termed workshops.

**Sandra Brown, Skills Development Team:** This team will determine job readiness and will utilize aptitude testing. The team will be working with local education providers. Staff is currently attending soft skills training so training can be provided at the career centers. The coaching will be very different in that Sacramento Works will be sharing customers, not managing the customers. Customers will be empowered to be more independent. Staff is looking at different assessment tools to be utilized because everyone coming in the door will be skill measured.

**Elvina Carrington: Talent Development/Job Getting Team.** This team will have résumé workshops, and more group workshops to assist more customers. Staff is talking about compiling a job seeker toolkit so customers can have access to information. There will be more industry-specific job fairs. The Employer Outreach Committee has approved a partnership with CareerBuilders for three months. The CareerBuilders website will allow access to all jobs and will link to jobs on CareerBuilders.



Staff is hoping to roll this out by July 2008. The state has already requested a waiver from the Department of Labor so the measures we will have to meet will be modified.

Moved/Micciche, second/Camp, to approve the Integrated Services Plan.  
Voice Vote: Unanimous approval.

- B. Review and Approval of Web-Based Clearinghouse of Education and Training Providers and Consideration of Database and Software Enhancements: The Planning/Oversight Committee requested that this be moved to the March 26, 2008 meeting.

#### IV. Information Items

1. Presentation of the 2007/2008 Occupational Outlook & Training Directory: Mr. John Harden distributed copies of the Occupational Outlook and Training directory. This book has more of a regional focus.

Mr. Harden thanked the following sponsors:

- ✓ California Community Colleges Chancellor's Office - Economic & Workforce Development Division
- ✓ County of Sacramento - Department of Human Assistance
- ✓ Golden Sierra Job Training Agency
- ✓ Los Rios Community College District - Business & Economic Development Center
- ✓ Sacramento-Sierra Building & Construction Trades Council
- ✓ Sacramento Job Corps Center.

3. SETA's Regional Nurse Support II Project Selected by the State Employment Development Department as a Promising Practice: Ms. Cindy Sherwood-Green reported that this is the third special project implemented. This two year project utilized year \$800,000 and trained 60 new registered nurses. There has been a very low attrition rate and graduates can earn very high wages up to \$63.00 per hour. Ms. Melanie Klinkamon and Ms. Maria Steele were acknowledged for their work on this project.
4. Dislocated Worker Update: Ms. Gisela Weissman announced two large layoffs at Crystal Cream and Butter and Bank of America. Staff was able to go out to the companies and provide employment and job services.
5. Committee Updates
- Youth Council: Mr. Matt Kelly stated that the Youth Council will be meeting in February to discuss year-round programs for youth as well as summer employment opportunities. New members are being sought for the Youth Council. Two Sacramento Works programs were highlighted in the Sacramento Business Journal.

- Planning/Oversight Committee: Mr. Mike Dourgarian stated that with regard to the transformation initiative, this is grounded in a very big change in the Workforce Investment Act. This experiment will see if universal access will provide services to more people. The way staff is managing the change is excellent. Item III-B that is being continued; staff is researching the long-term view of on-line access. Staff will look at what services are available and what can be made available on-line.
- Employer Outreach Committee: Ms. Kim Parker stated Sacramento Works entered into a three-month partnership with CareerBuilder.com. This will be a pilot for the rest of the state. The web site is being redesigned to be more user friendly; this will be launched early this year. A link will be sent out to all board members to see the new web site. A Next Skills Institute summit was held on October 19; 63 people attended and 20 were from the private sector. Seven businesses agreed to implement NSI tools/programs. There will be a continued effort to implement NSI and perhaps include the prison industry.
- Board Development Committee: Mr. Tsang thanked committee members and staff for their work. Five names will be submitted to the Governing Board for appointment to the WIB. A board orientation will be organized and a buddy/coach system will be developed.

## V. **Other Reports**

1. Chair: Mr. Mark Ingram stated that the Board needs to better engage members and urged members to consider being a buddy/coach. In addition, it is important for members to be on a committee. The Strategic Business Plan sets out the goals for the year. This will be a good reference to see what you are passionate about.
2. Members of the Board: Mr. Robert Bradley spoke of attending the Convergence conference and that he walked out with 50 new ideas on how to do things.

Mr. Micciche inquired whether, in light of lack of authorization and lowered funding, if any cuts were expected? What alternatives to WIA funding are available? Ms. Kossick reported that there will be a \$19 million cut for statewide programs but it is not known how it will affect Sacramento.

3. Counsel: Mr. Cunningham reminded board members to complete their ethics training.
4. Public Participation: No comments.

## VI. **Adjournment**: Meeting adjourned at 9:40 a.m.

## ITEM III - A – ACTION

### REVIEW AND APPROVAL OF DATA BASE AND SOFTWARE ENHANCEMENTS TO WEB-BASED CLEARINGHOUSE OF EDUCATION AND TRAINING PROVIDERS

#### BACKGROUND:

In June, 2007 Sacramento Works, Inc. approved a contract with Valley Vision and Sky's the Limit Interactive, a Sacramento based digital design firm, for \$16,000 to create a web clearinghouse, or portal, which organizes the full range of current education/training programs in the region by educational providers.

The database has been populated with current education/training program information from the Occupational Outlook and Training Directory published by SETA/Sacramento Works and is linked to the national O\*NET database, which contains hundreds of standardized and occupation specific descriptors, including the key features of an occupation (the day-to-day aspects of the job and the qualifications and interests of the typical worker).

This initiative is the result of the work of the Partnership for Prosperity's Education Action Team, a group of community, workforce and education representatives, who worked together to come up with strategies to:

1. Focus certificate and degree programs on jobs that are forecasted to be in demand in the region and
2. Assist job seekers, students, parents, workforce development professionals, teachers, and employers to identify education and training providers that can teach skills that are in demand.

Users of the webpage will be able to search by occupation or by education and training provider. If searching by occupation, the user will be able to link to all education and training providers in the region that provide training in the occupation. If searching by education and training provider, the user will be able to see all of the courses the education and training provider has listed.

The Web-based Clearinghouse will benefit Sacramento Works and the One Stop Career Center system by:

- ⇒ Providing visibility for Sacramento Works, Inc. as sponsor of the Web-Site
- ⇒ Fulfilling the Sacramento Works mission to provide information to employers and job seekers on training and education programs in the region.
- ⇒ Ensuring 24 hour/7 day a week access to information on education and training providers, as well as expansion of the audience for the Occupational Outlook and Training Directory information.

⇒ Providing access to an easy to use search engine for researching and updating information on education and training providers.

The Planning/Oversight Committee previewed the Clearinghouse website and is recommending the following enhancements be made to the website:

1. Add programming to the Clearinghouse to develop a Content Management System to facilitate easy, browser-based data updating and site management to allow schools and training providers to update their own information and notify the Sacramento Works administrator whenever changes were made.
2. Convert data tables from the Partnership for Prosperity Labor Market Forecast to create a seamless online database which would connect labor market information to the clearinghouse. This would allow customers using the Clearinghouse to access up-to-date regional labor market projections regarding the occupations for which they are seeking training.

The estimated cost for these enhancements is \$18,000. Currently SETA/Sacramento Works has earned \$19,000 in special projects, book sales, and directory sponsorships for the Occupational Outlook and Training Directory which could be used to fund these enhancements.

John Harden, SETA Labor Market Information Supervisor will provide a demonstration of the website.

1. Convert multiple and extensive Forecast data tables to a seamless online database.	STLI	\$9,000
2. Develop online interface with new facilities to access this data.	STLI	\$5,500
3. Develop overall Content Management System to facilitate easy, browser-based data updating and site management.	STLI	\$3,500
<b>TOTAL</b>		<b><u>\$18,000</u></b>

**RECOMMENDATION:**

Approve funding up to \$18,000 for enhancements to the Clearinghouse of Education and Training Providers web-site and database.

## ITEM III- B - ACTION

### APPROVAL OF FUNDING EXTENSION RECOMMENDATIONS FOR THE WORKFORCE INVESTMENT ACT, TITLE I, YOUTH PROGRAM, FOR PROGRAM YEAR 2008 - 2009

#### BACKGROUND:

Five years ago, in response to shrinking resources and increased demand for services, the Sacramento Works Youth Council implemented the WIA Youth Collaborative approach to service delivery. This collaborative approach enhances the program funding, resources and services available to the community. The Collaboratives are required to include active membership and participation from:

- Educational Institutions
- Sacramento Works One Stop Career Centers (SWCC),
- Community Based Organizations, and
- Provide access to the **required WIA Program Elements:**
  - **Improving Academic Achievement**  
Secondary school completion & drop out prevention strategies (ISY)  
Alternative secondary school services (OSY)
  - **Preparing for & Succeeding in Employment**  
Occupational skills training  
Work Experience / On-the-Job Training directly linked to academic and occupational learning
  - **Supporting Youth Development**  
Leadership development opportunities  
Supportive services  
Adult mentoring  
Comprehensive guidance & counseling including alcohol and drug abuse  
Follow-up services for one year

The Youth Council, SETA staff and youth providers continue to reach out to the community to increase and enhance this collaboration. The principles that guide the work of the Youth Council and the WIA Youth program include:

- Asset-based - **Youth Development** approach
- Focus on the identified **critical occupational groups** for training and placement;
- Focus on **soft skills** to attain and retain employment and academic achievement
- Promote **academic achievement** and lifelong learning
- **Universal services to all youth through Youth Specialists** co-located at Sacramento Works One Stop Career Centers
- Services to **high-risk populations**, including **probation youth** and **juvenile offenders**, youth at risk of criminal involvement, and current and emancipating **foster youth**;

- Continually reach out to the community, youth and employers to enhance and increase the services to Sacramento youth.

**Evaluation Process**

SETA staff monitor the Youth program services and performance. Areas that are reviewed and addressed include:

- Attainment of enrollment, training completion and placement goals
- SMARTware documentation of services and progress toward goal attainment
- Understanding and adhering to the Youth Council’s program design and performance requirements
- Ensuring that targeted challenged communities are served
- Commitment to youth development and a collaborative approach to service delivery
- Staffing infrastructure – ensuring that funded agencies have an adequate staff to participant ratio
- Ability to implement all component elements.

**Funding Challenges and Available Funding**

The current WIA program year ends June 30, 2008. Annual performance reports will be completed and ready for review by August 2008. SETA has not received notification of next year’s WIA Youth Allocation for Sacramento County. We expect to receive this notification from EDD by May 2008. The attached recommendation is based on the estimate of available funds. Additionally, as last year’s allocation for Workforce Skills Preparation services was significantly under-utilized, those funds were moved into the year-round services. Staff is recommending the following allocation:

Individualized services	\$1,963,167
Universal Services	\$ 580,000
SWY JOBS Initiative	\$ 35,000
<u>Youth Council Initiatives</u>	<u>\$ 45,000</u>
Total	<u>\$2,623,167</u>

**Youth Council Initiatives**

**Sacramento Works for Youth JOBS Initiative**

Staff continue to work with Area Congregations Together and the City of Sacramento Office of Youth Development to expand and enhance services to Sacramento youth. Staff is recommending the continuation of the Sacramento Works for Youth JOBS Initiative to prepare youth for summer and year-round employment. The training will be held beginning in late April. Youth attend a five-day twenty hour pre-employment and soft skills training with an opportunity to interview employers at the culmination of the training. It is anticipated that seven to eight trainings will be conducted, five in the City

of Sacramento limits and three in the County. Staff is recommending augmenting current providers \$5,000 to assist in this effort. The funding will cover space rental, staffing, and youth incentives including food and transportation.

### **Increase subsidized employment for youth**

With the advent of WIA, the summer employment program was eliminated as a stand-alone activity. However, youth unemployment continues to rise and every summer there is widespread community interest in addressing this issue. Staff is recommending augmenting providers that have expressed interest in serving more youth with subsidized employment funds. Youth would receive up-front subsidized summer employment, followed by year-round services to address ongoing employability and academic issues. To provide this service in the summer and facilitate positive performance outcomes, youth would be enrolled into the year-round program beginning in May 2008, moving the program start-date up by two months.

### **Youth Advocates at the Sacramento Works Career Centers**

Universal Youth Specialists provide “core” services to youth accessing the Sacramento Works Career Centers. These services include outreach, recruitment, job search assistance and access to resources. Last year, the Youth Council expanded this concept to recruit former WIA participants and hire them as youth interns at the Career Centers or other designated community locations for one year. Although the concept has been slow to implement, staff would like to continue the concept. To support this activity, staff is recommending \$15,000 in additional funding to those providers that are co-located at the SWCC sites, provide paid work experience activities and have demonstrated the capacity to implement this concept.

### **Work Scholarship Program**

Staff is recommending that the Youth Council allocate \$35,000 to continue the program that SETA/Sacramento Works currently operates in partnership with Raley’s Grocery Stores. This program, located at Luther Burbank High School, provides after-school work readiness programs, leadership development and academic counseling services. Students who successfully complete the program are offered employment by Raley’s in their junior or senior year.

### **Outreach to the Community and other Youth Council Initiatives**

The Youth Council is reserving \$45,000 for other Youth Council Initiatives including sponsoring job fairs, community outreach, the Youth Service Provider Network, and youth leadership training. Sacramento Works Employer Services is partnering with the City of Sacramento to host Sacramento Works for Youth Job Fairs in two to three locations in May 2008 to serve an additional 250 youth.

A chart outlining the funding recommendations is attached. Any additional funding stipulations will be provided under separate cover.

The Youth Council is meeting on March 20 to hear this item.

RECOMMENDATION:

Hear the report from the Youth Council, and approve the recommendation funding for the WIA, Title I, Youth Program, PY 2008-2009 with the program year beginning May 2008.

Approve with the stipulations noted above and that all funding recommendations are subject to satisfactory year-end program performance reviews. Subgrantees that do not meet performance goals and benchmarks will be evaluated in August, 2008 and may face deobligation of funds. If the WIA Youth allocation is less than the anticipated amount, SETA retains the right to reduce the contracted amounts.



## WIA YOUTH FUNDING PY 2008-2009

Provider	2007-8 Allocation	Staff Recommendation for FY 2008-2009				Neighborhood Served	
		WIA 10 Elements	# of Youth	+Youth Advocate	+ Wages for summer		Total
<b>OUT-of-SCHOOL (70% of enrollments to serve out-of-school youth)</b>							
Elk Grove Unified School District	\$ 260,100	\$ 245,100	90	\$ 15,000	\$ 60,000	\$ 320,100	5, 6, 22
Galt Joint Union High School District	\$ 146,261	131,261	40	15,000	24,000	170,261	32
Grant Joint Union High School District * and **	\$ 170,888	170,888	42	0	0	170,888	3,4,9,21
La Familia Counseling Center	\$ 178,899	163,899	50	15,000	50,000	228,899	1,2,5,6,17
Sacramento City Unified School District * and **	\$ 155,925	155,925	33	0	0	155,925	1,2,5,6,12,26
Asian Resources, Inc. *	\$ 303,168	273,168	64	30,000	0	303,168	1,2,5,6,12,19,20,25
<b>IN-SCHOOL (70% of enrollments to serve in-school youth)</b>							
Sacramento Chinese Community Service Center***	\$ 317,753	287,753	78	30,000	76,000	393,753	2,6,14,16,19, 21
City of Sacramento **	\$ 135,173	135,173	62	0	50,000	185,173	1,2,5,6,12,26
Work Scholarship Program	\$ 35,000	35,000	15	0		35,000	2, 6, 14
<b>Total</b>	<b>\$ 1,703,167</b>	<b>\$ 1,598,167</b>	<b>474</b>	<b>\$105,000</b>	<b>\$ 260,000</b>	<b>\$ 1,963,167</b>	

<b>Sacramento Works for Youth JOBS Initiative</b>							
Elk Grove USD, LaFamilia, Sacramento Chinese Comnty Service Ctr (2), City of Sacramento, Crossroads, Urban League		\$5,000 / site	240			35,000	1, 2, 3, 4, 5, 6, 12, 21, 26
Youth Council Initiatives						45,000	
<b>Total</b>	<b>\$ 1,703,167</b>	<b>\$ 1,598,167</b>	<b>474</b>	<b>\$ 105,000</b>	<b>\$ 260,000</b>	<b>\$ 2,043,167</b>	

\* Provider declined additional summer wages

\*\* Provider does not meet parameters of paid Youth Advocate concept (either does not provide paid WEX or not co-located at SWCC site)

\*\*\* Provider will provide subsidized wages for Sacramento Work Scholarship Program

## WIA YOUTH FUNDING PY 2008 - 2009

UNIVERSAL SERVICES				
Provider	Number of Youth	2007-2008 Allocation	2008-2009 Staff Recommendation	SWCC
Asian Resources, Inc.	200	\$ 55,000	\$ 58,000	Broadway
Crossroads	200	\$ 55,000	\$ 58,000	Rancho
Crossroads	200	\$ 55,000	\$ 58,000	Citrus Heights
Elk Grove Unified School District	200	\$ 55,000	\$ 58,000	South County
Greater Sacramento Urban League	200	\$ 55,000	\$ 58,000	GSUL
La Familia Counseling Center	200	\$ 55,000	\$ 58,000	LFCC
Sacramento Chinese Community Service	200	\$ 55,000	\$ 58,000	Franklin
Sacramento City Unified School District	200	\$ 55,000	\$ 58,000	Lemon Hill
SETA	200	\$ 55,000	\$ 58,000	Hillsdale
SETA	200	\$ 55,000	\$ 58,000	Galt
<b>Total</b>		<b>\$ 550,000</b>	<b>\$ 580,000</b>	

Universal Services	\$ 580,000
Individualized (both In& Out school)	1,963,167
Youth Council Initiatives	45,000
SWY JOBS Initiative	35,000
<b>Total</b>	<b>\$ 2,623,167</b>

ITEM IV-1 - INFORMATION

PRESENTATION OF EFFECTIVE PARTNERSHIPS

BACKGROUND:

Mr. Roy Kim and Ms. Rosalinda Stoffel will be sharing a presentation recently made at the state-wide CalWorks conference regarding effective partnerships.

## ITEM IV-2 - INFORMATION

### MMC COMMUNICATIONS- ACCOMPLISHMENTS SUMMARY

#### BACKGROUND:

In 2005 MMC Communications was contracted to increase the awareness of Sacramento Works to the employer community through effective use of public relations. MMC also worked to develop a brand for Sacramento Works through the implementation of a campaign which included advertising centered around the theme "Sacramento Works...it works for me, it can work for you too."

A summary of the activities and results generated for Sacramento Works during the contract period of 2005-2008 will be presented by MMC.

## ITEM IV-3 - INFORMATION

### SACRAMENTO WORKS, INC. TELEVISION AD

#### BACKGROUND:

In keeping with its mission to brand and outreach Sacramento Works to the employer community, the Employer Outreach Committee approved the development of a television ad focusing on employers and job seekers who have benefited from Sacramento Works.

The television ad will run on Comcast Cable for 24 weeks, beginning in April 2008. The stations include: Fox News Channel, CNBC, CNN and Bravo. The time slot placements ties in with news and business related programs such as Anderson Cooper 360 to target the employer community.

The thirty-second television advertisement will be played for WIB members.

## ITEM IV-4 - INFORMATION

### PRESENTATION OF UPDATED SETA/SACRAMENTO WORKS WEBSITE

#### BACKGROUND:

Staff has been working on a total redesign of the SETA website providing customers with easier navigation to SETA's programs and services. The new website design and format will be presented for review.

ITEM IV-5 – INFORMATION

CALIFORNIA WORKFORCE ASSOCIATION 2008 PRIORITIES

BACKGROUND:

Attached for review is the recently released paper developed by the California Workforce Association outlining 2008 Priorities. Staff will provide a review of the local effect of these national decreases in funding.

ITEM IV-6 – INFORMATION

ARTICLE IN THE SACRAMENTO BEE REGARDING CUSTOMER USE AT A  
CAREER CENTER

BACKGROUND:

Attached is a copy of an article from the Sacramento Bee regarding customer visits at a local one-stop career center.



This story is taken from Sacbee/News.

Turnout, tension rise at job center

By Jocelyn Wiener - [jwiener@sacbee.com](mailto:jwiener@sacbee.com)

Published 12:00 am PST Sunday, February 17, 2008

These days, the line of job seekers inside the region's biggest career center never seems to end.

Parents lug their babies toward the sign-in desk. Professionals stand stiff and awkward in sport coats and heels. Unemployed construction workers and custodians and cashiers fill out requisite paperwork while waiting their turn.

Each one enters the glass doors of the state Employment Development Department's brick building on 50th Street – near Broadway and Stockton Boulevard – looking for a break: full-time, part-time, a temp job, something. Increasingly, a break is hard to find.

"It's getting ugly," said 47-year-old Jose Grela, who in October lost his job working at a Sears warehouse. As Grela stood examining a wall of job postings, a man nearby kicked a chair in frustration. All the phones to reach the call center that processes unemployment claims were in use.

As the nation's credit and mortgage crisis grows and the retail and construction industries stall, unemployment numbers are climbing. The Sacramento region reported a 5.9 percent unemployment rate for December 2007, the last month for which such figures are available. That was up 0.3 percentage points from November, and 1.4 percentage points from December 2006, mirroring a statewide trend.

Perhaps nowhere are the burgeoning ranks of unemployed workers more evident than in the EDD's Mark Sanders Career Center – the region's largest repository for the hopes and frustrations of those in search of a paycheck.

There's nothing theoretical about the unemployment statistics here, where people talk of federal economic stimulus in real-life terms.

These days, waits for job-search computers can take 30 minutes, sometimes longer. The Yellow Pages are curled and dog-eared, the "help wanted" fliers quickly picked over.

It can take days of dialing to reach someone at the arm of EDD that handles phoned-in unemployment claims. With a 14 percent increase in applications since last year, phone lines are swamped. Face-to-face meetings have not been an option for years, but the Mark Sanders center has a wall of phones that dial directly to the call center. They are almost always occupied.

Tension, everyone agrees, is mounting.

"I sense a more desperate feel now than in the past," said Pattie Espinosa, manager of Mark Sanders, the busiest career center in the region. She said many of the 300 to 400 people who stand in line over the course of a day had worked at the same company for years before being laid off.

Some have never learned to use a computer – a virtual prerequisite for a successful job search. Intermingled with those people, though, Espinosa has recently begun seeing more professionals come into the center.

It's not uncommon for a frustrated job seeker to raise his or her voice.

"Everyone here is stressed," said Glenn Reid, 44, a father of two who six weeks ago lost his job selling rocks and cement to landscapers. "It's not like you wake up in the morning and say la la la, let's go (to the EDD career center)," he said.

Reid, an electrician by trade, switched to landscaping three years ago as construction boomed in the region. But in recent months, as foreclosures mounted, his company shrank. Finally, the boss had to tell Reid: "I'll call you."

From there, it took a few days of constant phone calling to get through to someone about unemployment insurance, and nearly a month before he received his first check. He qualified for twice-monthly checks of \$300.

The family is getting by on his wife's baby-sitting earnings. To save money, Reid takes the bus instead of driving. He's cut off the Internet, and expects to lose his cell phone service eventually.

In that context, coming to the career center to look at postings is a bright spot.

"At least it provides hope," he said last week, after combing through a few job openings. "If you're not doing nothing, you'll go down the drain quickly."

For many, though, optimism is sagging under the weight of a foundering economy.

Irene Maciulla, 48, flipped through the binders of employment listings Wednesday. Unless a friend helps, she said, Internet searches aren't an option for her.

"I don't even know how to click in," she said, with a little laugh.

Maciulla lost her job providing in-home care eight months ago. She said she was recently denied a temp job stuffing and licking envelopes.

"The man told me I had to have a year experience," she said.

For now, her boyfriend, a landscaper, is supporting them both. But as work evaporates in that industry, they sometimes depend on free food from local churches.

André Phillips, a 20-year-old Sacramento City College student, said he'd been looking for a job every day for more than four months. He's visited local businesses, scoured the classifieds, searched the Internet – even traveled to Davis.

"No callbacks," he said. "No nothing."

Though his short-term prognosis for the economy is "kind of gloomy," he keeps his head up. He persists. What else can he do?

"I gotta feed myself and try to help my mom out and try to make my own way in this world," he said.

On Thursday, amid the click of keyboards, the whir of the fax machine and the tense murmurs of other job seekers, he took his place in line.

He reached the front desk, and signed in once again.

ITEM IV- 7 – INFORMATION  
DISLOCATED WORKER UPDATE

BACKGROUND:

Attached is the most current dislocated worker update.

Staff will be available to answer questions.

## Dislocated Worker Information PY 2007/2008

The following is an update of information as June 1, 2007 on the Worker Adjustment and Training Notification (WARN) notices and Non WARN notifications in Sacramento County

WARN STATUS	MONTH RECEIVE NOTICE	COMPANY AND ADDRESS	WARN STATUS	# OF AFFECTED WORKERS	SETA'S INTERVENTION
Official	5/16/2007	<b>Sutter Medical Center, Sacramento</b> 2800 L Street Sacramento, CA 95816-5600	7/13/2007	36	Declined Services
Unofficial	6/12/2007	<b>Bank of America</b> 11080 White Rock Road, Suite 500 Rancho Cordova, CA 95670	7/31/2007	20	6/22/2007
Official	8/10/2007	<b>Sutter Medical Center, Sacramento</b> 2800 L Street Sacramento, CA 95816-5600	8/25/2007	15	Declined Services
Official	9/7/2007	<b>Gala Construction, Inc. &amp; SPM</b> 2215 Plaza Dr. Rocklin, CA 95765	11/9/2007	44	New owners re-hired employees
Official	10/12/2007	<b>Crystal Cream and Butter Company</b> 8340 Belvedere Avenue Sacramento, CA 95826	10/16/2007	240	12/10/2007
Official	10/12/2007	<b>Sun Sacramento Site</b> 8880 Cal Center Sacramento, CA 95826	11/26/2007	4	No Response
Official	10/24/2007	<b>Intel Corporation</b> 1900 Prairie City Road Folsom, CA 95630	1/1/2008	112	Declined Services
Official	11/1/2007	<b>Bank of America</b> 11080 White Rock Road, Suite 500 Rancho Cordova, CA 95670	12/31/2007	68	12/6/2007
Official	11/13/2007	<b>Levitz Furniture</b> 4741 Watt Ave North Highlands, CA 95669	2/1/2008	53	2/08/08
Official	11/28/2007	<b>Marvell Semiconductor, Inc</b> 890 Glenn Drive Folsom, CA 95630	1/27/2008	4	No Response
Official	12/10/2007	<b>Intel Corporation</b> 1900 Praire City Road Folsom, CA 95630	2/1/2008	79	Declined Services
Official	12/10/2007	<b>Floor Serve</b> 309 North Hamilton St Dalton, GA 30720	12/7/2007	130	Mailed packets to local employees
Official	12/6/2007	<b>Ideal Merchandising Division of DDP Holdings, Inc.</b> 440 Apollo Beach Blvd. Apollo Beach, FL 33572	1/30/2008	1	No Response
Official	1/15/2008	<b>Pacific Sunwear of California, Inc.</b> 1689 Arden Way Space #2170 Sacramento, CA 95815	3/31/2008	Number not disclosed	Declined Services
Official	2/25/2008	<b>PennySaver</b> 2830 Orbiter Street Brea, CA 92821	4/15/2008	19	Employees Already Laid Off
Official	3/4/2008	<b>Sutter Medical Center, Sacramento</b> 2800 L Street Sacramento, CA 95816-5600	1/31/2008	25	Dropped off packets
Official	3/6/2008	<b>Sears Holding, Inc.</b> 1200 Blumenfeld Dr. Ste.A Sacramento, CA 95815	5/2/2008	82	RR Scheduled 3/25/08
Official	3/10/2008	<b>CSAA</b> Elk Grove, CA	3/28/2008	17*	RR Scheduled 3/20/08 Services Ongoing
Official	3/10/2008	<b>IKON</b> 2890 Gateway Oaks Dr., Ste. Sacramento, CA 95833	3/28/2008	5	Dropped off packets
			<b>Total # of Affected Workers</b>	<b>830</b>	

\*SETA has received notice from CSAA regarding a phase lay-off of 400-500 employees until 2010

ITEM IV-8 - INFORMATION

COMMITTEE UPDATES

BACKGROUND:

This item provides an opportunity for a report from the following committees:

- Youth Council – Matt Kelly
- Planning/Oversight Committee – Mike Dourgarian
- Employer Outreach Committee – Kim Parker
- Board Development Committee – Kingman Tsang

## ITEM V - OTHER REPORTS

1. CHAIR'S REPORT: The Chair of the Sacramento Works, Inc. Board, on a regular basis, receives numerous items of information concerning employment and training legislation, current programs, agency activities, and miscellaneous articles.

The important information from the material received and meetings attended will be shared with the entire Board and the method proposed by the Chair is to give a verbal report at each regular meeting. It will also allow time for the Board to provide input on items that may require future action.

2. MEMBERS OF THE BOARD

This item provides the opportunity for Workforce Investment Board members to raise any items for consideration not covered under the formal agenda. It also provides the opportunity for Board members to request staff to research or follow up on specific requests or to ask that certain items be placed on the next agenda.

3. COUNSEL REPORT: The Sacramento Works, Inc. Legal Counsel is the firm of Phillip M. Cunningham, Attorney at Law. This item provides the opportunity for Legal Counsel to provide the Sacramento Works, Inc. Board with an oral or written report on legal activities

4. PUBLIC PARTICIPATION: Participation of the general public at Sacramento Works, Inc. Board meetings is encouraged. The Sacramento Works, Inc. Board has decided to incorporate participants of the audience as part of its agenda for all meetings. Members of the audience are asked to address their requests to the Chair, if they wish to speak.