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SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Wednesday, May 27, 2009

Time: 9:00 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 March 25, 2009 Minutes
3. Action Item: Review and Approval of Success Metrics: Sacramento Works Strategic Plan
4. Information Item: Updated Board Initiative Funding 2008-2009 Employer Outreach Budget
5. Information Item: Brainstorm session for Employer Outreach Activities for Fiscal Year 2009-2010
6. Adjournment

Committee Members: Kim Parker (Chair), Larry Booth, Diane Ferrari, Lisa Harr, Barbara Hayes, Mark Ingram, Matt Mahood, Mike Micciche, 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, MAY 22, 2009

Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis

SETA – Board Room
925 Del Paso Blvd
Sacramento, CA 95815

Wednesday, March 25, 2009
9:00 a.m.

I. Meeting to Order/Roll Call: The meeting was called to order at 9:45 a.m.

Members Present: Lisa Harr, Barbara Hayes, Mark Ingram, Matt Mahood, Mike Micciche, James Pardun, Terry Wills, Kim Parker.

Members Absent: Larry Booth, Diane Ferrari, Maurice Read, Anette Smith-Dohring.

Others Present: Kathy Kossick, William Walker, Terri Carpenter, Robin Purdy, Phil Cunningham, Christine Welsch.

2. Approval of the February 25, 2009 Minutes

Moved/Ingram, second/Pardun, to approve the February 25 minutes.
Voice Vote: Unanimous approval.

3. Review of Committee Strategies

The Committee Strategies were reviewed. The Committee decided not to change much. Ms. Harr stated that employers may not know what is available to them. Is there a way for employers to know what we have for them? Ms. Carpenter stated that there is an employer resources section on the web site on what we offer to employers. There is also a marketing campaign/television/print/radio campaign for employers and how it worked for them.

It was suggested that a one page overview of what is available to employers be developed; Ms. Carpenter agreed to produce this overview.

Mr. Mahood stated that he and Ms. Hayes both have large boards. There may be a good opportunity for SETA to give a presentation as to what SETA does for 10-15 minutes. Mr. Ingram could be one of the spokespersons on why he participates on the board. There are other opportunities to figure out how we promote the services of Sacramento Works. Mr. Ingram suggested leaving behind some sort of presentation print piece. It would also be an opportunity to capture some contact information (their Human Resources department) and then follow up.

Ms. Parker stated that we need to develop an ambassador program with collateral that highlights our services. Ms. Carpenter discussed updating the employer brochure; it will be updated to include the information on the DVD, etc.

Mr. Walker suggested looking at other employers such as public sector employers. He met with some public sector employers that are having difficulty recruiting for staff stating that they feel that many applicants feel that employment with the State of California is not a viable career option.

Mr. Mahood stated that with public education laying off people, there is a huge need within education. Is there a way to get people back into the classrooms and back into K-12 system to do vocational training, music training? Is there a way to connect back to that using the stimulus funding? Ms. Kossick stated that staff does not yet have clarity on this. Mr. Mahood stated that if things are grey, take advantage of the fact that it's grey and challenge it. Be flexible but do not do anything illegal. He suggested looking outside of the boundaries that we usually have.

Ms. Welsch spoke of a six-week course that introduces people to career opportunities within the human services. There would be teaching tracks or human services tracks. This will be a pilot in Northern California.

Ms. Hayes spoke of the mechanical engineering program at Sac State where they match juniors to freshmen in the engineering program. This program found that matching freshmen with juniors helps the students graduate to become engineers. Kleinfelder has 2300 employees and they go to CalPoly, Berkeley and Sac State to look for more employees. It was suggested paying the upper division students \$10-15 per hour to mentor the lower division students. She recommends we do this with Sac State.

There was discussion of the employer satisfaction survey. This can be expanded using electronic survey tools such as Survey Monkey to include more employers. The Committee asked to review the survey questions to see if they need to be updated.

Ms. Carpenter will update the goals and expectations and send it to the committee members for review.

4. Discussion of Outreach to Employers for Summer Youth

Ms. Welsch stated that the Youth Council is expecting proposers to do most of their own job development. Staff is developing a one-page overview of the youth providers who will be provided employment opportunities to youth in private, public, and non-profit organizations. This information will be posted on the website and employers will be able to contact providers direct to participate in hiring a youth for the summer. There is a youth job order which is being revamped for all youth. Ms. Parker asked that staff get the information to the public that there are two separate funding streams available: youth and adults.

Ms. Carpenter stated that the youth RFP has already been released. There will be a public notice ad that lists information on the RFP and how to submit a proposal. She will do the same for the adult/dislocated worker RFP. In addition, different partners will be identified and sent information about the ARRA Adult-WIA RFP so they have an opportunity to respond. Ms. Parker would suggest having the television stations aware of this as well.

Mr. Pardun stated that years ago we had Hire a Youth Luncheon with Rush Limbaugh as a speaker.

Ms. Carpenter stated that the challenge of the stimulus funding is the requirements of the people we can serve and what we can fund. There are limitations on the funds that cannot be offered to everyone and cannot supplant employees. The marketing strategy will be successes. She will notify the TV stations but focus on making sure the word gets out regarding the RFP but the media will be focusing on the successes of the program. SETA is also mandated to track the stimulus results.

Green Industry Roundtable will be held March 27.

Mr. Tsang suggested perhaps rolling the Board Development Committee into the Employer Outreach Committee. Ms. Hayes suggests having them maintain their separate identity and remain as an adhoc committee.

5. **Adjournment:** Meeting adjourned at 10:34 a.m.

ITEM 3 - ACTION

REVIEW AND APPROVAL OF SUCCESS METRICS: SACRAMENTO WORKS
STRATEGIC PLAN

BACKGROUND:

The attached Strategic Plan was developed from the Sacramento Works retreat held in early March. Each of the Goals and Strategies developed have been assigned to a specific committee. Dr. Larry Bienati and his students have developed success metrics to be assigned to each strategy.

RECOMMENDATION:

Review, discuss and approve proposed metrics for each goal assigned to the employer outreach committee.



1.0 Vision Statement:

Building a dynamic workforce for the Sacramento Region

2.0 Mission Statement:

Sacramento Works partners with the workforce community to serve regional employment needs.

3.0 Expectations going forward in this year’s plan

- More involvement by the board at a strategic level
- Measured outcomes, follow-up, and quarterly review of goals and strategies
- Focus on the mission, with attention to the goals of the stimulus
- Continue efforts to align to green jobs and clean energy technology
- Programs targeting diverse population groups and people with multiple barriers to employment
- Integrate diversity and inclusion in outreach to employers and job seekers

4.0 Goals and Strategies

Goal 1 (Planning/Oversight Committee)

Prepare workers for high wage, high demand, critical occupational clusters that provide:

- self-sufficiency wages
- employer paid benefits
- career advancement/career ladders

Strategies:

1. Utilize updated workforce intelligence and labor market information to identify critical occupational clusters
Measure: Rank and prioritize “at risk” occupational clusters where greatest need exists consistent with the mission of Sacramento Works by _____ (target date)
Measure: Allocate and divide at least 75% of the training dollars to critical occupational clusters, whether equally or proportionally to at risk occupational clusters through a _____ report reviewed each _____.
2. Identify impact of recession on region and plan economic stimulus investments
Measure: Review statistics with the Dept of Human Assistance and Employment Development Department and develop tracking baseline for at risk occupational clusters by _____(target date)
3. Provide oversight for economic stimulus investments

Measure: Provide transparency by creating a “web-based tracking system” to show how stimulus dollars being deployed.

Measure: Produce a newsletter, quarterly document or other appropriate media for Sacramento Works stakeholders to report, assess and recommend continued success stories and target opportunities.

Measure: Form an internal audit process within Sacramento Works to measure, track and ensure the appropriate use of stimulus dollars. Consider a quarterly tracking and reporting to the Board.

Others Measures (Ideas):

-Develop a return on investment policy (wages, benefits, official AID, official SSI) to measure and publicize success of recovery/stimulus investment and identify how much (in dollars) was allocated to wages, benefits, official SSI and other indicators

**Goal 2 (Employer Outreach Committee)
Engage and Support Regional Employers**

Strategies:

1. Continuously improve and enhance marketing efforts to regional employers
Measure: Survey current stakeholders in the region. Determine what marketing efforts appear to be most effective versus what efforts are less effective. Based on survey results, reengineer marketing strategies to engage and improve access to regional employers by _____(target date)

2. Create marketing strategies to promote economic recovery opportunities
Measure: Conduct best practices research and determine how other similar organization’s in the U.S. are successfully capitalizing on economic recovery opportunities by _____(target date)
Measure: Increase regional employment opportunities awareness and access by 10% by July 1, 2010, measured, in part, by improved marketing outreach.

3. Develop and deliver a menu of value added services to employers

Measure: Produce a list of services (both web-based, social networking access sites and hard copy) sharing the value proposition of Sacramento Works by _____(target date)
Measure: Share with Employment Development Department and other regional employee sourcing organizations the list of services and opportunities offered by a partnership with Sacramento Works by _____(target date)
Measure: Establish a communication program (workshops, seminars, referrals and other access ideas) to promote the list of services and employment opportunities offered by Sacramento Works by _____(target date)

4. Integrate diversity and inclusion in outreach to employers

Measure: Track the improvement of increased participation, awareness and engagement of a balanced, diverse workforce in the region by increasing the diversity ratios by at least 10% over a 12-month period

5. Survey employers to assess their employment needs and to identify levels of satisfaction with the system and the workforce

Measure: Some type of yearly survey, expanded to include face-to-face interviews, courtesy phone calls and improved outreach. Courtesy phone calls to employers could check on value of the relationship, and sell the latent opportunities, sources, applicant, stimulus dollars, employer workshops on topical business issues, tax credits and other value added benefits of the Sacramento Works partnership

Goal #3 (Youth Council)

Prepare youth to succeed and thrive in the regional workforce

Strategies:

1. Enhance employability and academic retention by focusing on soft skills and leadership skills.

Measure: Develop a training and educational curriculum augmentation that can be deployed within a 12 month period through various delivery systems that will increase the awareness of soft skills (EQ measures) by at least 20% in content delivery.

3. Engage academia as a partner to make education relevant to youth and provide career preparation as early as possible.

Measure: Collaborate with partners to facilitate a summit in the region by _____, 2009 to evaluate methods and strategies to improve career preparation opportunities in the educational systems. From this summit, drive appropriate actions to ensure some degree of strategy achievement.

4. Engage employers to
 - o Hire youth
 - o Attain and increase youth development
 - o Attain and increase cultural & diversity competencies

Measure: increase youth hiring in the region by 10% over previous 12-month period.

Measure: Increase youth development educational opportunities and training sessions by an increase of 10% in attendance over previous 12-month period.

5. Increase awareness of high growth, high wage jobs in the regions and pathways available for these jobs.

Measure: Produce appropriate literature collateral (virtual, CareerGPS.com, as well) in the region to enlighten employers of various jobs, pathways and opportunities by _____ (target date)

Measure: Perform some level of base line tracking to measure the relative year-to-year increase in the Career Technical Education opportunities available in the region with the metric of at least a 10% increase in a 12-month period.

6. Attract and prepare youth for jobs, including jobs in critical occupations.

Measure: Provide 1000 youth with summer employment opportunities in 2009.
Aside: It would be desirable to have a component of tracking diversity, inclusion of “at risk” occupational clusters in this metric; we should strive for at least a 10% improvement in this diversity outreach process.

7. Target services to youth with multiple barriers and/or at-risk youth to ensure their success.

Measure: Track first-year education retention rate of in-school youth and strive for a stay in school/graduate from high school factor of at least 70% over a 12-month period.

Goal #4 (Planning/Oversight Committee)

Continuously improve the One-Stop Career Center system.

Strategies:

1. Continuously improve the one-stop career system service delivery

Measure: Produce a document, or process, that clearly demonstrates the opportunities and potential sources for improving diversity outreach by _____ (target date).

Measure: Produce quarterly demographic reports to track services to at-risk adults to measure program effectiveness.

Measure: You need to put legs on this one. What do you plan to continuously improve? What is working? What is not working? How will you measure effectiveness of the one-stop centers? Applicant to fill ratios? Retention ratios? Time to fill? Relative costs per hire? Return on invested dollars spent in the one stop model relative to other virtual sourcing models?

2. Regularly assess employer needs and satisfaction

Measure: Some type of yearly survey, expanded to include face-to-face interviews, courtesy phone calls and improved outreach. Courtesy phone calls to employers could check on value of the relationship, and sell the latent opportunities, sources, applicant, stimulus dollars, employer workshops on topical business issues, tax credits and other value added benefits of the Sacramento Works partnership

3. Provide best practice tools for one-stop centers
Measure: Perform an internal peer review of current one-stop model to measure program effectiveness by _____(target date)
Measure: Research best practices (if they exist) on innovative best practices to improve the efficiency and effectiveness for the current model.

4. Maximize leverage of partners
Measure: Use Recovery Act funding to increase partnerships for the One Stop Career Center system. By _____, identify ways to increase communication, collaboration and external outreach and recruit/retain career center partners.

5. Conduct quarterly review of operating performance of the One-Stop System
Measures:
 - Employer and Job Seeker Customer Satisfaction reports – quarterly
 - Quarterly activity and demographic reports
 - Quarterly reports on employment, retention and wage reports
 - Annual One-Stop Share of Cost Agreement Updates

ITEM 4 - INFORMATION

UPDATE-EMPLOYER OUTREACH BUDGET THROUGH 5/31/09

BACKGROUND:

Attached is the 2008-2009 Employer Outreach Budget for committee review.

Total Budget for 2008-2009 is \$146,200. Expenditures through 5/31/08 totaled \$102,652 with a remaining of \$43,548 remaining through 6/30/09.

**Employer Outreach
2008-2009 Budget**

Activity	Budget	Spent as of 5/09	Remaining
SACTO Economic Profile	\$ 6,200	3,720	\$2,480
Event Sponsorships	33,000	20,751	12,249
Marketing items for employer/job fair events	5,000	3,685	1,315
Job Fair/Business Events	12,000	11,866	134
Mailing Lists/Employer Outreach	1,000	125	875
Print Advertising	20,000	20,048	-48
Broadcast Advertising	20,000	20,411	-411
Website Maintenance	2,500	975	1,525
Public Relations	39,000	20,232	18,768
Business Retention & Expansion Program (BizPulse)	5,000	0	5,000
Direct Mail	2,500	839	1,661
TOTAL BUDGET	\$ 146,200	\$102,652	\$43,548