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SACRAMENTO WORKS, INC. PLANNING/OVERSIGHT COMMITTEE

Date: Wednesday, June 17, 2009

Time: 8:30 a.m.

Location: SETA Board Room
925 Del Paso Blvd., Suite 100
Sacramento, CA 95815

AGENDA

1. Call to Order/Roll Call
2. **Action Item:** Approval of Minutes of the May 20, 2009 Meeting
3. **Action Item:** Approve the success metrics for Goals 1 and 4 of the Sacramento Works Strategic Plan
4. **Action Item:** Review of Staff Funding Recommendations for American Recovery and Reinvestment Act Proposals for Job Creation and Training Services
5. Input from the public
6. Adjournment

Committee Members: Lynn Conner (Chair), Mike Dourgarian, Pat Godwin, Amy Hines, Matt Kelly, Kathy Kossick, Jim Lambert, Frank Louie, James Pardun, Bruce Wagstaff.

DISTRIBUTION DATE: WEDNESDAY, JUNE 10, 2009

Sacramento Works, Inc.
Planning/Oversight Committee
Minutes/Synopsis

SETA Board Room
925 Del Paso Blvd., Suite 100
Sacramento, CA 95815

Wednesday, May 20, 2009
8:30 a.m.

1. **Call to Order/Roll Call:** Ms. Conner called the meeting to order at 8:34 a.m.

Members Present: Lynn Conner, Jim Lambert, Frank Louie, Kathy Kossick, James Pardun

Members Absent: Mike Dourgarian, Matt Kelly, Pat Godwin

Others Present: Amy Hines, Robin Purdy, Phil Cunningham, Alex Laiewski, Melissa Noteboom, Ed Proctor, Cindy Sherwood-Green, Terri Carpenter, Edward DeHerrera.

2. **Action Item:** Approval of Minutes of the April 7, 2009 Meeting

Minutes were reviewed; no questions.

Moved/Kossick, second/Pardun, to approve the April 7, 2009 minutes.

Voice Vote: Unanimous approval.

3. **Action Item:** Review and Approval of Success Metrics: Sacramento Works Strategic Plan

Ms. Purdy stated that Dr. Larry Bienati and his graduate students reviewed goals and strategies and came up with their recommendations and ideas of success metrics.

Ms. Purdy explained that 'at risk' means 'critical.' The critical occupation list is reviewed occasionally; she would like to wait until the recession is over to review it again.

Measures: Allocate **at least 75%** of the training dollars...delete divide.

1. Review quarterly regional occupational data reports continuously to benchmark any changes in the economy and update workforce forecast by January 2010.
2. 75% of training dollars
3. January 2010 decision on labor market forecast updates.

On page 6 under "Other Measures," Ms. Purdy would like to have the graduate students develop a spreadsheet where data can be put in to track achieved measures.

Ms. Carpenter will include information regarding the stimulus funding on the web site.

Second strategy: Ms. Kossick stated that this committee should still look at employer outreach as to whether it is working or not. Any issues will be sent to the Employer Outreach Committee to be dealt with.

A number of modifications were made to the goals and strategies. Committee members want to see a clean version of the metrics before voting on it. No action was taken on this item.

4. **Action Item:** Approval of the Resource Allocation Plan for the Workforce Investment Act and the American Recovery and Reinvestment Act

Every year the WIB takes the lead on how the money is going to be spread and prioritized. Ms. Kossick reviewed the allocations last year:

- 27% Talent engagement activities
- 35% Talent development (to improve skills)
- 18% Talent Marketing
- 2% Board initiatives (sponsorships, labor market surveys)
- 10.5% One Stop Support (staff doing SMARTware, IT functions, contracts)
- 7.5% Administration.

There was discussion of approving this for the WIA formula funding. This is the same allocation percentages as the prior year.

Recommended funding for Resource Allocation, including ARRA funds.

- 50% Classroom Training Occupational Skills
- 18% Workplace Training
- 22% Business Development and Innovations
- 6% Administration
- 2% Sacramento Works Board Initiatives
- 2% One Stop Support, Tracking, Monitoring

The SETA Governing Board approved extensions at the same level as last year; staff will be going forward to extend OJT programs when the amount of funds available is known. Of the \$1 million or more available, staff want to put \$850,000 into scholarships.

When the first round of proposals are funded, staff will have a better idea of the programs available and how much funding is still available. With the second wave, Round 2 applicants will be competing against Round 1 that were not

funded. This can be changed when we know where the proposals are and where the need is.

Moved/Lambert, second/Pardun, to approve the Resource Allocation Plan for Fiscal Year 2009-2010 for the Workforce Investment Act (Attachment 1) and the American Recovery and Reinvestment Act (Attachment 2).
Voice Vote. Unanimous approval.

5. **Action Item:** Evaluation Process for Recovery Act proposals

Ms. Purdy stated that 48 agencies have pre-qualified and, each could submit three proposals. The deadline is tomorrow.

Mr. Laiewski stated that at the last meeting, committee members brainstormed this evaluation criteria. He took the RFP itself and went through RFP to see where the evaluation criteria fit in. The information for the evaluation criteria was shared at each of the offerors' conferences.

Ms. Noteboom stated that there are three evaluation teams. Five WIB board members have contacted her to be placed on the evaluation teams. Ms. Purdy stated that the rankings will be published but not the ranking points.

A binder with the executive summary and budget will be provided for each of the committee members.

Ms. Purdy stated that staff wants to make sure all of our funding does not go to the established system. People need services and we need to get them training services that will expand their skills and lead to jobs. There is fear that we will forget the low-income and target services to the unemployed; we have to balance that and ensure the low-income people are served.

Moved/Lambert, second/Pardun, to approve Recovery Act proposal evaluation process.

Voice Vote: Unanimous approval.

6. **Information Item: Sacramento Works One Stop Career Center system Reports - Third Quarter 2008-2009**

Ms. Purdy reviewed the quarterly data. As career centers enroll more people, there is a decline in our adult entered employment rate and a small increase in retention and in the amount of earnings. Staff will be tracking this information. All of the career centers are doing great. More scholarships are needed and more people are going into critical occupations and training.

Mr. DeHerrera stated that there was a drop in employers reporting that they were hiring.

7. Input from the public: No comments.
8. Adjournment: Meeting adjourned at 9:50 a.m.

ITEM 3 – ACTION

APPROVE THE SUCCESS METRICS FOR GOALS 1 AND 4 OF THE SACRAMENTO
WORKS STRATEGIC PLAN

BACKGROUND:

Attached please find the revised success metrics for the Planning/Oversight Committee for final review.

RECOMMENDATION:

Review and approve the success metrics identified for the Planning/Oversight 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. Identify impact of current economic conditions on region and plan economic stimulus investments
Measure: Using the unemployment rate in March, 2009 (11.3%) as the baseline measure of the economy, measure the impact of the Recovery Act investments made by Sacramento Works over the next 18 months on the unemployment rate.
Measure: Identify and publicize how much of the recovery/stimulus investment are allocated to wages and benefits and invested in job training or creation in critical occupational clusters.

2. Utilize workforce intelligence and labor market information to identify critical occupational clusters
Measure: Identify critical occupational clusters where greatest need exists consistent with the mission of Sacramento Works in spring 2010
Measure: Allocate at least 75% of the funding set aside for scholarships and occupational skills training to increasing training opportunities in critical

occupational clusters and report quarterly to the Planning/Oversight Committee on progress.

3. Provide oversight for economic stimulus investments and procurement process
Measure: Provide transparency by creating a SETA webpage to show how stimulus dollars are being deployed. Include agencies and activities funded, number of job seekers to be served and number of jobs to be created.
Measure: Produce a newsletter, quarterly reports, and other appropriate communication tools for Sacramento Works stakeholders to report 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.

Goal 2 (Employer Outreach Committee)

Engage and Support Regional Employers

Strategies:

1. Continuously improve and enhance marketing efforts to regional employers by developing and delivering a menu of value added services to employers and creating strategies to promote economic recovery.

Measure: Survey current stakeholders in the region at the time of service to determine what marketing efforts appear to be most effective. On a quarterly basis, the Employer Outreach Committee will review surveys and use results to improve marketing strategies.

Measure: Produce marketing and public relations materials (web-based, social networking access and print) sharing the value-added benefits of Sacramento Works services by September, 2009.

Measure: Establish a communication effort (sponsorships of business associations, speaker's bureau, seminars, referrals and other access ideas) to promote the services and employment and recovery opportunities offered by Sacramento Works by September, 2009

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

Measure: Survey employers on a quarterly basis, using interviews, courtesy phone calls, electronic survey mechanisms, and improved outreach.

Measure: Increase use of services by regional employers by 10% by July 1, 2010.

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 by conducting quarterly reviews of operating performance of the One-Stop System and marking recommendations for strengthening services.

Measure: Provide quarterly reports to the Planning/Oversight Committee that clearly demonstrates the opportunities and potential sources for improving services to job seekers and employers, including

- Employer and Job Seeker Customer Satisfaction reports
- Career Center activity, demographic and process measure reports
- Training and Scholarship reports
- Reports on employment, retention and wage outcomes

Measure: Analyze enrollment, completion, and outcomes for at-risk youth and adults to ensure that services target underserved populations and communities.

2. Provide best practice tools for one-stop centers

Measure: Research innovative best practices to improve the efficiency and effectiveness for the current model.

Measure: Perform and interval review and survey career center staff and partners to identify training and capacity building needs, gaps in service, and infrastructure needs by December, 2009.

3. Maximize leverage of partners

Measure: Increase collaborators in the One Stop Career Center system. By December, 2009, identify ways to increase communication, collaboration and external outreach and recruit/retain career center partners.

ITEM 4 - ACTION

REVIEW OF STAFF FUNDING RECOMMENDATIONS FOR AMERICAN RECOVERY AND REINVESTMENT ACT PROPOSALS FOR OCCUPATIONAL SKILLS TRAINING, WORKPLACE LEARNING/JOB CREATION AND BUSINESS DEVELOPMENT AND INNOVATION PROGRAMS

BACKGROUND:

The Request for Proposals for job creation and training services under the American Recovery and Reinvestment Act and the Workforce Investment Act was released on April 3. A total of 41 proposals were submitted by the Phase I deadline on May 21, and staff recommendations will be released on June 12. The Planning/Oversight Committee has an opportunity to review the staff recommendations for the 41 proposals received and provide input to the SETA Governing Board. The Governing Board will take action on these recommendations on June 22.

RECOMMENDATION

Review the summary of proposals received, review the staff recommendations for funding, and provide input for the SETA Governing Board.