

## CAREER CENTERS

### **BROADWAY**

915 Broadway  
Sacramento, CA 95818  
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### **CITRUS HEIGHTS**

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Citrus Heights, CA 95610  
(916) 676-2540

### **FRANKLIN**

7000 Franklin Blvd., Suite 540  
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### **GALT**

1000 C Street, Suite 100  
Galt, CA 95632  
(209) 744-7702

### **GREATER SACRAMENTO URBAN LEAGUE**

3725 Marysville Blvd.  
Sacramento, CA 95838  
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### **HILLSDALE**

5655 Hilldale Blvd., Suite 8  
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### **LA FAMILIA**

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Sacramento, CA 95820  
(916) 452-3601

### **LEMON HILL**

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### **MARK SANDERS**

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### **MATHER**

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(916) 228-3127

### **RANCHO CORDOVA**

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Suite 150  
Sacramento, CA 95827  
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### **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>



## **SACRAMENTO WORKS, INC. Executive Committee**

**Date:** Monday, October 25, 2010

**Time:** 4:00 p.m.

**Place:** Sacramento Employment & Training Agency  
Board Room  
925 Del Paso Blvd.  
Sacramento, CA 95815

### **AGENDA**

1. Call to Order/Roll Call
2. Approval of Minutes of the September 20, 2010 meeting
3. Approval to Submit a Request to Transfer Workforce Investment Act Dislocated Worker Funds to Adult Funds
4. Recommendation for Use of Board Initiative Funds
5. Adjournment

**COMMITTEE MEMBERS:** Bill Camp, Lynn Conner, Diane Ferrari, Matt Kelly, Gary King, Kathy Kossick, Elizabeth McClatchy, Kim Parker, Kingman Tsang, Terry Wills

**DISTRIBUTION DATE: TUESDAY, OCTOBER 19, 2010**

**Sacramento Works, Inc.**  
**Executive Committee**  
Minutes/Synopsis

*(The minutes reflect the actual progression of the meeting.)*

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

Monday, September 20, 2010  
4:00 p.m.

1. **Call to Order/Roll Call:** Ms. Conner called the meeting to order at 4:11 p.m.

Members Present: Bill Camp, Lynn Conner, Diane Ferrari, Kathy Kossick, Elizabeth McClatchy, Kingman Tsang

Members Absent: Matt Kelly, Gary King, Kim Parker, Terry Wills

Others Present: Phil Cunningham, Robin Purdy

3. **Review of the September 22 Board Packet**

The board packet was reviewed. The state has been working on a policy regarding dislocated workers/incumbent workers. There was discussion regarding dislocated school districts workers and whether they can be retained to upgrade their skills. Ms. Purdy reviewed various options under the incumbent worker program.

2. **Approval of Minutes of the August 23, 2010 meeting**

Moved/Kossick, second/Camp, to approve the minutes of the August 23, 2010 meeting.

Voice Vote: Unanimous approval.

Ms. Kossick and Ms. Purdy stated that Mr. Ron D'amico will be available to review Gold Standard and answer questions.

The Youth Council video will be shown toward the end of the meeting.

4. **Adjournment:** The meeting was adjourned at 4:54 p.m.

### ITEM 3 - ACTION

#### APPROVAL TO SUBMIT A REQUEST TO TRANSFER WORKFORCE INVESTMENT ACT DISLOCATED WORKER FUNDS TO ADULT FUNDS

##### BACKGROUND:

This item addresses the transfer for Program Year (PY) 2010-11 adult and dislocated worker funds. Based on a waiver submitted by the Employment Development Department (EDD) and approved by the Department of Labor (DOL), the Local Workforce Investment Areas (LWIA) may transfer up to 50 percent of the Workforce Investment Act (WIA) formula adult funds and up to 50 percent dislocated worker funds allocated to the local area between the adult and dislocated worker funding streams. On June 30, 2010, the DOL granted California an extension of the waiver to permit an increase of the funds transfer limitation in WIA Section 133(b)(4). This waiver is granted through June 30, 2011.

The WIA allows the transfer of funds between the adult and dislocated worker funding streams in order to maximize customer service and provide local boards with greater flexibility to respond to changes in their local labor markets.

Staff is recommending that the Board approve a continuation of the transfer of 50 percent of dislocated worker funds to the adult funding allocation for 2010-2011. Consolidating dislocated worker and adult funding streams simplifies accounting, data collection and reporting procedures, and eliminates labor-intensive eligibility procedures. The merging of funds also increases flexibility in service delivery. All adults have universal access to services while adults who also demonstrate they meet the criteria for dislocated worker, can be counted as a distinct population within the SMARTware data management system and the State JTA system for the purpose of reporting that data.

The amount of funds to be transferred will be determined when the budget has been approved.

##### RECOMMENDATION:

Approve submission to the State of California, Employment Development Department of a request to transfer 50 percent of the WIA Dislocated Worker funds into the WIA Adult funding stream for 2010-2011.

## ITEM 4 -ACTION

### RECOMMENDATION FOR USE OF BOARD INITIATIVE FUNDS

#### BACKGROUND:

The Sacramento Works Board established a policy on use of board initiative funds. The Executive Committee has the authority to approve use of these funds up to \$10,000 for an individual project. For requests over \$10,000 the full Sacramento Works Board must approve the use of funds.

At the last board meeting on September 22, 2010 the board was involved in a discussion regarding working on research and planning initiatives to support and grow the education sector in the Sacramento region.

The Sacramento Commerce and Trade Organization (SACTO) is moving forward with the first step in supporting and growing the education sector by producing an asset map of the education sector in the region. SACTO is requesting \$15,000 of Sacramento Works Board Initiative funds to support this effort.

#### RECOMMENDATION:

Approve the use of \$15,000 in board initiative funds to support the efforts to grow the education sector in the Sacramento region.

## **Positioning the Sacramento Region to Take Advantage of the New Economy and New Opportunities**

### Case Statement

Post-secondary educational institutions are some of the most valuable assets the Sacramento Region possesses. Anchored by a UC and CSU campus, and three community college districts, the region is also home to a wide variety of professional, technical, and liberal arts colleges, all of which combine to create a robust foundation for our regional workforce, access to research dollars, technology transfer and the creation of new companies, technical training, and significant economic impact for our regional economy.

There is little question that knowledge is the currency of the new economy. As such, regions that strategically invest in and support their education infrastructure will be the ones that grow their economies both quantitatively and qualitatively in the coming years. Thus, it is critical that the Sacramento Region support our valuable, existing educational institutions and strategically plan for additional resources, campuses, and/or institutions.

A meeting was held with Sacramento regional business, education, and civic leaders in May 2010 to discuss the importance of post-secondary education to a regional economy and to explore ways that we, as a region, can support and grow this industry sector for the mutual benefit of all. (A copy of the proposed work plan resulting from the meeting is attached.) The following steps/actions were agreed upon by all:

- I. Identify What We Have**
- II. Identify What We Want**
- III. Development of Talent Retention and Attraction Strategy**
- IV. Development of Robust Regional Advocacy Strategy to Support Higher Education**

In order to begin the process of supporting our existing post-secondary educational institutions and possibly recruiting additional institutions into the region, we must first understand the value and purpose of what we have and identify any gaps that may exist. In order to do this, we must asset map the industry sector within the region. Such a tool would provide the basis for future discussions and development of strategies for support, growth, and recruitment of institutions, students, faculty, and research opportunities that will build a solid workforce, provide significant economic impact, and accelerate the future growth of the Sacramento regional economy.

### Request for Funding

The cost of such a strategic review of this industry sector and the corresponding asset mapping is approximately \$15,000. We would like to request this amount from the Sacramento Works – Board Initiative Funds.

**Education Summit**  
May 20, 2010

**Summary and Next Steps**

On May 20, 2010, a session was held at the offices of the Sacramento Area Council of Governments to discuss the value and importance of higher education to our region's economic development – past, present, and future. The session was attended by city managers, county executives, and business and education leaders from around the region. After a presentation on some unique partnerships and developments between local governments, the business community and the educational institutions around the United States, a conversation ensued about the educational infrastructure that exists here in the Sacramento Region, the tremendous value that it provides, and the opportunities that may exist for collaborative partnerships between these institutions and our local governments and business community going forward.

It was agreed by all that the “new economy” will be one where talent and knowledge are king. Also agreed by all, was the fact that the Sacramento Region has a wealth of riches in this area, but that we don't fully realize the value and the opportunities that accompany the resources we have. There was also concurrence that we, as a region, want to further develop this resource, through the support, leveraging, and growth of what is already in the region and the recruitment of additional educational institutions

The following goal statement and actions are *proposed* as an outcome of the meeting.

**Goal Statement:** Realizing the extraordinary value that higher education provides to a regional economy, identify opportunities for government, business, and educational leadership to work together to support and grow higher education in the Sacramento Region.

**I. Identify What We Have**

Develop an asset map of the secondary educational infrastructure and resources that exist in the Sacramento Region.

*Lead: Ryan Sharp, Director, Center for Strategic Economic Research*  
*When: Fall 2010*

**II. Identify What We Want**

Develop a regional vision for the growth and recruitment of secondary educational institutions based on the nexuses of jurisdictional desires, existing plans of our existing educational institutions, and identified opportunities and needs.

*Lead: City Managers County Executives, Business and Educational Leaders*

*When: Fall/Winter 2010 – Following completion and discussion of asset map*

### **III. Development of Talent Retention and Attraction Strategy**

Develop an action plan that serves to attract and retain the student population through, among other points, promoting the quality of life and opportunities in the region by increasing the connection between the college experience and the communities in the region; elevating the importance of investing in our existing workforce through continued education, create synergies and stronger linkages between educational institutions and the business community – through internships, collaborative partnerships, professional development of existing staff, etc.

*Lead: City Managers, County Executives, Business and Educational Leaders*

*When: Winter/Spring 2011 – Following completion and discussion of asset map and development of regional vision for higher education*

### **IV. Development of Robust Regional Advocacy Strategy to Support Higher Education**

Develop an advocacy strategy that involves the entire community – local government, business, and educational leadership – touting the benefits and importance of all elements of higher education to the Sacramento Region to our state and federal representatives, and business community on a consistent basis. Support the advocacy strategy with a marketing element that provides clear, up to the minute information to our elected officials and can be used to recruit new institutions, educators, students, and talent to the region.

*Lead: City Managers, County Executives, Business and Educational Leaders together with Sacramento Metro Chamber*

*When: Spring 2011 – Following completion and discussion of asset map and development of regional vision for higher education*

Workforce has been, and will continue to be, the single most influential factor that companies consider when locating or expanding their operations. A region's educational infrastructure is a key and competitive element of workforce. In addition to workforce, higher education brings research (money and talent), innovation, entertainment, and culture to a region. Here in the Sacramento Region, we have an excellent foundation on which to build.

Thank you to all of you who participated in the initial session. We will meet again this fall and present you with information that will move the discussion and outcomes along. Please review the outline above and bring with you to the meeting this fall any additional items you would like to see addressed.