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## SACRAMENTOWORKS

# SACRAMENTO WORKS, INC. PLANNING/OVERSIGHT COMMITTEE

**Date:** Monday, July 25, 2011

**Time:** **3:00 p.m.**

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

## AGENDA

1. Call to Order/Roll Call
2. Approval of the May 4, 2011 Meeting Minutes
3. Action Item: Approval of the Revised Definitions of the Workforce Investment Act Sacramento Works Resource Allocation Plan 2011-2012
4. Information Item: Update on the Gold Standard Evaluation (oral report)
5. Information Item: Workforce Investment Act Reauthorization Update
6. Input from the public
7. Adjournment

**Committee Members:** Lynn Conner (Chair), Coreena Conley, Bernadette Halbrook, Matt Kelly, Kathy Kossick, Paul Lake, Jim Lambert, Frank Louie, Dan Throgmorton.

**DISTRIBUTION DATE: THURSDAY, JULY 14, 2011**

**REVISED AGENDA DISTRIBUTION DATE: TUESDAY, JULY 19, 2011**

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

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

Wednesday, May 4, 2011  
8:30 a.m.

1. Call to Order/Roll Call: Ms. Conner called the meeting to order at 8:30 a.m.

Members Present: Lynn Conner, Bernadette Halbrook, Matt Kelly, Kathy Kossick, Paul Lake, Frank Louie

Members Absent: Coreena Conley, Jim Lambert, Dan Throgmorton

Other Present: Robin Purdy, Phil Cunningham, William walker, Sandra brown, Melissa Noteboom, Rachel Sattel, Bette Blanchard, John Harding, Ralph Giddings, Earl Sullaway, Edward Proctor, Christine Welsch, Terri Carpenter, Mario Montes, Michelle O'Camb, Cindy Sherwood-Green, Edward DeHerrera.

2. **Approval of the February 26, 2011 Meeting Minutes**

Moved/Kossick, second/Halbrook, to approve the minutes as distributed.  
Voice Vote: Unanimous approval.

3. **Action Item**: Recommendations for Strategies and Indicators for Planning/Oversight Committee for next year

Staff distributed a copy of the strategies and indicators. Any changes to the strategies and indicators to go forward to the WIB for approval for next year's plan.

The focus will continue to be on critical occupation careers. Career center staff will measure the increase in the customers that go through training vs. those that go through career center services and do not receive training; they go directly to work.

Ms. Purdy stated that there are a significant number of green jobs in our community.

Ms. Purdy stated that it is recommended to continue to enhance the one stop career center service delivery and recommended focusing on quantitative indicators of the performance measures. Of those going through the WIA training programs, how many go to work, move up their career pathway and what is the wage they are earning.

This would narrow it down to two strategies: 1) jobs in critical occupation clusters, 2) the number of people going to work, what is their wage, and how long do they work.

Ms. Kossick stated that it will make it easier to focus on what needs to be done.

Ms. Purdy is recommending keeping the customer surveys going at the career centers. The employers will be e-mailed a survey. Mr. Louie inquired if there are statistics that show new employers that have used the system? Ms. Purdy replied that staff and employers are now entering all job orders into the SacWorks job matching system, which will record employers who use the system and allow staff to contact them to survey their satisfaction.

Ms. Conner inquired if there was anything Committee members should be looking at that can assist with where the program is going and what is happening? Ms. Purdy replied that staff has been working on development of a web site of our successes both with data and peoples' success stories.

Ms. Carpenter stated that staff will be more proactive with a billboard running on the front page of the web site tracking jobs with statements, data and anything to do with employers' successes. Staff will continue to work to develop this type of dashboard.

Ms. Purdy stated that the document will be put into a new format and the indicators/strategies will be inserted for the plan modification.

Moved/Kossick, second/Lake, to approve modifications to the strategies and indicators.

Voice Vote: Unanimous approval.

#### 4. Third Quarter Reports for the One Stop Career Center System

Ms. Purdy stated that this report shows the services of the last year and some of the performance measures based on the year before.

Mr. Giddings reviewed the career center system activity. Most of the career centers have served huge numbers of people. However, the numbers could be lower in the next quarter, due to the way the data is being reported and the switch over to the VOS system.

Ms. Purdy stated that staff made a concerted effort to provided services to young people in the career centers. There is a dedicated person at each of the career centers. One of the Initiatives of the Youth Council is to have youth staff and youth advocates stationed at the career centers to provide services to the youth.

Ms. Purdy stated that the common measures were reviewed; these are negotiated with the state and the feds. When SETA became a learning lab, SETA entered into an agreement with the state to increase the number of people served at the career centers, enrolled in the WIA program, and to provide more services. In 08/09, SETA became a learning lab to integrate services and customer numbers went from 1,500 to 9,000 enrolled in the learning lab; that increased to 12,000 and this year has increased to 13,000. The number of people served has increased but the number of staff has remained the same.

There has been a lot more outreach to employers and hiring is on the upswing. There is a lot of training with staff to engage with employers and tell employers that the Agency is there to help them. Engagement only worked if there are jobs for the customers.

Mr. Harden reviewed the scholarships and supportive services authorized by critical occupational clusters.

Dr. Halbrook stated that there are a lot of four-year and Master's degree people that cannot find jobs in engineering. The green jobs area has had very few jobs emerge.

Mr. John Harding went through standard occupational systems report to see if the critical clusters that we are working with are still current. The critical clusters reflect sectors that provide a certain number of jobs and have a minimum wage of \$10.00 or more.

The Architecture and Engineering cluster has suffered when the economy went down; there is not a lot of demand for training in that cluster. Mr. Kelly asked if this cluster is removed will it be replaced with another group. Ms. Purdy stated that nothing is emerging, and staff would just emphasize the other clusters.

Ms. Purdy stated that staff will be looking at the list of schools; staff will not refer people to the schools that do not place people.

Job seeker/satisfaction results. The target is 5 for each career center. Staff is setting a target that 40% of the customers entering the career center fill out a survey.

#### 7. WIA Plan Modification for PY2011-2012

Ms. Michelle O'Camb is working on the modification. The state issued a directive but a final directive has not yet been issued. The plan is open for public comment for 30 days. A WIA modification summary will be posted on May 23, and will be coming to the full WIB on May 25 for approval. Career Center staff will continue to focus on critical occupation clusters and to evaluate the learning labs. Staff implemented stricter criteria for enrollment.

The Agency does not yet know how much money will be received. There may be a recommendation to downsize the career center system once the amount of money is known.

5. CareerGPS - Demonstration of Critical Occupational Clusters Section of CareerGPS.com website

Mr. Harden stated that a year ago, the Agency entered into a subscription for forecast data which is shown on career GPS.com.

6. Update on the WIA Gold Standard Evaluation of Adult and Dislocated Worker programs.

Ms. Noteboom stated that this is a mandated study by the Department of Labor. SETA is one of two local areas selected. This is a 15-month study to begin July 1. The purpose is to evaluate the effectiveness of the program and to compare the types of services provided to customers. The full study incorporates 1,300 customers.

Social Policy Incorporated is providing staff with a script to talk with the customers. The SETA Career Centers provide some really great core services. Staff is planning to implement the Gold Standard Evaluation Process July 1.

Mr. Procter stated that the Agency has the tracking system to get the stats into the system. Quarterly data reports will be submitted.

Ms. Purdy stated that staff is still working on how to tell customers about the study. This study will finally answer the question as to whether intensive services are worthwhile. It will benefit the system as a whole.

8. Input from the public: No comments.
9. Adjournment: The meeting was adjourned at 10:04 a.m.

ITEM 3 - ACTION

APPROVAL OF THE REVISED DEFINITIONS OF THE WORKFORCE  
INVESTMENT ACT SACRAMENTO WORKS RESOURCE ALLOCATION  
PLAN 2011-2012

BACKGROUND:

The Resource Allocation Plan determines what activities and services are offered through the Sacramento Works One Stop Career Center system. On an annual basis, the Sacramento Works Workforce Investment Board reviews the plan and determines the percentage of funds that will be allocated to each activity in the next fiscal year.

The allocation for Fiscal Year 2011-2012 for the Workforce Investment Act Adult and Dislocated Worker programs is \$7,571,523.

The Resource Allocation Plan that was reviewed by the Planning Committee and approved by Sacramento Works in January, 2011, reflected the following allocation plan for activities/functions in the one-stop system:

28.5% Talent Engagement (skills assessment, review, and identification),  
25% Talent Development (skills enhancement and skills certification)  
28% Talent Job Placement (job placement with employers).  
2% Board Initiatives  
9% One-Stop Support  
7.5% Administration  
**100% Total**

Based on pending legislative policy changes in the definition of Training/Talent Development, staff is recommending that the board revise the definitions of the Resource Allocation Plan to clearly define activities that are considered to be "training" activities. This would result in moving funds associated with on-the-job-training from the Talent Marketing (Outreach) category to the Talent Development (Training) category. This would change the Resource Allocation Plan as follows:

28.5% Talent Engagement (Recruitment and Referral)  
46% Talent Development (Training)  
7% Talent Job Placement (Employer Services)  
2% Board Initiatives  
9% One-Stop Support  
7.5% Administration  
**100% Total**

STAFF PRESENTER: Robin Purdy

ITEM 3 – ACTION (continued)  
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The original chart and definitions and the revised chart and definitions are attached for your review.

RECOMMENDATION:

Review and approve the Revised Resource Allocation Plan

STAFF PRESENTER: Robin Purdy

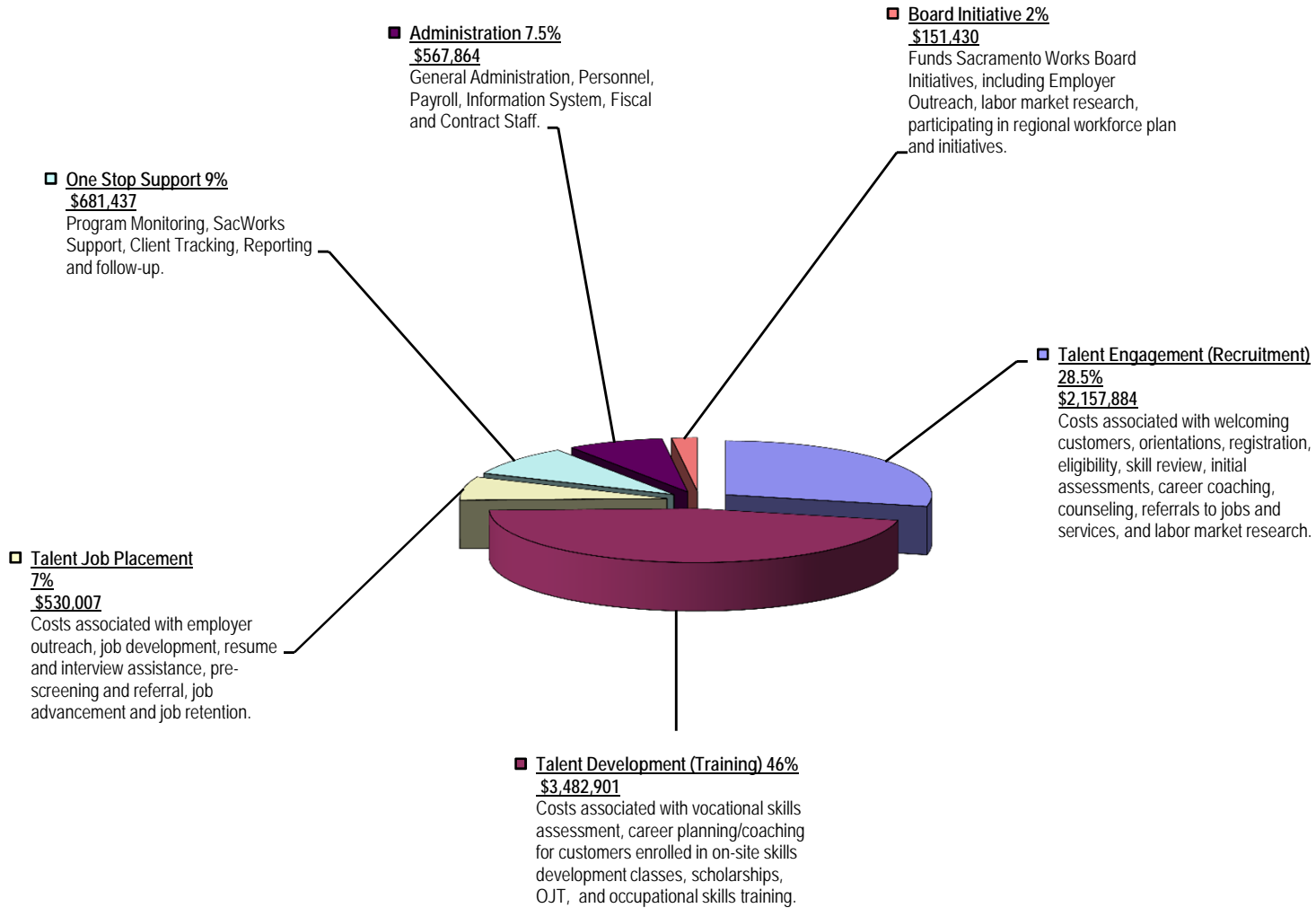
**Attachment 1**  
**Approved Resource Allocation Plan for FY 2011-2012**

One-Stop Services Activities and Functions	Proposed Allocation % for Fiscal Year 2011-2012	Proposed WIA Adult and Dislocated Worker Funding 2011-2012
<b>Talent Engagement:</b> Costs associated with welcoming customers, providing orientation, registration, skill review, initial assessments, career coaching, counseling, referral to social services, talent development or talent marketing.	28.5%	\$ 2,157,884
<b>Talent Development:</b> Costst associated with vocational skills assessment, career planning, coaching, workshops, on-site skills development classes, scholarships and occupational skills training provided by training providers and educational institutions, employed worker training, English-language training and support services.	25%	\$ 1,892,881
<b>Talent Job Placement:</b> Costs associated with employer outreach, job development, resume and interview assistance, pre-screening and referral, on-the-job-training and wage subsidies, job advancement and job retention	28%	\$ 2,120,026
<b>One Stop Support:</b> Program Monitoring, SMARTware support, Client tracking, reporting and follow-up	9.0%	\$ 681,437
<b>Administration:</b> General Administration, Personnel, Payroll, Information Systems, Fiscal and Contracts staff	7.5%	\$ 567,864
<b>Board Initiatives:</b> Funds Sacramento Works Board initiatives, including employer outreach, labor market research, participating in regional workforce plans and initiatives	2%	\$ 151,430
<b>Total</b>	<b>100.00%</b>	<b>\$ 7,571,523</b>



**Attachment 2**  
**Revised Resource Allocation Plan for FY 2011-2012**

<b>One-Stop Services Activities and Functions</b>	<b>Proposed Allocation % for Fiscal Year 2011- 2012</b>	<b>WIA Adult and Dislocated Worker Funding 2011- 2012</b>
<b>Talent Engagement:</b> Costs associated with welcoming customers, providing orientation, registration and eligibility determination, skill review, initial assessments, career coaching, counseling, referral to social services, information workshops, and labor market and job forecasting research	28.5%	\$ 2,157,884
<b>Talent Development:</b> Costs associated with vocational skills assessment, career planning, and coaching, for customers enrolled in on-site skills development classes, scholarships, on the job training, occupational skills training, employed worker training, English-language training and support services..	46%	\$ 3,482,901
<b>Talent Job Placement:</b> Costs associated with employer outreach, job development, resume and interview assistance, pre-screening and referral, job advancement and job retention	7%	\$ 530,007
<b>One Stop Support:</b> Program Monitoring, SacWorks support, Client tracking, reporting and follow-up	9%	\$ 681,437
<b>Administration:</b> General Administration, Personnel, Payroll, Information Systems, Fiscal and Contracts staff	7.5%	\$ 567,864
<b>Board Initiatives:</b> Funds Sacramento Works Board initiatives, including employer outreach, labor market research, participating in regional workforce plans and initiatives	2%	\$ 151,430
<b>Total</b>	<b>100.00%</b>	<b>\$ 7,571,523</b>



## ITEM 5 - INFORMATION

### WORKFORCE INVESTMENT ACT REAUTHORIZATION UPDATE

#### BACKGROUND:

In 1998, Congress passed the Workforce Investment Act (WIA) as the largest single source of federal funding for workforce development activities. WIA created a universal access system of one-stop career centers, which provides access to training and employment services for a range of workers, including low-income adults, low-income youth, and dislocated workers.

As part of the American Recovery and Reinvestment Act of 2009, Congress made substantial, badly-needed new investments in WIA. As Congress looks to reauthorize WIA in 2012 it will be an opportunity to help ensure that workers receive the services and supports they need to go back to work. In June, 2011, the Senate Health, Education, Labor and Pensions (HELP) Committee release a discussion draft of the proposed Workforce Investment Act Reauthorization and Congressman Buck McKeon introduced the Workforce Investment Improvement Act to the House of Representatives. Both bills seek to:

- (1) increase for individuals, particularly those with barriers to employment, access to and opportunities for employment, education, training, and supportive services;
- (2) support the alignment of the workforce investment, education, and economic development systems;
- (3) improve the quality and relevance of workforce investment, education, and economic development efforts to provide workers with the skills and credentials they need to get and keep decent jobs, and to provide employers with the skilled workforce they need to succeed in the global economy;
- (4) improve the delivery of services through the workforce development system for workers and employers; and
- (5) increase the prosperity of workers and employers, the economic growth of communities, regions, and states, and the global competitiveness of the United States.

Staff will provide summaries of the bills and updates on the Reauthorization process to the Board. Updates on the WIA Reauthorization can be found at:

<http://www.nationalskillscoalition.org/>

STAFF PRESENTER: Robin Purdy