

## WIB BOARD MEMBERS

LARRY BOOTH  
Frank M. Booth, Inc.

LESLIE BOTOS  
Blood Source

BRIAN BROADWAY  
Sacramento Job Corps

BILL CAMP  
Sacramento Central Labor Council

PAUL CASTRO  
California Human Development Corporation

COREENA CONLEY  
Sacramento Veterans Resource Center

LYNN R. CONNER  
Parasec

MICHAEL DOURGARIAN  
MDDV, Inc.

MARK ERLICHMAN  
California Department of Rehabilitation

DIANE FERRARI  
Employment Development Department

TROY GIVANS  
County of Sacramento, Economic  
Development

DAVID W. GORDON  
Sacramento County Office of Education

BERNADETTE HALBROOK  
CSUS

JASON HANSON  
Sierra Pacific Home and Comfort, Inc.

LISA HARR  
Vision Service Plan

BARBARA HAYES  
Sacramento Area Commerce & Trade  
Organization

MATTHEW KELLY  
Sacramento Sierra Building & Construction  
Trades Council

GARY R. KING  
SMUD

DANIEL KOEN  
California Teachers Association

KATHY KOSSICK  
Sacramento Employment & Training Agency

STEVEN M. LADD, Ed.D  
Elk Grove Unified School District

PAUL LAKE  
County Department of Human Assistance

JAMES E. LAMBERT  
Sacramento Builder's Exchange

FRANK A. LOUIE  
Xerox Corporation

ELIZABETH MCCLATCHY  
The Safety Center, Inc.

DENNIS MORIN  
Sacramento Area Electrical Training Center

KIM PARKER  
California Employers Association

MARTHA PENRY  
California School Employees Association

DEBORAH PORTELA  
Casa Coloma Health Care Center

MAURICE READ  
Sacramento Sierra Building & Construction  
Trades Council

LORENDA T. SANCHEZ  
California Indian Manpower Consortium

ANETTE SMITH-DOHRING  
Sutter Health – Sacramento Sierra Region

MICHAEL R. TESTA  
Sacramento Convention & Visitors Bureau

DR. DAN THROGMORTON  
Los Rios Community College District

KINGMAN TSANG  
East West Bank

TERRY A. WILLS, ESQ.  
Cook Brown, LLP

RICK WYLIE  
Beutler Corporation

DAVID P. YOUNGER  
Lionakis Beaumont Design Group



SACRAMENTOWORKS

# SACRAMENTO WORKS, INC. PLANNING/OVERSIGHT COMMITTEE

**Date:** Wednesday, November 16, 2011

**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. Approval of the September 21, 2011 Meeting Minutes
3. Regional Plan Update - Timeline and Template (Robin Purdy)
4. Capacity Building and Training (Sandra Brown/Ellen Franz)
5. Sac Works Implementation and One Stop Reports (Ed Proctor)
6. Sacramento Works Website Review (Terri Carpenter)
7. Input from the public
8. Adjournment

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

**DISTRIBUTION DATE: MONDAY, NOVEMBER 7, 2011**

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

*(Minutes reflect the actual progression of the meeting.)*

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

Wednesday, September 21, 2011  
8:30 a.m.

1. **Call to Order/Roll Call:** Ms. Conner called the meeting to order at 8:37 a.m.

Members Present: Lynn Conner, Coreena Conley, Bernadette Halbrook, Kathy Kossick, Paul Lake, Frank Louie

Members Absent: Matt Kelly, Jim Lambert, Dan Throgmorton

Other Present: Robin Purdy, Phil Cunningham, Cindy Sherwood-Green, William Walker, Edward Proctor, Terri Carpenter, Bette Blanchard

2. **Approval of the July 25, 2011 Meeting Minutes**

Minutes were reviewed; no questions or corrections.

Moved/Kossick, second/Lake, to approve the July 25 minutes.  
Voice Vote: Unanimous approval.

3. **Review of Regional Workforce Investment Strategic Plan**

Ms. Purdy stated that a meeting was held with members of the regional WIBs where the various strategic plans were reviewed; attendees came up with four regional goals.

Mr. Ed Proctor will take the lead on VOS which is under Goal #1. Under Goal #3, Yolo County will take the lead. The focus of Goal #5 is to look at where LWIBs will be in a couple of years.

Ms. Conner asked what kind of time commitment would be involved and Ms. Kossick replied that there would probably be three to four meetings this fall; it is hoped this is wrapped up for action by January. Mr. Louie wants to get more involved in Employer Outreach and how the actions blend together. Ms. Purdy stated that staff will develop a timeline and inform committee members about the time frames and whether they would be interested in participating. In response to a question from Ms. Conner, Ms. Purdy stated that this will be opened to the full board and it is hoped that non-participating members will become involved.

Under Goal #2, a modification was made changing "create a 'regional brand'" to "promote a regional brand." The idea is to communicate to employers in the region that this is where they go for employer services and potential employees.

Ms. Kossick stated that the focus will definitely be on a regional, rather than local level.

**4. Annual Report - One Stop Career Center**

Ms. Purdy reviewed the annual report. The career centers served over 70,000 customers, and 50,583 customers were enrolled in staff assisted services. Youth specialists provided services to 18,000 youth in the community.

The number of people that exit the program and are found in the base-wage information from EDD include over 5,000 people, but it is a decrease in the actual percentage of people. The retention rate for dislocated workers went down. Career center staff are seeing more customers that are on long-term unemployment. The most enrollments are in the Administrative and Supportive Services occupational cluster.

The Common Measures Outcomes was reviewed; the policies were changed to get better outcome data. Future reports will include the name of the schools, the number of people enrolled, the number that successfully completed, and the number of customers that got jobs. This new policy was put in place in July. The first results should be seen by January, 2012.

Ms. Conner inquired about the progress of the Gold Standard Evaluation. Ms. Purdy replied that it is expected that the evaluation will be starting in February. However, Ms. Purdy received an e-mail that some of the other local areas were saying that starting in the second half of the year would be difficult since they would not have any funds for training left. Ms. Purdy is hoping that the study will be put off until next fiscal year.

**5. Approval to Submit a Request to Transfer Workforce Investment Act (WIA) Dislocated Worker Funds to Adult Funds, Program Year (PY) 2011-12**

This item was approved in the plan modification; this item is moving money from the dislocated worker funding to the adult funding stream. This is done to make it easier to report the eligibility. Staff do not have to document worker status and it allows for more flexibility. Ms. Purdy stated that this is essentially an accounting/ bookkeeping item. It does not change the services that are available to dislocated workers.

Moved/Lake, second/Conley, to approve the submission to the State of California, EDD of the request to transfer \$2,062,290 in WIA Dislocated Worker funds into the WIA Adult funding stream for PY 2011-12.

Roll call vote: Aye: 6, Nay: 0, Abstentions: 0

The Committee reviewed a one page overview of the American Jobs Act. The potential for the local area would be that any summer youth funding would come through the LWIBs. The funding for expanding job opportunities for adults would flow through TANF dollars. Ms. Purdy stated that the agency received some information from the National Association of Counties that specifically talks about the funding impact on the various California counties.

Ms. Carpenter distributed a draft booklet entitled “U.S. Department of Labor Employment and Training Administration, Recovery Act Report Submitted Excerpts Highlighting SETA/Sacramento Works.” This booklet reviewed the programs and accomplishments of the programs funded through ARRA Recovery Act funds.

SETA was approached by the local collaborative for green jobs. In the contracting/bidding process, SETA came in as a partner to facilitate hiring and training. This program is focusing on commercial retrogrades, specifically in schools. There will be expansion to community and state colleges. Ms. Purdy stated that over 500 people have been trained in green energy in the past two years.

6. **Input from the public:** None.
7. **Adjournment:** The meeting was adjourned at 9:21 a.m.

**Regional Workforce Investment Board Strategic Plan Template  
Draft—October 26, 2011**

**Timeline:**

- October 26, 2011 Convener’s Meeting
- November – January Goal Committee meetings
- Late January, 2012 Draft Presented to Regional WIB Executive Committee
- February-March 2012 Strategic Plan Presented to Regional WIB Boards for approval

**Five Regional Goals:**

In order to achieve greater collaboration and consistent services to the region’s employers and job seekers there are five goals that will need the attention and commitment from the region’s Workforce Investment Boards. In this plan each of these goals are linked to strategies, action steps, performance metrics, responsible parties, implementation timeframes and resources.

**Goal Statement #1: Conduct Regional Outreach to Employers**

Strategy	Action Steps	Performance Metrics	Timeframe	Responsible Parties	Needed & Available Resources
<b>Create a “Regional Brand”</b> Create one simple tagline to create regional identity Present a clear message to employers on value of services	1.				
<b>Collect, track and publicize workforce system successes</b> Showcase employers who have hired great workers in high wage jobs	1.				
<b>Employer outreach</b> Develop a tiered outreach strategy (regional, county, one-stop career center and staff strategies to reach employers) Develop a common message and promote specific programs and services	1.				

**Goal Statement #2: Provide high-quality services through the One-Stop System**

Insert goal statement.

Strategy	Action Steps	Performance Metrics	Timeframe	Responsible Parties	Needed & Available Resources
<p><b>Improve and market the value of the One-stop system</b>                      Focus on capacity building and training for staff and partners, including how to:</p> <ul style="list-style-type: none"> <li>• Regionally promote the One Stop Career Center system</li> <li>• Promote specific services (Tax Credits, OJT, Employer recruitment)</li> </ul>	<p>1.</p>				
<p><b>Design, improve and market the virtual one-stop system website and technology</b></p> <ul style="list-style-type: none"> <li>• Develop a Regional Virtual One Stop (VOS) User Group</li> <li>• Train staff and partners on Virtual One Stop customer modules</li> <li>• Utilize social media and internet tools</li> <li>• Recommend technology improvements</li> <li>• Create Reports to use in improving the system</li> </ul>	<p>1.</p>				

**Goal Statement #3: Prepare Youth to Thrive and Succeed**

Insert goal statement.

Strategy	Action Steps	Performance Metrics	Timeframe	Responsible Parties	Needed & Available Resources
<p><b>Engage regional employers and academia</b>                      Strengthen Youth Councils in the region                      Share information on regional strategies to develop career pathways and promote attainment of diplomas and degrees</p>	<p>1.</p>				
<p><b>Market and deliver work readiness credentials</b>                      Review work readiness credential systems in the region                      Make a recommendation on a minimum standards for work readiness credentials for the region</p>	<p>1.</p>				

**Goal Statement #4: Gather and Utilize Workforce Intelligence**

Strategy	Action Steps	Performance Metrics	Timeframe	Responsible Parties	Needed & Available Resources
<p><b>Identify critical economic development and workforce issues and trends</b>                      Identify key economic development partners in the region                      Share policies and directives on financial assistance awards and training activities                      Present options for regional policies for training and financial assistance</p>	<p>1. 2.</p>				
<p><b>Update critical occupational cluster report</b>                      Participation in Next Economy, Capital Area Prosperity Planning process                      Use a sector/cluster approach to training                      Focus on career pathways                      Focus training funds on critical occupational clusters</p>	<p>1.</p>				
<p><b>Identify employer and job seeker training and career path needs and gaps</b>                      Conduct research on job loss and emerging jobs                      Identify transferable skills of workers and market to employers</p>	<p>1.</p>				



**Goal Statement #5: Get Ready for the Future**

Insert goal statement.

Strategy	Action Steps	Performance Metrics	Timeframe	Responsible Parties	Needed & Available Resources
<p><b>Policy Analysis and Planning</b>                      Research and educate stakeholders regarding policy changes affecting workforce development                          WIA Reauthorization                          The American Jobs Act                      Participation in Next Economy, Capital Area Prosperity Planning process</p>	<p>1.</p>				
<p><b>Regional grant writing</b>                      Get ready for Workforce Innovation Grants: Identify clusters (Small Business/Entrepreneurs) and partners (Community Colleges, Welfare system, business, banks)                          Regional grant management                          Shared responsibility for grant management (oversight and benefit shared)                      Identify fundraising assets and resources (corporations, individuals and foundations) in the region.</p>	<p>1.</p>				