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SACRAMENTOWORKS

**SACRAMENTO WORKS, INC.
EMPLOYER OUTREACH COMMITTEE**

Date: January 11, 2022

Time: 3:00 p.m.

Location: via Zoom

<https://us02web.zoom.us/j/89921393001?pwd=ODRza25RK0VrT0laTGRsZW9YVm5QZz09>

In response to the AB361 (Brown Act Section 54953) relating to the COVID-19 Pandemic, the Sacramento Employment and Training Agency Sacramento Works Employer Outreach Committee is conducting this meeting on Zoom at <https://us02web.zoom.us/j/89921393001?pwd=ODRza25RK0VrT0laTGRsZW9YVm5QZz09>.

Members of the public may join the meeting by clicking the link above or typing the meeting address above into their web browser, or Dial by your location: + 1 669 900 6833 US (San Jose). Find your local number: <https://us02web.zoom.us/j/89921393001?pwd=ODRza25RK0VrT0laTGRsZW9YVm5QZz09>. Meeting ID: 899 2139 3001, Passcode: 542521. Members of the public are encouraged to participate in the meeting by submitting written comments by email to: Monica.Newton@seta.net. Any member of the public who wishes to speak directly to the board regarding any item on the agenda may contact Monica Newton at (916) 263-3753, or Monica.Newton@seta.net. Please include in your request which item you would like to participate on. Additionally, during the meeting any questions or comments may be submitted via the Q&A or chat features on Zoom. Public comments will be accepted until the adjournment of the meeting, distributed to the Employer Outreach Committee and included in the record.

In the event of disruption which prevents broadcasting of the meeting to members of the public using the call-in or internet-based service options, or in the event of a disruption which prevents members of the public from offering public comments, the Board shall take no further action on items appearing on the meeting agenda until public access to the meeting is restored.

Closed captioning will be available. This document and other Board meeting information may be accessed through the Internet by accessing the SETA home page: www.seta.net.

AGENDA

1. Call to Order/Roll Call
2. Action Items
 - A. Approval of Findings and Authorization to Extend Use of Teleconferencing Procedures for Committee Meetings During Declared State of Emergency and/or While State or Local Officials Continue to Impose or Recommend Measures to Promote Social Distancing (Legal Counsel)
 - B. Approval of November 9, 2021 Meeting Minutes

3. Information Items:
 - A. Special Guest – **Amanda Blackwood**
Metro Chamber CEO & SETA/Sacramento Works, Inc. Board Member
 - B. 2022 Action Plan & Annual Program for the EOC
 - C. Employer Meeting Plans for 2022 (Terri Carpenter/William Walker)
 - D. Newsletter Update (Terri Carpenter)
 - E. Seminars Workgroup – OJT Presentation Preview (Andrea Ollanik/Terri Carpenter)
 - F. Membership Workgroup Update (Susan Wheeler)
 - G. Key Performance Indicators Workgroup (Ed Baker/William Walker)
 - H. References - SACOG data

4. Other Reports
 - A. Committee members
 - B. Staff
 - C. Chair
 - D. Public

5. Next Meeting 2nd Tuesday, **March 8, 2022 3:00 PM**

6. Adjournment

Committee Members: Ed Baker, Ron Ellis, Andrea Ollanik, Linzie Fukushima, Spencer Hoke, Renee John, Brittany Jones, Janet Neitzel, Ron Orr, Kriztina Palone, Fabrizio Sasso, Susan Wheeler (12)

This meeting is open to all members of the Sacramento Works, Inc. Board and the public.

DISTRIBUTION DATE: Tuesday, January 4, 2022

Employer Outreach Committee
Minutes/Synopsis
(Minutes reflect the actual progression of the meeting.)

Tuesday, November 9, 2021
3:00 p.m.

Meeting held electronically

1. **Call to Order/Roll Call:** Mr. Ellis called the meeting to order at 3:00 p.m. Roll was called and a quorum was established.

Members Present: Linzie Fukushima, Spencer Hoke, Ron Orr, Janet Neitzel, Ed Baker, Fabrizio Sasso (*joined at 3:06*), Brittany Jones, Susan Wheeler, Kriztina Palone, Ron Ellis

Members Absent: Andrea Ollanik, Renee John

Others Present: Phil Cunningham, Kathy Kossick, Roy Kim, William Walker, Terri Carpenter

2. **Action Item**

- A. Approval of Findings and Authorization to Extend Use of Teleconferencing Procedures for Committee Meetings During Declared State of Emergency and/or While State or Local Officials Continue to Impose or Recommend Measures to Promote Social Distancing
- B. Approval of October 12, 2021 Meeting Minutes

Minutes were reviewed, there were no questions or comments.

Moved/Neitzel, second/Orr, to approve the following items:

- A. Approval of Findings and Authorization to Extend Use of Teleconferencing Procedures for Committee Meetings During Declared State of, Emergency and/or While State or Local Officials Continue to Impose or Recommend Measures to Promote Social Distancing
- B. Approval of October 12, 2021 Meeting Minutes

Roll call vote:

Aye: 9 (Fukushima, Hoke, Orr, Neitzel, Baker, Jones, Wheeler, Palone, Ellis)

Nay: 0

Abstention: 0

Absent: 3 (Ollanik, John, Sasso)

3. **Information Items:**

A. Special Guest

No special guest this month. Ms. Amanda Blackwood will be the special guest in January.

B. Employer Meeting Review – Upcoming Interviews to be Scheduled

Ms. Carpenter reviewed the testimonials displayed on the website. There are three employers to be featured next year. Elica Medical Centers is a future featured employer, which we just completed a two-year ETP contract of approximately \$98,000.

Mr. Walker said we plan on interviewing Acara Business Solutions. Acara is a major contractor with Siemens. The next interview after Acara will be Alcal Construction, which does commercial and residential construction. Alcal Construction is part of Pacific Coast Building Supplies.

Mr. Ellis thanked everyone on their work on the employer meetings.

C. Newsletter Update

Ms. Carpenter reviewed the newsletter. The employer interviews are part of the newsletter. There are two interviews that have not been distributed yet, Alto Ingredients and Pride Staff. Elica, Acara, and Alcal Construction will be featured after the first of the year. This email series started in the spring of 2020. Grocery Outlet's interview will go out, then two services emails for November. Alto Ingredient's interview will go out in December. The standard service is rotated and changed up to avoid repetition.

Ms. Wheeler asked if there is a plan to focus on medium or small businesses.

Ms. Carpenter replied we are looking to highlight employers we have provided a service. The size of the company is not a direct factor.

Mr. Ellis said we have half small and medium businesses featured or represented.

Ms. Wheeler suggested we can use the featured small-medium size businesses to recruit other businesses of that size to participate.

Ms. Carpenter said New Life Electronics was a small business featured, which would be a good example.

Mr. Walker said Grocery Outlet and Alcal are small businesses, with under 50 employees.

Mr. Ellis said Pride Staff is another company that will be featured which is small business.

D. Seminars Workgroup

Mr. Ellis reviewed the seminars held in 2021.

Mr. Hoke reviewed the most recent seminar. There were 17 presentations held virtually in October for our district. There were 234 participants for the seminar in partnership with SETA/Sacramento Works and the Sacramento Metro Chamber.

Mr. Fabrizio Sasso joined the meeting at 3:06 p.m.

Ms. Carpenter stated a survey is given to the attendees at the end of each seminar. Currently, 29 responses have been returned. Those responses show ratings of fours and fives, which is positive. The Agency will send out the survey for a third attempt to get responses back. Three employers reached out with interest in learning about SETA's services. Additional feedback on topics for future webinars was received, including professional skills, soft skills, disabilities, business communication and conflict resolution.

Mr. Ellis recognized Ms. Ollanik's efforts. The next workgroup meeting will be on January 7, 2022.

E. Membership Workgroup

Ms. Wheeler gave an update on membership. We are approaching organizations that can provide us with introductions to small and medium size businesses, specifically businesses aligned with SETA services. The Sacramento Business Journal, "Best Places to Work in Sacramento," will be used to pull a list of businesses from and matched against those industries SETA already works with. Is it a requirement for companies to use CalJobs?

Mr. Walker answered it is not a requirement. We work with anyone who wants to use SETA services to hire.

Ms. Wheeler said she will send the list out to the committee for review. She asked for committee members to identify any companies on the list they may have a contact at, as a way to utilize warm introductions. Ms. Wheeler reached out to All Worth Financial. If a committee member has a contact at a company, send the information to Ms. Wheeler. She is giving a presentation on the Sacramento Works Employer Outreach Committee to the SMUD Business Advisory Committee next week.

Mr. Ellis commented on the invitation being used for outreach and the compiled list being shared. This focus came up to the Sacramento Works Board to increase representation.

F. KPI Workgroup

Mr. Baker said we are meeting monthly and bimonthly next year.

Mr. Walker shared a Key Performance Indicator (KPI) draft report for October. This month we picked up virtual customized recruitment attendees. More information will be shared at the end of the year.

G. 2022 Action Plan

Mr. Ellis spoke on scheduling a presentation on SETA services for three times a year. The presentation created is based off one that was done in the spring.

Ms. Carpenter reviewed the presentation on Employer Services for SETA/Sacramento Works. The presentation reviews our purpose, what employer services are provided, features testimonials from employers who worked with SETA, services for job candidates, employment preparation, and how to contact SETA/Sacramento Works.

Mr. Ellis said the presentation's target audience is prospective employers.

Ms. Carpenter added this is the standard presentation used by internal staff for outreach to all prospective employers.

Mr. Ellis reviewed the annual program and action plan. The proposed 2022 annual program includes six EOC meetings, two topical seminars, five SETA/SWI services seminars, 10-12 employer meetings, monthly e-newsletters with 1 employer success story and 2 features on services, and regular special guests. We have a head start on several objectives.

The Sacramento Works Board has set priorities for the coming year, which may be rolled out to the committees. Those will be added to the EOC plan if necessary.

Mr. Kim said we have monthly regional workforce meetings. At the recent meeting it was discussed what a quality job is, which is largely undefined. Quality jobs and quality employers are an increased priority for the State Workforce Board. It also came up repeatedly at the Sacramento Works Board retreat. With consideration of the tight labor market, should this committee be discussing what other factors should be included in quality jobs and employers and what those implications may be?

Mr. Ellis asked if it would be helpful for the committee to define what quality jobs are in Sacramento.

Mr. Kim said it will be discussed at the board level, though it might be pertinent to start the discussion at the EOC.

Mr. Ellis suggested this topic be put on a future agenda for discussion. He reviewed the EOC objectives for 2022.

H. References

4. Other Reports

A. Committee members:

Ms. Wheeler commented that as a new member she appreciates the level of attention shown.

B. Staff:

Ms. Kossick agreed with Ms. Wheeler, there has been great activity by the committee.

C. Chair:

Mr. Ellis thanked the committee. Looking back on the calendar year, we accomplished a lot and have a good start to 2022.

D. Public: None

5. Next Meeting: Tuesday, January 11, 2022 at 3:00 p.m.

6. Adjournment: The meeting was adjourned at 3:57 p.m.