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LARRY BOOTH
Frank M. Booth, Inc.

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Sacramento Job Corps

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City of Sacramento.

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Sheet Metal Workers Local #104

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Blood Source, Inc.

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Asher College

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Department of Human Assistance

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Los Rios Community College District

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California Department of Rehabilitation

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California Employers Association

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Villara Building Systems



SACRAMENTOWORKS

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

Date: Wednesday, July 6, 2016

Time: 3:00 p.m.

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

AGENDA

1. Call to Order/Roll Call
2. Action Item – Approval of November 18, 2015 minutes
3. Action Item – Approval of FY 2016-2017 Employer Outreach Budget
4. Action Item: Approval to authorize staff to approve event sponsorships
5. Information Item – Discussion of Committee goals and review of the 2012-2013 Strategic Plan to determine committee focus and goals for PY 2016-2017
6. Adjournment

Committee Members: Larry Booth, Diane Ferrari, Jamey Nye, Rick Wylie

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

DISTRIBUTION DATE: WEDNESDAY, JULY 29, 2016

Employer Outreach Committee Meeting Minutes

November 18, 2015

SETA Shasta Room

8:30 AM – 11:00 AM

Attendees:

Terri Carpenter	Kathy Kossick
Dan Ferrari	Jenni Murphy
Tom Kandris	Bill Walker
Roy Kim	Rick Wylie

The meeting was called to order at 10:01 a.m.

I. ACTION ITEM – (Terri Carpenter)

Terri Carpenter asked for approval of the September 22, 2014 minutes. The motion passed and minutes were approved.

II. ITEM III: EMPLOYER OUTREACH CAMPAIGN

Terri asked if anyone had seen the advertisements that were running in the Business Journal. She stated that the last ad for the Business Journal will be coming up soon. Also, beginning in January, the TALENT billboard will be in the southwest Terminal B at the Sacramento airport. Terri said the online TALENT campaign was launched and two days ago the first employer response was received. One committee member asked where the campaign is online. Terri answered that the TALENT advertisements show up through specific Goggle key word searches and appear through Google ad words so that when specific words are entered, the TALENT advertisement is displayed.

One committee member asked if the employer response was from the owner of a small business. Terri answered yes. The committee member continued, stating that at the last meeting there was discussion about how to target the fiscal responsibility of companies because reaching the CEO or the financial person will probably have more impact than reaching the HR person. The decision makers need to see that there is financial benefit. Terri said that with smaller employers, the decision maker often wears multiple hats, including making the hiring decisions. She went on to say that with the new TALENT campaign, the hope is to attract more of those decision makers.

Terri said that it depends on the size of the business and the decision maker. She also said that as employers respond the committee will be able to get a better understanding of the different sizes of companies represented and the diversity of employers.

One committee member asked if EMRL is going to prepare a report with the campaign data. Terri answered yes; EMRL will prepare a report and include information on how many hits were received. Terri said that moving forward EMRL will complete regular reports to monitor the success of the campaign.

One committee member said that it's important to continue to stay engaged with employers that see a benefit to working with SETA. Employers should be asked what works and what doesn't work. He continued stating that employers should be asked if they are hiring or laying employees off; and if they are hiring, why are they not hiring from SETA. The committee member said that it could be a signal that the criterion needs to be modified in order to hire more people. Roy said if SETA can reach the financial people, SETA can show those people the cost benefit.

Another committee member suggested that podcasts might be a good source to tap into sponsorship. The member went on to say that there is a particular podcast, Entrepreneurs Unlimited, whose target audience is business owners and entrepreneurs. Fifty-two employers are participants on the show and there is a concentrated audience. Sponsors are mentioned during commercial breaks. Terri said SETA has budget available in sponsorships if that is an area of interest for the committee. Terri said in January the cost and details can be more closely examined. She said she will follow-up with that.

It is asked if SETA-Sacramento Works is involved in social media. Terri said that SETA and Sacramento Works have a Twitter account. She said Twitter is not as popular for Sacramento Works as the Facebook page. Terri explained that there is more audience engagement on Facebook than on Twitter. One committee member said there needs to be a strategy for the purpose of each channel and how it is used. Terri said the Facebook page is geared toward the general public about Sacramento Works services and also information about job fairs and hiring events. Terri explained that there has never been a social media vehicle just for employers. It is asked if Sacramento Works advertisements are geared toward customers or toward employers. Terri answered that the TALENT campaign is for employers.

One committee member asked if EMRL can analyze and break down the analytics once they are received. Terri said that she will do that with EMRL. She also stated that she will pitch the employer geared social media tool to EMRL and figure out if that is the best mechanism to engage employers.

Another committee member asked if any sense of urgency can be created by displaying a job posting and then removing it not long after it had been posted. This will create urgency for audience.

III. EVENT SPONSORSHIPS

Terri said there was good feedback from the last meeting about untapped industries and big community events in the area. Terri said one of the challenges with the sponsorships is that there is approval for the general budget line item for sponsorships and the committee only meets every two months. Within the time that the committee breaks, opportunities arise. Terri asked the committee for approval to make certain decisions to sponsor based on what had been outlined by the committee. She went on to say that with this approval, opportunities could be seized and the process would not be delayed.

One committee member suggested that a conference call be made when and if the situation arises. Another committee member suggested that the committee give Terri a monetary limit and authority to make sponsorship decisions during the time that the committee is on hiatus. A certain limit can be allotted to Terri and then if more is needed, Terri can call together the committee and have a conference call. The budget needs to be as strategic as possible. Terri said that in the past she had provided a schedule of events that were proposed for sponsorship allocations. Terri went on to say that the allocations at the beginning of the year did not provide much flexibility if an opportunity were to arise.

Terri said that SETA had been approached to sponsor an event at a five-hundred dollar level, but the opportunity presented itself in between committee meetings. The committee told Terri that because this is a discussion item, she will have to come back in January and place it on the agenda as an action item. The committee said that Terri had a consensus of the group for the approval of the five-hundred dollars to be ratified.

It was decided that the committee will pre-allocate the bulk of the sponsorship line item and reserve 20% as a discretionary. Up to twenty-five hundred dollars at one time can be spent without pre-approval from the committee.

IV. COMMITTEE FOCUS and PRIORITIES

Terri said that her focus for 2016 is more employers.

There was a question of what SETA's follow-up procedure is with employees after placement. One committee member explained that SETA usually waits until the customer reaches out, and normally it is during a time when the customer needs

childcare or is in a crisis. Bill Walker said that SETA does check in with employees. SETA remains available and that is what makes clients want to reconnect.

One committee member said that many agencies are trying to track the career pathways clients and are disappointed when they cannot reconnect with these clients after graduation. Customers need to be offered the ability to continue to develop after placement. The committee member continued to say that SETA could make that an expectation and could continue to coach placed customers into advancement through workshops.

Another committee member asked if SETA incentivizes follow-up from clients after placement. She said that Golden Sierra was offering a \$100 gas card to clients who contacted the company six months after employment.

Terri said that there are two different types of customers: the customer that comes into the job center and is served intensively and case managed; and the 'direct hire' customer that is connected until he/she had been placed with an employer.

One committee member said that there are some employees asking for fewer hours because other benefits, such as medical or childcare, are no longer available to them. The committee member said that it is the unintended consequence of making too much money. He said that the committee should ask employers what the impact is they are experiencing. He said there should be education for employers.

Terri suggested the committee look at the analytic report from the outreach campaign that was currently operating, and that may fuel the priorities of what the goal should be in 2016. Terri stated that it offers a chance for more committee representation on the discussion. It will also assist in the transition to WIOA, as SETA is still waiting on guidance to employer changes.

One committee member asked if SETA staff have seen the alternative point of view from the employee standpoint. Terri stated that one company is starting a call center and the starting pay is \$15/hr which is considered a high end customer service wage. The committee member said that is a low wage for his customers. Terri also said SETA had seen more employer activity over the last few years. Bill Walker said that the company wanted to make sure their employees had medical benefits.

Another committee member said that if the minimum wage is raised in Sacramento, some people might drive from outside of Sacramento for the higher wage. He said that raising the pay wage in Sacramento doesn't guarantee that people living in the area are getting that rate.

V. ADJOURNMENT: Terri Carpenter adjourned the meeting at 10:50 am.

ITEM 3 - ACTION

APPROVAL OF FY 2016- 2017 EMPLOYER OUTREACH BUDGET

BACKGROUND:

In June the Workforce Development Board approved the Resource Allocation Plan for FY 2016-2017 which included \$153,239 for Board Initiatives. Funds approved for Sacramento Works, Inc. Board Initiatives include employer outreach. The proposed allocation for employer outreach is \$133,000. Upon approval of the proposed budget, the Employer Outreach Committee will approve the specifics of the proposed employer outreach activities for FY 2016-2017.

The FY 2016-2017 Employer Outreach Budget showing expenditures by activity is included for review.

Employer Outreach FY 2016-2017	
Proposed Activity	Proposed Budget
Event Sponsorships	\$22,000
Job Fair/Business Events	\$10,000
Print Advertising	\$15,000
Broadcast Advertising	\$50,000
Marketing-Graphic Design-Advertising Services	\$36,000
TOTAL BUDGET	\$133,000

RECOMMENDATION:

Approve the allocation of \$133,000 of Board Initiative funds to the Employer Outreach Budget for FY 2016-2017.

ITEM 4 - ACTION:

APPROVAL TO AUTHORIZE STAFF TO APPROVE EVENT SPONSORSHIPS

BACKGROUND:

On November 18, 2015, the Employer Outreach Committee discussed setting a pre-approved amount that staff could authorize for event sponsorships. The committee discussed pre-allocating the bulk of the sponsorship line item for each year and reserving 20% as a discretionary amount to be used for event sponsorships without specific approval from the Employer Outreach Committee.

Also at this meeting, the Committee authorized that up to \$2,500 at one time could be spent without preapproval from the committee.

RECOMMENDATION:

Authorize staff to approve sponsorships for a specific dollar amount up to \$2,500.

Sacramento Works, Inc.
Employer Outreach Committee
2012-2013 Strategic Plan

Goal: Support regional employers' efforts to hire, train and transition employees by enhancing and communicating the availability and value of Sacramento Works' employer and business services.

Strategy #1

Communicate availability and value of Sacramento Works services to the employer community.

- Purchase media advertising to promote benefits and services.
- Produce and distribute marketing materials.
- Update print ads featuring new employer testimonials.
- Explore and implement strategies making use of social networking.
- Update employer and career center marketing brochures.
- Engage WIB members to promote Sacramento Works services within their own organization as well as, other boards and professional organizations members are involved with.
- Engage new business partners to promote and sponsor business related workshops or seminars.
- Target sponsorships to events and activities reaching employers supporting Critical Occupation Clusters and small businesses.
- Participate in 'key' career fairs and employer related events in order to promote Sacramento Works to new audiences.

Outcomes:

1. Employer use of services
2. Visibility of services among employers

Metrics:

1. Job Orders—hold level at least constant over a 12-month period.
2. Hires—hold level at least constant over a 12-month period.
3. Number of new employers using a comprehensive array of services—attract 10 new employers.
4. Audience reached with advertising and marketing materials—
increase number by 10% annually.

5. Financial investment per audience—increase audience reach by 10% annually and maintain cost of audience reach at \$1.82 or lower.
6. Maintain established baseline of 36% of employers using services are supported by Critical Occupation Clusters.

Strategy #2

Enhance Sacramento Works delivery of employer services.

- Adjust and improve current employer feedback system to monitor employer satisfaction, service need, employee retention and marketing effectiveness.
- Adjust and improve current quarterly dash board report produced by employer services staff providing information on employer activity such as recruitment events, job postings, number of hires and wages.
- Present annual marketing/service improvement plan based on employer feedback and analysis of program activities.

Outcomes:

1. Employer service improvement
2. Employer satisfaction

Metrics:

1. Proportion of employers that participate in the feedback system—measured quarterly.
2. Results of employer satisfaction survey—measured quarterly.
3. Number of returning employers—increase repeat customers by at least 10% annually.

Sacramento Works, Inc. Board Structure

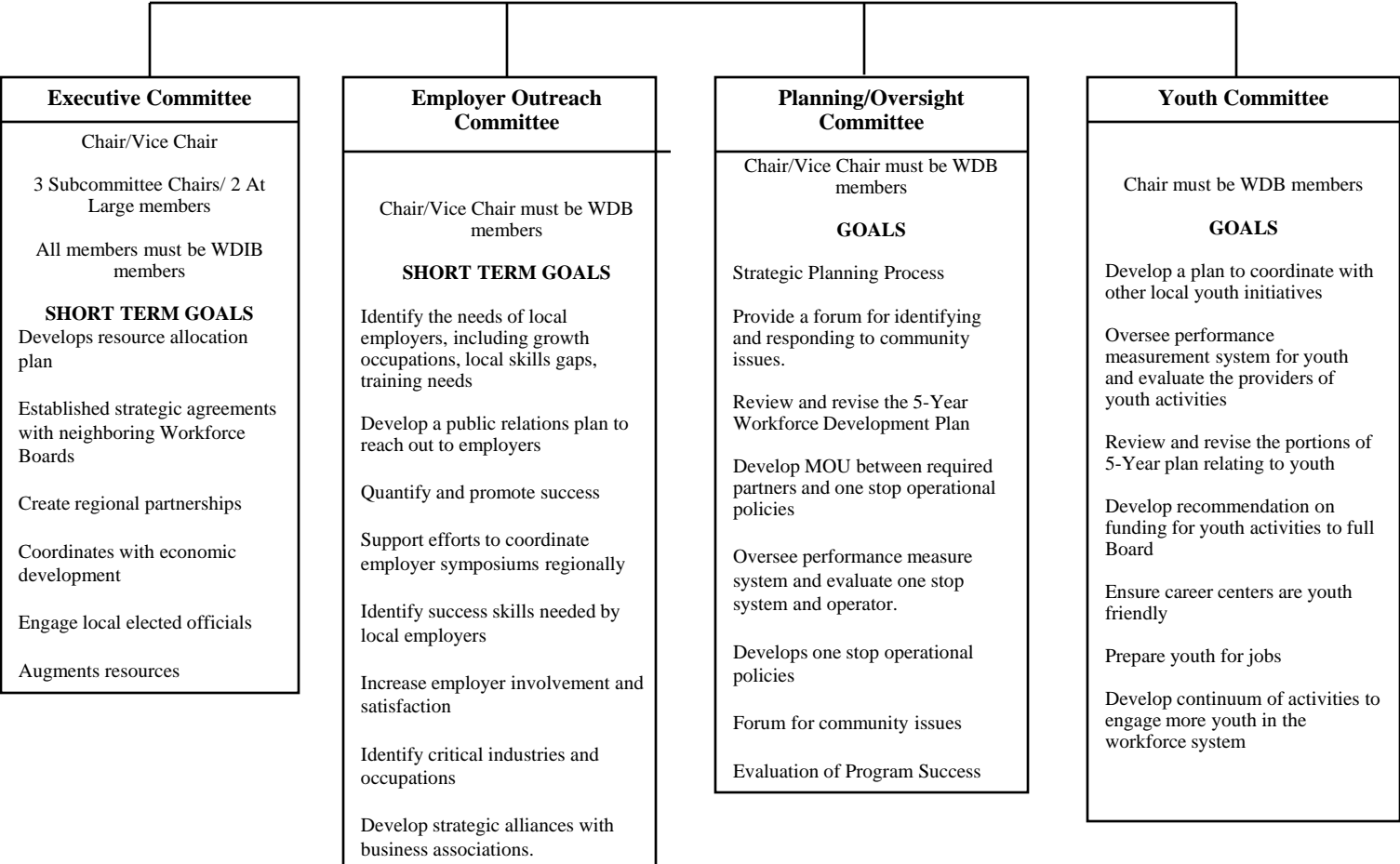
Corporate Stakeholders

- Non-WDB Members
- Fundraising
- Leveraging resources
- Public Relations
- Recruit Employers
- Input to plan

WORKFORCE DEVELOPMENT BOARD
6 Full Meetings Per Year
Work Done by Committees

Staffing:

1. SETA staff assigned to Board and Committees
2. SETA staff assigned for Clerical Support
3. Assign required partners to staff Committees



WDB member must attend WDB meetings and Executive Committee.
 WDB member may designate alternates for other committees.

Employer Outreach Committee

- Identify success skills needed by local employers
- Increase employer involvement and satisfaction
- Identify critical industries and occupations
- Develop a public relations plan to reach out to employers
- Quantify and promote success
- Increase visibility in the business community
- Develop strategic alliances with business associations.