

**WORKFORCE DEVELOPMENT
BOARD MEMBERS**

STACI ANDERSON
PRO Youth and Families

EDWARD W. BAKER
Pacific Ethanol, Inc.

AMANDA BLACKWOOD
Sacramento Metro Chamber of Commerce

LARRY BOOTH
Frank M. Booth, Inc.

N. LISA CLAWSON – Secretary/Treasurer
Kaiser Permanente

LYNN R. CONNER
Better Business Bureau

RONALD J. ELLIS
2SS.com

KEVIN FERREIRA
Sacramento Sierra's Building & Construction
Trades Council

KRISTIN GIBBONS
Department of Human Assistance

TROY GIVANS
County of Sacramento, Economic
Development

DAVID W. GORDON
Sacramento County Office of Education

MICHAEL JASSO
City of Sacramento

GARY R. KING
SMUD

KATHY KOSSICK
Sacramento Employment & Training Agency

CHRISTINE LASTER
Siemens

MATT LEGE
SEIU – United Healthcare Workers

FRANK A. LOUIE
Sacramento Asian Chamber of Commerce

JANET NEITZEL
Employment Development Department

DR. JAMEY NYE
Los Rios Community College District

RONALD R. ORR, JR.
VSP, Inc.

SHARON O'SULLIVAN
California Department of Rehabilitation

JOHNNY PEREZ
SAFE Credit Union

KARL PINEO
Ironworkers Local 118

FABRIZIO SASSO
Sacramento Central Labor Council

ANETTE SMITH
Five Star Bank

AMANDA TAYLOR
Association of General Contractors

RICK WYLIE – Chair
Villara Building Systems



SACRAMENTOWORKS

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

Date: January 12, 2021

Time: 3:00 p.m.

Location:

<https://us02web.zoom.us/j/81645842311?pwd=T3dlcTI6WjFPTjhWN2JSbUI4TIRidz09>

In response to the Governor's Executive Order N-29-20 relating to the COVID-19 Pandemic, the Sacramento Works Employer Outreach Committee is conducting this meeting on Zoom at <https://us02web.zoom.us/j/81645842311?pwd=T3dlcTI6WjFPTjhWN2JSbUI4TIRidz09>. Members of the public may join the meeting by clicking the link above or typing the meeting address above into their web browser, or listen to the meeting by telephone by dialing (for higher quality, dial a number based on your current location): One tap mobile +16699006833,81645842311# US (San Jose); Find your local number: <https://us02web.zoom.us/j/81645842311?pwd=T3dlcTI6WjFPTjhWN2JSbUI4TIRidz09>. Meeting ID: 816 4584 2311, Passcode: 007510. Members of the public are encouraged to participate in the meeting by submitting written comments by email to: Nancy.Hogan@seta.net. Any member of the public who wishes to speak directly to the board regarding any item on the agenda may contact Nancy Hogan at (916) 263-3827, or Nancy.Hogan@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.

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:** Approval of November 10, 2020 Minutes
3. **FEATURED EMPLOYER: PrideStaff**
4. **DISCUSSION ITEM:** Rating the '**Action Plan**' for Employer Outreach

5. **DISCUSSION ITEM** – EOC business
 - Represented position for Troy Givans
(**Linzie Fukushima**, *Economic Development Specialist*)
 - New Members
6. **ACTION** - Endorse represented position and new members.
7. **DISCUSSION ITEM:** Newsletter template, content, EOC member contributions, Targeted 1st issue (Terri Carpenter & EMRL)
8. **DISCUSSION ITEM:** Putting '**EconoView**' to use (William Walker)
9. **DISCUSSION ITEM:** Survey Workgroup results (Ed Baker):
 - #1 Recent Contact Survey (routine follow-ups, **endorsed**)
 - #2 Employer Survey Annual mass survey
(*Comparative year-to-year*)
 - #3 Prospective Employers marketing Survey
10. **ACTION** – Endorse Survey #2 for annual use
11. **DISCUSSION ITEM:** Update on '*Employer Meeting*' plans
12. **ADJOURNMENT**

Committee Members: Ed Baker, Ron Ellis, Troy Givans, Renee John, Brittany Johnson, Christine Laster, Janet Neitzel, Fabrizio Sasso, Rick Wylie (Ex-officio)

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

DISTRIBUTION DATE: TUESDAY, JANUARY 4, 2021

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

Wednesday, November 10, 2020
3:00 p.m.

Meeting held electronically

1. **Call to Order/Roll Call:** Mr. Ellis called the meeting to order at 3:02 p.m. The roll was called; a quorum was established.

Members Present: Ron Ellis, Ed Baker, Lindsey Fukushima (representing Troy Givans), Renee John, Janet Neitzel, Fabrizio Sasso, Christine Laster (joined at 3:23 p.m.)

Others Present: Ron Orr, Spencer Hoke, Andrea Ellinghouse, Kathy Kossick, Brittany Jones, Roy Kim, William Walker, Terri Carpenter

2. **ACTION:** Approval of October 14, 2020 Minutes

Mr. Baker asked that the minutes be corrected to indicate that the survey will be done once per year, not necessarily one year after the initial meeting.

Moved/Baker, second/John, to approve the October 14, 2020 minutes as corrected.

Roll call vote:

Aye: 5 (Baker, Ellis, Fukushima, John, Sasso)

Nay: 0

Abstentions: 1 (Neitzel)

Absent: 1 (Laster)

3. **DISCUSSION ITEM:** Review the '**Action Plan**' for Employer Outreach

Mr. Ellis reviewed the Action Plan. Mr. Ellis asked members to be ready to assign some group ratings for the progress on the objectives.

4. **DISCUSSION ITEM** – Committee Business including:

- Vice Chair: Mr. Ellis has been talking with committee members about the idea of a Vice Chair; Mr. Ed Baker has agreed to serve as the Vice Chair of the committee. There was no discussion.
- New Member: Ms. Brittany Jones, GSEC, has been attending meetings and Mr. Ellis has asked to include Ms. Jones' addition to the membership in the motion.

Moved/Sasso, second/Neitzel, to approve the selection of Mr. Ed Baker as Vice Chair and accept the addition of Ms. Brittany Jones to the Employer Outreach Committee.

Roll call vote:

Aye: 6 (Baker, Ellis, Fukushima, John, Neitzel, Sasso)

Nay: 0

Abstentions: 0

Absent: 1 (Laster)

- New meeting day 2nd Tuesday: Mr. Ellis reviewed the new meeting date which was chosen in a survey of the membership. He asked members to let him know if there are any future needs for an adjustment in the meeting date or time.
- Curating new members: Mr. Ellis has talked with Mr. Orr who has expressed interest in joining the EOC. His membership will be up for an appointment and an endorsement vote in January.

5. **DISCUSSION ITEM:** Progress update on updated Contacts, EMail addresses, etc., for members/staff to use in soliciting surveys, newsletter and targeting Employer Visits and a briefing on 'Econovue': Mr. William Walker reported on what Econovue is which is a Dun and Bradstreet product; their data is updated monthly and uses 30,000 data points. Econovue also goes into the actual health of the business by quarter. Using this product, staff can access Employer data like the number of employees and other items being requested for the analysis and outreach. Not every employer is in Econovue but 60% of the Sacramento Works employers are included. Mr. Walker stated that he thinks using this product would be effective and efficient. Mr. Ellis stated that we want to build up the actual contact information to include the hiring manager and/Operations Manager/CEO who decides whether or not to use the Sacramento Works services.

Ms. Christine Laster joined the meeting at 3:23 p.m.

6. **DISCUSSION ITEM:** Employer Surveys and plans for an annual mass survey, and incremental surveys: Mr. Ed Baker reviewed the survey recommendation being forwarded by the working group. The survey would go out to employers immediately after engagement. This survey would assist to determine how to improve our services to employers. Mr. Ellis suggested having a comprehensive list of industries currently being served, within the already established industry sectors and occupational clusters. Mr. Baker stated that the working group will be modifying the survey, perhaps to accommodate Econovue data. A third survey is being considered in order to engage other local employers that are currently not utilizing our services.
7. **ACTION** – Endorse Survey for use

Moved/Baker, second/John, endorse the survey with industry changes as noted above and for use in immediate follow-ups with employers.

Roll call vote:

Aye: 7 (Baker, Ellis, Fukushima, John, Laster, Neitzel, Sasso)

Nay: 0

Abstentions: 0

8. **FEATURED EMPLOYER:** Newlife Electronics LLC: Mr. Ellis stated that this was an employer meeting including Mr. Walker. Mr. Ellis stated that this was the second employer meeting and it may take a few meetings to figure out who does what. Mr. Ellis reached out to 15-20 employers before scheduling this meeting with George, a small business owner of Newlife Electronics. This business works with a number of electronics companies taking discarded and unusual technology in order to rework it into something that can be used for other purposes. George has a few stable employees and others that come and go. George stated that he likes to find new employees using his own network and through Sacramento Works. Mr. Ellis is hoping to have a similar positive response with other employer interviews.
9. **DISCUSSION ITEM:** Employer Meetings: Mr. Ellis reviewed a list of 'to dos' for future employer meetings. Staff will set up the employer meetings. This list will be refined as we go forward. Mr. Ellis asked for committee members to choose a month to meet with employers. Ms. Brittany Jones, Mr. Ed Baker, Ms. Andrea Ellinghouse, and Ms. Renee John all indicated their willingness to participate in the employer meetings (See annual program calendar).
 - Guideline steps for meetings
 - Sample 'Featured Employer'
 - Forming Employer Meeting Visit/Interview Teams?
10. **DISCUSSION ITEM:** Envisioning a SETA/Sacramento Works - Annual Program Calendar with EOC Meetings, Monthly Employer visits, Quarterly Newsletters, Virtual Seminars: Mr. Ellis reviewed the calendar that will include EOC contacts and employer meetings. Mr. Ellis encouraged members to think about outreach we should conduct as a committee. Mr. Ellis recently participated on a Community Employer Fair conducted by SETA and enjoyed the event. Mr. Ellis reviewed a list of recent events and asked members to use them to think about what events should be offered in the coming year.
11. **DISCUSSION ITEM:** Newsletter content, Target 1st issue: Mr. Ellis stated that content for the first issue is being collected. Ms. Carpenter reported that the newsletter can be launched in the new year; she is waiting for EMRL who is developing a template for the quarterly electronic newsletter. It will have a 'constant contact' feel. The first step is to lay out a template; she hopes to have a first draft of the template which can then be shared in January. Mr. Ellis stated that the content should be simple and quick to read. He encouraged all EOC members to look for newsletter content. Ms. Carpenter asked members if they want to stay with a quarterly newsletter or consider monthly. Ms. Neitzel urged the EOC to continue with the quarterly newsletter because everyone is inundated with information already. She said that she is more likely to read a newsletter

with two articles rather than 10. Ms. Renee John stated that Golden Sierra has a very short employer success story that can be done monthly; it is an employer testimonial. Mr. Ellis would love to see the newsletter go to monthly; but first he is interested in making sure the newsletter content is high quality and that it can be maintained efficiently on a quarterly basis to get started. Ms. Carpenter will have the template ready for review and it can be changed to monthly if the committee decides.

Mr. Ellis spoke of his participation in the Employer Career Fair on October 28. He was very impressed with the speaker from Siemens. He filled out a form and received a call from a SETA staff member, Toni Corso. Mr. Ellis stated how impressed he was by Ms. Corso's knowledge and professionalism.

Ms. Kossick suggested perhaps a bi-monthly newsletter rather than quarterly or monthly.

12. **ACTION ITEM:** Next Meeting 2nd Tues., **January 12, 2021 3:00 PM**
13. **ADJOURNMENT:** The meeting was adjourned at 3:58 p.m.