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SACRAMENTOWORKS

## SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

**Date:** Wednesday, June 10, 2015

**Time:** 3:30 p.m.

**Location:** Rancho Cordova Job Center  
10381 Old Placerville Road, Suite 150  
Sacramento, CA 95827

### AGENDA

1. Call to Order/Roll Call
2. **Action:** Approval of March 25, 2015 Minutes
3. **Information:** 2015-2016 Employer Outreach Campaign - EMRL
4. **Action:** Approval of Fiscal Year 2015- 2016 Employer Outreach Budget
5. Adjournment

**Committee Members:** Larry Booth (Chair), Diane Ferrari, Lisa Harr, Tom Kandris, Dr. Jenni Murphy, Rick Wylie

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

**DISTRIBUTION DATE: WEDNESDAY, JUNE 3, 2015**

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

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

Wednesday, March 25, 2015  
9:00 a.m.

1. **Call to Order/Roll Call:** Mr. Booth called the meeting to order at 9:03 a.m.

Members Present: Larry Booth, Diane Ferrari, Lisa Harr, Tom Kandris, Jenni Murphy, Rick Wylie

Member Absent: Susan Mansfield

Others present: Frank Louie, Lynn Conner, Terri Carpenter, Phil Cunningham, Janet Nietzel, and William Walker

2. **Action Item** – Approval of September 24, 2014 minutes

Minutes were reviewed; no questions or comments.

Moved/Ferrari, second/Harr, to approve the September 24, 2014 minutes.  
Voice Vote: Unanimous approval.

3. **Information item:** Discussion of 2015 Employer Outreach Committee Goals

Mr. Booth stated that the EOC goals are the same as last year. If any member has an affinity group (Rotary, professional association), notify him and Ms. Carpenter and they will make a 5-15 minute presentation depending upon the group.

Mr. Booth suggested that during the Spring and Fall, committee members do a site visit to a Job Center so we know what they do and we can talk more intelligently. Possible tour sites: Rancho Cordova, Hillsdale, Galt, Mark Sanders, and Franklin. Ms. Conner stated that she recently toured the Galt center and they have a fabulous farmers market. It was decided that the committee would tour the Rancho Cordova Job Center.

Mr. Wylie suggested that there may be some employers that board members know that can be included on the tour as well. When a tour is scheduled, invite as many employers to attend the tour. It is an opportunity to educate employers with a one hour tour.

Dr. Murphy inquired whether EOC members had presented before human resources associations. Ms. Carpenter replied that it has been three to four years since we have done a presentation to SAHRA but good idea to do it again; Dr. Murphy has a contact and will work with Ms. Carpenter to get a presentation on the agenda.

Mr. Booth reported that he recently visited the Sacramento State engineer program. He was very impressed with the caliber of the 1,300 candidates. Most of the students were construction management engineers. It was a very uplifting day.

Mr. Cunningham stated that under the new Act, there is emphasis on the in-demand occupations and this could be what this committee decides what are the in-demand sectors. Pertinent information will need to be gleaned from the employers and then educate the board what the high demand occupations are.

Ms. Carpenter stated that the Agency has modeling programs that can be revisited through Career GPS. Staff could support the committee by providing data on what is projected by economic development departments.

Dr. Murphy asked whether we mesh with Next Economy and Mr. Cunningham replied that we collaborate with them and will be working with them to update the information.

Ms. Carpenter stated that staff will definitely be looking at what the new Act expects regarding employer services.

Mr. Frank Louie stated that he is on the Sacramento Asian Chamber and the SARTA board and can set up a time before each of these organizations for Ms. Carpenter and Mr. Walker to make a presentation.

4. Adjournment: The meeting was adjourned at 9:18 a.m.

ITEM 4 - ACTION

APPROVAL OF FISCAL YEAR 2015- 2016 EMPLOYER OUTREACH BUDGET

BACKGROUND:

In May the WIB approved the Resource Allocation Plan for FY 2015-2016 which included \$174,792 for Board Initiatives. Funds approved for Sacramento Works, Inc. Board Initiatives include employer outreach. The proposed allocation for employer outreach is \$133,000, the same amount allocated in the prior year. With the recent focus on business services under the Workforce Innovation and Opportunity Act, the Employer Outreach Committee has the opportunity to discuss priorities for business outreach. Upon approval of the proposed budget by the Sacramento Works Board, the Employer Outreach Committee will approve the specifics of the proposed employer outreach activities for FY 2015-2016.

The FY 2015-2016 Employer Outreach Budget showing expenditures by activity is included for review and discussion.

<b>Employer Outreach FY 2015-2016</b>	
<b>Proposed Activity</b>	<b>Proposed Budget</b>
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
<b>TOTAL BUDGET</b>	<b>\$133,000</b>

RECOMMENDATION:

Approve the allocation of \$133,000 of Board Initiative funds to the Employer Outreach Budget for FY 2015-2016 and forward the recommendation to the Sacramento Works Board.