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SACRAMENTOWORKS

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

Date: Wednesday, January 4, 2017

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 December 7, 2016 minutes
3. Action Item: Approval of the “Build Your Own Workforce” Agreement
4. Discussion Item: Review the “Build Your Own Workforce” Action Plan and Determine Next Steps for Implementation.
5. Adjournment

Committee Members: Larry Booth, Dennis Canevari, Mike Dourgarian, Diane Ferrari, Dr. Jamey Nye, Kim Parker, Louise Stymeist, Rick Wylie

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

DISTRIBUTION DATE: WEDNESDAY, DECEMBER 21, 2016

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

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

Wednesday, December 7, 2016
3:00 p.m.

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

Members Present: Diane Ferrari, Dennis Canevari, Louise Stymeist, Rick Wylie, Dr. Jamey Nye, Kim Parker

Members Absent: Larry Booth, Mike Dourgarian

Others present: Phil Cunningham, Terri Carpenter, William Walker, Roy Kim, Kathy Kossick, Teresa Milan.

2. **Action Item** – Approval of November 2, 2016 minutes

Mr. Canevari noted a correction to the minutes: page two, last sentence of the second paragraph. He requested ‘minimum wage’ be corrected to state ‘prevailing wage’.

Dr. Nye noted a correction on page 2, middle paragraph. He stated that Los Rios allocates *several* million dollars annually for regional projects, not just one million dollars.

Moved/Canevari, second/Ferrari, to approve the minutes with the corrections noted by the clerk.

Roll call Vote:

Aye: 6 (Ferrari, Canevari, Stymeist, Nye, Parker, Wylie)

Nay: 0

Abstentions: 0

Absent: 2 (Booth, Dourgarian)

3. **Action Item**: Approval of the “Build Your Own Workforce” Agreement

Ms. Terri Carpenter reviewed the draft document with the committee and asked for input from the committee.

Ms. Stymeist stated Ms. Carpenter’s draft is phenomenal but there is so much that has not yet been defined; it is a really good first effort. Ms. Carpenter agreed that there are some things that need to be defined more clearly, i.e., roles and

responsibilities, work skills, and readiness training. Dr. Nye stated that Los Rios has information that this is consistent across employer sectors. They created on-line modules that can be put into any curriculum. We need to identify which module should be used for a specific employer. Dr. Nye has access to this information through the Chancellor's office.

Dr. Nye stated that the location of the training modules can be found at www.newworldofwork.org

Mr. Wylie stated that the employers he knows do not know what they need. We need to expand employer agreement and tell the employers that they will have all of these services, you have to commit to participate with us and give us access to the information we need to meet our performance standards, including promotions, raises, etc.

Mr. Canevari suggested having a contact person where staff can go to get the data we need. Assign a person to collect the data, etc., so they know going in that the employer has a person collecting the information.

Mr. Cunningham asked if we are asking the employers to hire a person? Will they hire the person through our system? If so, we have to define what will be done in the contract.

Ms. Carpenter stated that the employer will commit to hire one person or five, and we will teach the employer how to do it. Mr. Wylie stated that if an employer is not interested in hiring people, they are not the employer we want to work with.

Mr. Kim suggested attaching an estimated schedule. Mr. Cunningham agreed that it should include a timeframe when certain reports are to be returned to staff including some data.

Mr. Wylie stated that we need to teach the employers how to interview and give potential employees testing so they can provide their own HR services.

Ms. Carpenter will update the draft agreement and send it to Mr. Cunningham and the committee members before the next meeting. This will be reviewed and presented again at the January 4, 2017 meeting.

Mr. Wylie asked if there is any update on the grant; Ms. Carpenter replied that she is expecting the grant notification to be announced on December 14. All of the recommendations were on Tim Rainey's desk but he has been out sick.

4. **Action Item:** Approval of the "Build Your Own Workforce" Employer Focus Group Questions

Ms. Carpenter reviewed the draft focus questions.

Dr. Nye is a fan of fewer questions. Fewer questions is better especially if they could be perceived negatively.

Ms. Parker invited Ms. Carpenter to a CEA employer event where she could potentially have employers available to serve as a focus group.

5. **Adjournment**: The meeting was adjourned at 4:13 p.m.

Build Your Own Workforce Agreement

This Agreement is between the Sacramento Employment and Training Agency (SETA)/Sacramento Works and an Industry Specific Employer Champion.

- A. **Purpose:** The Partner Agreement is a pilot project to develop a employer/industry led model that can be used to hire, train and mentor entry-level workers. This model will provide employers with the tools to build their own workforce, and will include developing services and supports to assist other employers in hiring, training and mentoring entry-level workers to include the following:
- B. **Roles and Responsibilities:**

SETA/Sacramento Work Agree:

Interest and Ability Assessments SETA/Sacramento Works to provide technical assistance workshops to /employer/business on the variety of assessment tools available to assess interests, abilities and skills.

Topics to be covered will include:

- Types of assessments available
- How to interpret assessments based on job descriptions/hiring criteria
- How assessments can be used in the candidate interviewing process,
- How an employer can use Interest and Abilities assessments to develop a candidate success profile.

Work Readiness Skills Training: SETA/Sacramento Works to provide access to work-readiness skills training to prepare candidates and ensure the success of new hires with an employer. The agency will engage input from employers to determine the most important 21st Century work-readiness skills candidates need to be successful on the job and develop an industry-recognized certification for the course.

New Hire Training Models: SETA/Sacramento Works to provide a "Turn- Key" Mentorship and New Hire Training solution specific to the employers needs to aid the Leads, Supervisors and Managers of small to medium sized companies in growing their workforce. The solution will include a road map/template for Career Pathways Development within business sectors and a Coaching Manual for Supervisory Personnel that can be modified for an employers' specific business.

Employer/Business Agree:

Employer Research & Input:

The Employer/Business will assign a point of contact to provide SETA with the following:

1. The number of entry level employees hired through the Build Your Own workforce program.
2. Provide feedback on the benefits of using the "Build Your Own Workforce" approach to hiring new entry level employees.
3. Provide feedback on the pilot tools/services that were most beneficial to employers in developing capacity to train their own workforce.
4. Provide data on pay increase/promotion earned by the entry-level employee hired through the program.
5. Provide data on the retention of entry-level employees.

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Evaluation Phase: Employer/Business will enroll in the program and be engaged for a one year period to evaluate the program's impacts, including its ability to increase hiring and retention of entry-level workers.

- C. **Reporting Requirements:** SETA/Sacramento Works will be responsible for collecting, collating, and submitting data pertaining to project outputs/outcomes, and expenditure of the project to the Sacramento Works Employer Outreach Committee, serving as the Project Team oversight.
- D. **Resources & Support:** Existing resources available from strategic employer partners, education, and workforce will be leveraged to develop a cost-effective program. SETA/Sacramento Works will allocate resources to aid in the development of the program elements and resources required to execute this pil E. **Timeframe:** This Agreement will commence on _____ and will end _____.
- F. **Confidentiality:** To ensure the confidentiality of all information aggregated for this project, all parties agree to adhere to the strictest exchange of information between entities associated with the administration of the project.

The Sacramento Employment and Training Agency (SETA)/Sacramento Works is the lead agency for this project and accepts full responsibility for the performance of the collaborative organizations/agencies. This Agreement is between SETA and the Employer/Business identified and may be amended only by written agreement signed by each of the parties involved.

SETA/Sacramento Works	
Authorized Official: _____ <div style="text-align: center;">Signature</div>	_____ <div style="text-align: center;">Date</div>
Printed Name and Title: Kathy Kossick, Executive Director Agency name: The Sacramento Employment and Training Agency (SETA)	
Employer/Business	
Authorized Official: _____ <div style="text-align: center;">Signature</div>	_____ <div style="text-align: center;">Date</div>
Printed Name and Title: Agency name: (Employer/Business)	

Sacramento Works, Inc. Employer Outreach Committee

“Build Your Own Workforce” Action Plan

Goal

Develop “Build Your Own Workforce”, an Employer Engagement Model that clarifies the types of employer support and activities that Sacramento Works will provide to increase the employment of entry level workers. The program will be delivered utilizing the train-the-trainer concept with businesses teaching other businesses how they can hire, train and mentor their own entry-level workers. The program will be developed by Business for Business.

Development Activities

The “Build Your Own Workforce” pilot will develop a business-led model that can be used to hire, train and mentor entry-level workers in the Construction, Hospitality/Tourism, and Advanced Manufacturing business sectors. This model will provide employers the tools to build their own workforce, and will include developing services and supports to assist other businesses in hiring, training and mentoring entry-level workers to include the following:

Interest and Ability Assessments: Sacramento Works will provide technical assistance workshops to business on the variety of assessment tools available to assess interests, abilities and skills. Topics covered will include: What types of assessments are available? How to interpret assessments based on job descriptions/hiring criteria, how assessments can be used in the candidate interviewing process, and how an employer can use Interest and Abilities assessments to develop a candidate success profile.

Work Readiness Skills Training: Sacramento Works will provide access to work-readiness skills training to prepare candidates and ensure the success of new hires with an employer. Sacramento Works will engage input from employers to determine the most important 21st Century work-readiness skills candidates need to be successful on the job and develop an industry-recognized certification for the course.

New Hire Training Models: Sacramento Works will provide a “Turn- Key” Mentorship and New Hire Training solution to aid the Supervisors and Managers of small to medium sized companies in growing their workforce. The solution will include a road map/template for Career Pathways Development within business clusters and a Coaching Manual for Supervisory Personnel that can be modified for an employers’ specific business.

Program Development Strategy

Research Phase:

A series of focus groups and interviews will be conducted to gauge employer interest in participating in the pilot, and provide feedback on the concept of providing workshops on how to hire and train entry level workers, the challenges that they face in training employees and what methods of workshop delivery and technical assistance formats are preferred (i.e., classroom training, webinars, on-line classes). Employer input will be gathered on the types of tools that would be beneficial to hiring and training entry level employees.

Development Phase:

Based on the data gathered from employers, the pilot, "Build Your Own Workforce", will be developed. A gap analysis will be conducted to determine which resources are currently available and what resources will be needed to support the development of the pilot program.

Implementation Phase:

The Sacramento Works Employer Outreach Committee, serving as the Project Team, will connect three employer champions from each business sector: Construction, Hospitality/Tourism, and Advanced Manufacturing to enroll into the "Build Your Own Workforce" pilot. Business service providers will be procured to develop the "turn-key" Mentorship and New Hire training model, facilitate topic-specific workshops and provide technical assistance to other businesses.

Evaluation Phase:

The employers enrolled in the program will be engaged for a one year period to evaluate the program's impacts including its ability to increase hiring and retention of entry-level workers.

Resources & Support Needed

Existing resources available from strategic employer partners, education, and workforce will be leveraged to develop a cost-effective program. Sacramento Works will allocate \$60,000 of the 2016 Employer Outreach Budget to aid in the development of the program elements and resources required to execute this pilot.

Target Dates

Objectives/Activities	Estimated Dates
Quarter 1: Research Phase	November 2016 – January 2017
Develop employer list for invites to focus group	Nov-30-16
Conduct employer focus groups to test Build Your Own Workforce pilot concept	Dec-31-16
Data gathered from focus groups utilized to fine tune pilot	Jan-1-17
Final plan developed for the Build Your Own Workforce pilot	Jan-31-17
Quarter 2: Development Phase	February 2017 - April 2017
Begin development of the Build Your Own Workforce pilot	Feb-1-17
Conduct resource gap analysis	Feb-1-17
Procure technical assistance providers/services	Mar-1-17
Develop workshops and web-based training materials	Apr-30-17
Quarter 3: Implementation Phase	May 2017 - July 2017
Recruit three employer champions from each business segment	May-1-17
Employers enrolled to receive services	June 1 - July 30, 2017
Quarter 4: Evaluation Phase	August 2017 - October 2017
Employer training programs are completed	Aug-30-17
Employer program evaluations - effectiveness of program in training workforce	October 2017 -October 2018
Number of entry level employees hired/retained.	October 2017 -October 2018

Performance Measures

1. Three employer champions from the Construction, Hospitality/Tourism, and Advanced Manufacturing sectors will be recruited to enroll in the pilot.
2. Employer champions will find success with the "Build Your Own Workforce" approach, increase their hiring of entry-level job applicants through the Sacramento Works system.
3. Employer champions will be strong advocates for other businesses to enroll in the "Build Your Own Workforce" program.
4. The employers enrolled in the program will be engaged for a one year period to determine if the pilot program provided the resources needed to increase their ability to hire and train entry level workers.
5. The number of employers completing the training program.
6. The number of entry level employees hired by the employers participating in the program.
7. Employer feedback on the benefits of using the "Build Your Own Workforce" approach to hiring new entry level employees.
8. The pilot tools/services that were most beneficial to employers in developing capacity to train their own workforce.
9. The pay increase/promotion earned by the entry-level employee.
10. Retention of entry-level employees.
11. Pre and Post survey of participating employers.
12. Employer ROI/Cost Benefit Analysis through participation in the "Build Your Own Workforce" program.