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SACRAMENTOWORKS

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

Date: Wednesday, March 1, 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: Approval of February 1, 2017 minutes
3. Action: Approve the Build Your Own Workforce Workshop Program Outline
4. Action: Approval to Extend The Placement of the Talent Billboard in Terminal A at the Sacramento International Airport
5. Adjournment

Committee Members: Janet Bard, 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, FEBRUARY 22, 2017

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

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

Wednesday, February 1, 2017
3:00 p.m.

1. **Call to Order/Roll Call:** Mr. Wylie called the meeting to order at 3:08 p.m. The roll was called and a quorum was achieved.

Members Present: Janet Bard, Rick Wylie, Dr. Jamey Nye, Louise Stymeist, Kim Parker (called in via speaker phone)

Members Absent: Dennis Canevari, Diane Ferrari, Larry Booth, Mike Dourgarian,

Others present: Phil Cunningham, Terri Carpenter, Roy Kim, Kathy Kossick, William Walker, Randy Bloomfield (EDD)

2. Action Item – Approval of January 4, 2017 minutes

Minutes were review; no questions or comments.

Moved/Nye, second/Stymeist, to approve the January 4, 2017 minutes.

Roll Call Vote:

Aye: (Nye, Stymeist, Wylie)

Nay: 0

Abstentions: 2 (Bard, Parker)

Absent: 4 (Canevari, Ferrari, Booth, Dourgarian)

3. Discussion Item: “Build Your Own Workforce” Implementation Update

Ms. Carpenter distributed the implementation plan. Staff is in the process of looking at assessment tools available free to us and employers. There is an Interest Profiler in Cal Jobs; this tool connects you to jobs you're qualified for and allows the employer to do a search for key elements. This is the statewide system used by all workforce boards and is accessible through the internet. There was discussion regarding potential conflicts of interest with committee members. Mr. Cunningham stated that under the new act, board members are not subject to automatic exemption. He was looking at exemptions and he stated that Ms. Parker, SMUD, and PGE can participate in this program. Mr. Cunningham will look at Mr. Booth and Mr. Wylie's situation on a case-by-base relationship. As owners or partners of participating organizations they would have to excuse themselves from the contract negotiations. The problem is that Rick designed the program and now he may not be able to participate in the system. There is an appearance of a conflict of interest. There was a discussion

on the requirement for employers to participate. The criteria established is an employer who needs to hire 5 entry level employees within a six month period. Ms. Carpenter asked if we would turn away an employer that wanted to participate but only had the need to hire one employer. Mr. Wylie stated that if there is a long line of employers wanting to participate, let them in.

Ms. Carpenter stated that staff is going through the various modules to determine which would be the most beneficial. She stated that it seems to be the trend in the community to adopt the New World of Work 21st Century Skills curriculum; it is a great program that can be customized by selecting the modules that are relevant to the individual's skill level.

Talent assessment is a component of Work Keys which is a way to put together a team and find a team leader. We are asking the employers to be open with us and share the information to assess what effects the program had on hiring entry level workers. Ms. Carpenter will send the revised time line out to committee members.

Ms. Carpenter is recommending that we try to use resources we already have; we do not have to reinvent the wheel. Maybe it would be great to have a committee member test the various tools to determine which is more relevant. When we put together the mentorship program, we will definitely need input from the committee. From an employer standpoint, we have to figure out what is doable, especially in terms of mentorship. Ms. Carpenter wants employer referrals to sign up for March. She definitely wants to make sure when we have the one sheet marketing piece to make sure it is employer friendly. Ms. Kossick stated that the main thing is we need participating employers.

Mr. Wylie stated that he has gone through this in his company; he sees a penchant for engineering creep. Mr. Wylie suggested that we make it simple; make it "paint by numbers" to make it employer friendly. Mr. Wylie urged committee members to participate in the vetting process.

Ms. Stymeist stated that she can get some Adult Ed programs to look at the various modules. Ms. Bard agreed to test the system.

Mr. Wylie reviewed the agreement elements. It is really an MOU between the parties, i.e., we want the employers to know we are making this available to you, you communicate back with us, and hire entry level people. It is important to make sure there is a good match.

Ms. Carpenter distributed the updated agreement; she and Mr. Cunningham will get together and discuss the agreement.

Via speaker phone: Ms. Parker offered the services of California Employers Association to identify interested parties.

Mr. Bloomfield announced that Honor a Hero, Hire a Vet event will be held May 20, 2017 at McClellan Park.

4. Discussion Item: Review of Strategic Planning Session

Mr. Wylie stated that the facilitator provided excellent guidance and helped attendees sort out goals and ideas. He suggested going through this next couple of months and get this program going and then look at the strategic plan. Mr. Wylie stated that he really feels the need for a Customer Relationship Management system to connect all employers.

Mr. Wylie asked that Ms. Carpenter reach out to see if any Golden Sierra staff wants to work with the 'build your own workforce' program.

We are scheduled to meet every month for a while.

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

ITEM 3 - ACTION

APPROVE THE BUILD YOUR OWN WORKFORCE WORKSHOP PROGRAM OUTLINE

BACKGROUND:

The “Build Your Own Workforce” pilot will develop a business-led model that can be used to hire, train and mentor entry-level workers. This model will provide employers the tools to build their own workforce, and will include developing services and supports to assist businesses in hiring, training and mentoring entry-level workers.’ The program includes an eight-hour Workshop to assist employers in utilizing the following tools:

Module 1 - Work Readiness Skills: Sacramento Works will provide your organization with access to the New World of Work 21st Century work-readiness skills training curriculum to prepare candidates and ensure the success of new hires.

What are the 21st Century Skills? They go by many names: employability skills, professional skills, interdisciplinary skills, transferable skills, non-cognitive skills, and soft skills.

What it all boils down to is the knowledge, work habits, and character traits that are necessary to succeed in this rapidly changing world.

Do some people have these traits and others don’t? This workshop module will assist you in determining if the candidates you are interested in hiring have the skills to succeed in your business.

The New World of Work 21st Century work-readiness series includes lessons with videos and power point presentations on the following topics:

- Adaptability
- Analysis/Solution Mindset
- Collaboration
- Communication
- Digital Fluency
- Empathy
- Entrepreneurial Mindset
- Resilience
- Self-Awareness
- Social/Diversity Awareness

Module 2 - Interest Assessments: Sacramento Works will provide technical assistance to your business on how to use the CalJobs Career Explorer and WorkKeys Talent Assessment.

CalJobs Career Explorer is an internet-based tool that matches job seeker skills to work interests and work values and provides a match to occupations based on their interests and skills. Business can use the CalJobs Career Explorer to assess the individual's fit for the jobs they need to fill. CalJobs Career Explorer provides you with a jobseeker profile, access to their WorkKeys scores and jobseeker preferred occupation along with the skills they possess pulled directly from the "Background Wizard". CalJobs offers a variety of online learning and training courses that you can use to expand the knowledge and skills of your current workers or those you wish to hire.

WorkKeys Talent Assessment measures a set of twelve personality characteristics that reflect a spectrum of behaviors and attitudes that are common in the workplace. These personality characteristics are important for two reasons. First, they are associated with a variety of work outcomes, such as job performance, organizational citizenship, counterproductive work behaviors, and teamwork. Second, they vary in importance depending on job demands and job complexity. Accordingly, when an organization seeks to hire and develop quality employees, it is important to consider personality.

The Talent Assessment is an Internet-delivered inventory of normal personality that contains 165 items. Consistent with other personality measures, the assessment is written at a fifth-grade reading level and can be completed by most individuals in approximately thirty minutes.

The Talent Assessment is designed to measure twelve work-relevant personality characteristics and four compound scales (also known as "Talent indices"). The assessment is based on facets of the Five Factor Model of personality, as well as concepts from the emotional intelligence literature. Both of these have been associated with work-related behavior.

Module 3 – Work Skills Assessment: Sacramento Works will provide business with technical assistance on how to interpret the WorkKeys Skills Assessment based on job descriptions/hiring criteria and how the skills assessment can be used in the candidate interviewing process to develop a candidate success profile.

WorkKeys is a job skills assessment system measuring "real world" skills that employers believe are critical to job success. These skills are valuable for any occupation— skilled or professional—and at any level of education. Many Businesses nationwide use WorkKeys to measure workplace skills of employees and job applicants.

WorkKeys consists of three parts:

- Job Skill Assessments—designed to measure functional and personal skills as they apply to the workplace.

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- Job Analysis—estimates skill benchmarks for specific job positions that individuals must meet through testing.
- Skill Training—helps individuals boost their scores.

WorkKeys consists of 12 workplace skill assessments:

1. Applied Mathematics—applying mathematic reasoning to work related problems.
2. Applied Technology—understanding technical principles as they apply in the workplace.
3. Business Writing—composing clear, well-developed messages relating to on-the-job situations.
4. Listening—being able to listen to and understand work-related messages.
5. Locating Information—using information from such materials as diagrams, floor plans, tables, forms, graphs, and charts.
6. Observation—paying attention to details in workplace instructions and demonstrations.
7. Reading for Information—comprehending work-related reading materials, from memos and bulletins to policy manuals and governmental regulations.
8. Teamwork—choosing behavior that furthers workplace relationships and accomplishes work tasks.
9. Writing—creating effective work-related messages and summaries.
10. Performance—a person’s tendency toward unsafe work behaviors and attitudes.
11. Talent—a person’s dependency, assertiveness and emotional stability, and
12. Fit—how a person’s interests and values correspond to a chosen career.

Job Analysis

This component helps to set benchmarks that correspond with WorkKeys scores, giving the candidate a target score to hit in order to qualify for a job. Employers use this tool to determine which skills are required for a job, and the level of each skill needed to perform the job successfully. When a candidate takes a WorkKeys test, the skill level at which an employee scores corresponds to how prepared he or she is for the job, or how much remedial training a candidate needs.

National Career Readiness System (or Career Readiness Certification –CRC)

WorkKeys exams are the foundation of the National Career Readiness System—a job skills credentialing system. Candidates can earn a National Career Readiness Certificate by taking three WorkKeys exams: Applied Mathematics, Locating Information, and Reading for Information exams. They are awarded certificates of Gold, Silver, and Bronze based on their test scores. In rare instances, they can also score a Platinum level, the highest of all. The higher the skill levels, the more jobs for which the applicant qualifies.

Module 4 – Mentorship Training: Sacramento Works will provide a “Turn- Key” Mentorship solution to Businesses to assist Supervisors and Managers in growing your workforce.

Mentoring Skills for Mentors - At the end of this program you will be able to:

- Undertake and carry out the mentor’s roles and responsibilities.
- Understand and shape the mentee’s roles, responsibilities and expectations.
- Develop and apply a mentoring agreement with your mentee.
- Develop and engage in a development discussion with your mentee.
- Apply key communication and interaction skills in your relationship with mentees.
- Meet your mentoring goals and handle challenges associated with the mentoring relationship.

RECOMMENDATION:

Approve the Build Your Own Workforce Program Workshop Outline

ITEM 4 - ACTION

APPROVAL TO EXTEND THE PLACEMENT OF THE TALENT BILLBOARD IN
TERMINAL A AT THE SACRAMENTO INTERNATIONAL AIRPORT

BACKGROUND:

The Employer Outreach Committee met on July 6, 2016 and recommended adoption of the proposed budget with a portion of the Employer Outreach 2016-2017 budget allocated to support the Build Your Own Workforce pilot program.

All traditional marketing and outreach expenditures have been discontinued. The prior year "Talent. We help you hire it." Campaign included a billboard inside Terminal A at the Sacramento International Airport. The billboard ran January 1, 2016- December 31, 2016. The billboard placement cost is normally \$1,200 per month. However, EMRL, SETA's marketing firm, was able to secure the billboard placement for \$895 per month. SETA has the option to renew the billboard for another year at the same reduced placement rate of \$895 per month for one year ending in January 1, 2018. The total cost to renew the placement for the additional year is \$10,740. A copy of the billboard is attached for review.

To date, no expenditures have been incurred for Event Sponsorships or Employer Outreach leaving a total of \$87,000 available to support the Talent Billboard and the Build Your Own Workforce pilot program. Based on the overwhelming response and viewership of the "Talent" indoor billboard in the Southwest Terminal A at the Sacramento International Airport, staff is requesting the Employer Outreach Committee to approve the placement of the billboard for an additional year.

Employer Outreach FY 2016-2017		
Proposed Activity	Proposed Budget	Remaining Budget as of 3/1/2017
Event Sponsorships	\$ 22,000	\$ 22,000
Job Fair/Business Events	10,000	6,000
Employer Outreach	65,000	65,000
Marketing-Graphic Design-Advertising Services	36,000	12,000
TOTAL BUDGET	\$133,000	\$105,000



RECOMMENDATION:

Approve the expenditure of \$10,740 for the placement of the "Talent" indoor billboard in Terminal A at the Sacramento International Airport for one year commencing on January 1, 2017.