

**WORKFORCE DEVELOPMENT
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Ramos Oil Company, Inc.

LARRY BOOTH
Frank M. Booth, Inc.

DENNIS CANEVARI
Sheet Metal Workers Local #104

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Kaiser Permanente

LYNN R. CONNER –Chair
Better Business Bureau

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Asher College

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Department of Human Assistance

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Employment Development Department

TROY GIVANS
Sacramento County Economic Development
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Sacramento Employment & Training Agency

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The Safety Center, Inc.

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Sacramento Area Electrical Training Center

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California Department of Rehabilitation

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California Employers Association

FABRIZIO SASSO
Sacramento Central Labor Council

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Sutter Health – Sacramento Sierra Region

PETER TATEISHI
Sacramento Metro Chamber of Commerce

RICK WYLIE – Secretary/Treasurer
Villara Building Systems



SACRAMENTOWORKS

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

Date: Wednesday, September 6, 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 July 5, 2017 minutes
3. Information Item – Update on Build Your Own Workforce
4. Information Item: Discussion of FY 2017-2018 Employer Outreach Budget
5. Review of Strategic Plan
6. Adjournment

Committee Members: Janet Bard, Larry Booth, Dennis Canevari, Mike Dourgarian, Diane Ferrari, Kim Parker, Louise Stymeist, Rick Wylie

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

DISTRIBUTION DATE: THURSDAY, AUGUST 31, 2017

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, July 5, 2017
3:00 p.m.

1. **Call to Order/Roll Call:** Mr. Wylie called the meeting to order at 3:03 p.m.

Members Present: Janet Bard, Diane Ferrari, Dennis Canevari, Rick Wylie

Members Absent: Larry Booth, Mike Dourgarian, Kim Parker, Louise Stymeist

Others Present: William Walker, Phil Cunningham, Kathy Kossick, Roy Kim

2. **Action:** Approval of April 5, 2017 minutes

Minutes were reviewed; no questions or comments.

Moved/Canevari, second/Ferrari, to approve the April 5, 2017 minutes.

Roll call vote:

Aye: 4 (Bard, Canevari, Ferrari, Wylie)

Nay: 0

Abstentions: 0

Absent: 4 (Booth, Dourgarian, Parker, Stymeist)

3. **Information Item:** Update on implementation of the Build Your Own Workforce program.

Mr. Wylie reviewed this item. Ms. Carpenter discussed the utilization of CalJobs and the New World of Work. The full series of modules will be available in July. Mr. Wylie stated that what they found going through the first workshop the New World of Work soft skills training, is not going to work for this application. It is good training, and the team did good work, but it is not transferrable; not something that a company can take to utilize. It is intended for a classroom conversation and not self-directed learning. Mr. Wylie stated that his team is working on looking at the Conover system; they will probably roll it out in a test mode. It has good testing elements. There is a pre-assessment to find gaps in soft skills and then trainees go from there. Mr. Wylie stated that the CalJobs is a great tool, and adds a lot of value. Committee members talked about condensing down the training by pulling out the soft skills and just doing two or three workshops. The Mentoring Workshop will depend upon how intense the training is.

Mr. Wylie stated that we are going to go through with the first iteration of the training, get some input, and then reach out to employers that could benefit from this training. Ms. Carpenter stated that we will be recruiting the employers first and then schedule the workshops to fit their needs.

Ms. Carpenter stated that the July dates are listed on the website at www.sacramentoworks.org/BYOW. In addition, the Sacramento Works board will be reminded of the availability of the program via an e-mail to the board.

Committee members agreed that it's good to look at the program and make adjustments as seen fit.

4. Action Item – Approval of FY 2017- 2018 Employer Outreach Budget

Ms. Carpenter stated that the annual Resource Allocation Plan was presented the first of June. This plan includes all of the services for dislocated workers, youth, etc., as well as board initiative funding. It has been typically utilized to support EOC activities. For this year, \$100,000 of board initiative funds is being recommended for: Event Sponsorships, Job Fair/Business Events, Employer Outreach, and Marketing-Graphic Design-Advertising Services. Ms. Carpenter reviewed the budget breakdown on how the funds will be spent.

In response to a question about why the event sponsorship has gone down, Ms. Carpenter stated that the job fair market is not the way most employers engage. One of the largest was California Job Journal fair. We generally do community events and the Urban League Diversity Job Fair. We also used to look at business events, Asian Chamber small business group, Perspectives, Metro Chamber, and over the years have looked at other ways to attract employers. There has not been as much of that lately.

Ms. Kossick stated that the unspent funds are carried over to the next fiscal year. The money is designated to be used at the board's discretion.

Mr. Kim stated that it has been a while since we have updated our brochures for employer and business services. These documents need to be updated. Ms. Carpenter is looking for a more economical way, maybe a one sheeter that can be modified for a specific need.

Ms. Kossick stated that staff is in the process of meeting with our adjoining regional boards and looking to see what services we have in common.

Moved/Wylie, second/Canevari, to approve the allocation of \$100,000 of Board Initiative funds to the Employer Outreach Budget for FY 2017-2018.

Roll call vote:

Aye: 4 (Bard, Canevari, Ferrari, Wylie)

Nay: 0

Abstentions: 0

Absent: 4 (Booth, Dourgarian, Parker, Stymeist)

Ms. Carpenter will invite EMRL to the August 2 meeting to discuss marketing ideas and applications for FY 2017-2018.

5. **Adjournment**: The meeting was adjourned at 3:49 p.m.

ITEM 4

DISCUSSION OF FY 2017- 2018 EMPLOYER OUTREACH BUDGET

BACKGROUND:

The FY 2017-2018 Employer Outreach Budget showing expenditures by activity is included for review.

Employer Outreach FY 2017-2018 Proposed Activity	2016-17 Budget	2016-2017 Expenditures	2017-2018 Proposed Budget
Event Sponsorships	\$ 22,000	\$ 0	\$ 9,000
Job Fair/Business Events	10,000	3,549	5,000
Employer Outreach	65,000	14,244	50,000
Marketing-Graphic Design- Advertising Services	36,000	36,000	36,000
TOTAL BUDGET	\$133,000	\$ 53,793	\$100,000