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5523 34th Street Sacramento, CA 95820 (916) 227-2577

#### **LEMON HILL**

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10638 Schirra Avenue Mather, CA 95655 (916) 228-3127

#### **RANCHO CORDOVA**

10665 Coloma Rd., Ste. 200 Rancho Cordova, CA 95670 (916) 942-2165

#### **SOUTH COUNTY**

8401 - A Gerber Road Sacramento, CA 95828 (916) 689-3560

#### Administrative Offices & Employer Services

925 Del Paso Blvd. Sacramento, CA 95815 (916) 263-3800 Website: http://www.seta.net



# SACRAMENTO WORKS, INC. Executive Committee

Date: Monday, August 23, 2004

**Time**: 4:00 p.m.

Sacramento Employment & Training Agency 925 Del Paso Blvd. Sacramento, CA 95815

# AGENDA

1. Call to Order/Roll Call

Place:

2.

- **ACTION ITEM**: Recommendations for Private Sector Applicants to the SETA Governing Board
- 3. **ACTION ITEM**: Approval of Sacramento Works Board Initiative Funding Recommendations
- 4. **ACTION ITEM**: Approval of Workforce Investment Act Local Plan Modification
- 5. **INFORMATION ITEM:** Local Workforce Investment Board Recertification
- 6. Adjournment

*Committee Members*: Michael Dourgarian, Bill Camp, Dr. Jim Hernandez, Mark Ingram, Kathy Kossick, Gerry Lawrence, Elizabeth McClatchy, Jack Padley, Maurice Read, Larry Suddjian, Kingman Tsang.

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

# DISTRIBUTION DATE: MONDAY, AUGUST 16, 2004

#### SACRAMENTO WORKS, INC. <u>Executive Committee</u> Minutes/Synopsis

Sacramento Employment & Training Agency 925 Del Paso Blvd. Sacramento, CA 95815 Monday, July 26, 2004 4:00 p.m.

1. <u>Call to Order/Roll Call</u>: The meeting was called to order at 4:08 p.m.

**Members Present**: Bill Camp, Gerry Lawrence, Larry Suddjian, Jim Hernandez, Liz McClatchy, Jack Padley, Maurice Read.

Members Absent: Mike Dourgarian, Mark Ingram, Kingman Tsang

**Others Present**: Bill Walker, Roy Kim, Phil Cunningham, Larry Larsen, Christine Welsch, Robin Purdy

2. <u>Review of Board Packet for the July 28, 2004 Sacramento Works, Inc. Board</u> <u>Meeting</u>

**II-B: Consent**: Mr. Suddjian reported on the new members of the Planning/Oversight Committee: Joan Dailey Polster, Matt Kelly, Jack Padley, James Pardun, Clayton Thomas and himself as chair. Ms. Kossick will also be a member. Mr. Suddjian stated that the Board will confer upon him the authority to appoint members and a date and time for the next meeting will be selected.

**III-A-Action:** Ms. Theresa Milan from LEED Sacramento will speak before the board on July 28. The Employer Outreach Committee will be recommending \$15,000 to be added to the Construction Business Plan.

**III-B-Action:** Mr. Ingram will be reporting on this item. Mr. Camp requested that the Sacramento Valley Labor <u>Bulletin</u> be included in the list of publications. A number of questions were raised regarding the purpose of the marketing (branding or industry focus), the evaluation plan and the nature of the campaign.

After a great deal of discussion, it was decided to pull this item from the agenda and present it to the board in September. The Executive Committee requested that members from the Employer Outreach Committee be invited to attend and answer questions. Mr. Cunningham stated that there could be a meeting or a letter could be sent indicating the areas of concern.

Moved/Padley, second/Lawrence, that the Executive Committee recommend to the full board the expenditure of \$42,000 of Board Initiative Funds as follows:

SACTO Economic Profile:	\$12,000
Youth Services Provider Network	:\$15,000
Construction Business Plan:	<u>\$15,000</u>
Total:	<u>\$42,000</u>

Voice Vote: Unanimous approval.

III-C-Action: This item was reviewed.

Moved/McClatchy, second/Padley, that the Board approve this subject to Executive Committee's final review of public comment. Voice Vote: Unanimous approval.

This item will be brought back to the Executive Committee in August and then sent to the Governing Board in September for final approval.

Ms. Purdy stated that there are three main modifications to the plan:

- $\Rightarrow$  Updated List of career centers was included.
- $\Rightarrow$  Updated copies of all memorandums of understanding was included.
- $\Rightarrow$  The budget and planning numbers have been updated.

Information items were reviewed. Dr. Hernandez reported that the Youth Council will have a meeting in September and the public will be invited to assist in the development of the Request for Proposals.

Mr. Padley requested that a complete number of hires be provided regarding the Workers' Compensation Claim program. Mr. Walker will provide this report when the final statistics are available.

3. <u>Adjournment</u>: The meeting was adjourned at 5:05 p.m.

# ITEM 2- ACTION

## RECOMMENDATION TO THE GOVERNING BOARD FOR PRIVATE SECTOR APPOINTMENTS TO THE SACRAMENTO WORKS, INC. BOARD

#### BACKGROUND:

There are two Private Business sector seat now vacant on the Sacramento Works, Inc. Board of Directors due to the recent resignation of two members.

Enclosed under separate cover are copies of the applications received from the nominees for the Private Business sector seats. Legal counsel has reviewed all applications.

This item was reviewed by the SETA Governing Board at their August 5, 2004 meeting. The Governing Board is requesting that the Executive Committee review the applicants and forward a recommendation to their board.

Staff will be available to answer questions.

#### **RECOMMENDATION:**

Review the staff report, review the applications, and make two Private Business sector recommendations to be forwarded to the SETA Governing Board.

# ITEM 3 - ACTION

# APPROVAL OF SACRAMENTO WORKS BOARD INITIATIVE FUNDING RECOMMENDATIONS

# BACKGROUND:

In October, 2003 Sacramento Works, Inc. approved the Marketing Plan developed by the Employer Outreach Committee. The goal of the new plan is to:

- Increase the visibility of Sacramento Works, Inc. in the community such that the organization is recognized and utilized by business,
- More effectively develop and coordinate strategic alliances among local workforce development organizations,
- > Develop strategic partnerships with employers, and
- Benchmark employer customer satisfaction with Sacramento Works, Inc.

This year the Sacramento Works, Inc. Board Initiative funds will be used to implement the Sacramento Works Marketing Plan. The funds available for this effort total \$254,000.

The Employer Outreach Committee has considered funding several initiatives that support the goals of the Sacramento Works Marketing Plan, including:

- Continuation of Marketing Efforts
- SACTO Economic Profile Insert: Marketing the one stops and the work force investment boards of the region in the SACTO Economic Profile and State of the Workforce Report
- Continue the SRRI Research: Developing New Measures of Regional Workforce Quality (to be used to recruit business to the area)
- Sponsorship of the Construction Business Plan : LEED Sacramento is the fiscal agent and coordinating entity for the Construction Consortium. The consortium consists of 52 members. The Consortium is requesting \$15,000 for staff support to develop the Construction Business Plan. The objectives of the plan are to:
  - Create a pipeline for job seekers to access construction jobs in the Sacramento Region.
  - Expand a construction workforce development system that can be replicated across the state
  - Decrease job attrition rates and lower the average age of entrylevel construction workers
  - Increase high school graduation rates for youth enrolled in construction and design programs
- Support for the Youth Service Provider Network: Providing staff support and supplies to continue support of the Youth Services Provider Network, a collaboration of Sacramento County organizations and individuals committed to

promoting strength-based principles and practices that support the positive development of youth.

Youth Council Celebration of Success

At the July 28, 2004 Sacramento Works, Inc. meeting the board approved the recommendation by the Employer Outreach Committee to allocate funds for three initiatives:

1)	SACTO Economic Profile, 2004-2005	\$12,000
2)	Youth Service Provider Network, 2004-2005	15,000
3)	Construction Business Plan, 2004-2005	<u>15,000</u>
-		<u>\$42,000</u>

The Executive Committee has extended an invitation to members of the Employer Outreach Committee to meet with the Executive Committee on August 23, 2004 to discuss the remaining recommendations for the Board Initiative funds, including

# MARKETING PLAN -

The Executive Committee had questions regarding:

- ➔ Increased cost for Radio and Sacramento <u>Bee</u> Advertising (from last year's budget).
- → The true cost of mailing list for employer outreach, i.e., cost of mailing and postage (only the cost of mailing lists is included in the budget).
- → Plan to evaluate the outcomes of the proposed marketing campaign.
- ➔ Goal of the marketing plan is: marketing targeted to all the employers in Sacramento or to employers in the critical industries.

Employer Outreach 2004-2005 Marketing Plan	В	Budget	
Update and Revise Employer Services Marketing Brochure	\$	10,000	
Photos and signage for job fair exhibit	\$	3,000	
Purchase premium items for employer/job fairs events	\$	8,000	
Radio Advertisement for Spring and Fall of 2005 on stations with audience demographic 35 to 50.	\$	35,000	
Expand current print advertisement in the Sacramento Business Journal	\$	32,190	
Placement of Ads the Sacramento <u>Bee</u> , Monday Business Section.	\$	28,800	
Funding of 3rd Annual Sacramento Employment & Training Expo includes advertising, space rental, and booth set-up.	\$	8,000	
Expand participation in job fair and business events	\$	10,000	
Expand the website linkages to other "business related" organizations	\$	2,500	
Purchase mailing lists for employer outreach	\$	500	
Sponsorship of Chamber Activities	\$	14,000	

Sponsor SACTO Events	\$	4,500
SACTO web site linkage	\$	500
Metro Chamber Perspectives Event	\$	5,000
Development of Employer Services Database and Employment Referral System	\$	3,000
Total	<u>\$</u>	164,990

# **RECOGNITION/CELEBRATION EVENT OF THE WIA YOUTH PROGRAMS**—

A workgroup of the Youth Council is recommending a celebration event with the focal points being achievements. They want to recognize all of the people that go through the WIA program. This recognition/celebration would also bring attention to the Sacramento workforce programs.

The Youth Council is requesting \$10,000 to pay for this recognition/celebration event which will be held in the spring. The Employer Outreach Committee requested more detail regarding the plans and cost of the event.

## SRRI—

SETA staff will be meeting with SRRI and will make a recommendation at the September Employer Outreach Committee meeting.

#### **RECOMMENDATION**:

Discuss remaining proposals for board initiative funding and take appropriate action.

# ITEM-4- ACTION

## APPROVAL OF WORKFORCE INVESTMENT ACT LOCAL PLAN MODIFICATION, FISCAL YEAR 2005

#### BACKGROUND:

The State of California, EDD, is requiring Workforce Investment Areas to submit modifications to their Strategic Five-year Local Plans. The Sacramento Five Year Local Plan was initially approved on March 16, 2000. Updates and modifications are submitted to the state annually to update the plan. For the Sacramento Workforce Investment Area, a Public Notice requesting comments and a draft of the plan modification were made available for public comment beginning July 9, 2004 and ending August 10, 2004. No comments were received by the August 10 deadline. The deadline for submission of the plan modification to EDD is September 30, 2004.

The plan modification includes items that are new, items that were not submitted with the initial plan and/or subsequent year modifications, and required planning forms. The modifications include:

- An updated list of the One-Stop Centers in Sacramento County.
- An update on signed Memoranda of Understanding with all required partners.
- Budget forms reflecting the following percentages from the WIB's Resource Allocation Plan for FY2005:
  - One-Stop Services 39%
  - On-the-Job Training 13%
  - Scholarships/Workforce Skills Prep. 26%
  - One-Stop Support 11.4%
  - Administration/Board Initiatives 10.6%

A copy of the entire local Workforce Investment Plan and the plan update is available at SETA's web-site, <u>www.seta.net</u>.

#### **RECOMMENDATION:**

Review and approve the WIA 5-year plan modification.

#### ITEM 5 - INFORMATION

#### LOCAL WORKFORCE INVESTMENT BOARD RECERTIFICATION

#### BACKGROUND

The Workforce Investment Act of 1998 (WIA) at §117 (c)(2) requires the Governor to certify local boards (LWIBs) once every two years. The Governor recertifies LWIBs after determining that the appointment and composition of each LWIB is consistent with the criteria in the WIA.

In order for the Governor to determine that LWIBs are in compliance with the membership requirements of the WIA, all LWIBs are required to submit a current LWIB Membership List to the Workforce Investment Division of the Employment Development Department.

A copy of the current LWIB Membership List for the Sacramento Works, Inc. Board is attached for review. Staff will be available to answer questions.

# LOCAL WORKFORCE INVESTMENT BOARD RECERTIFICATION

Local Workforce Investment Board (LWIB) Name: Sacramento Works, Inc.

Date: August 12, 2004

Contact Person: <u>Robin Purdy, Deputy Director,</u> Sacramento Employment and Training Agency (SETA)

Telephone: <u>916-263-3860</u>

# LWIB MEMBERSHIP LIST

The Workforce Investment Act (WIA) Section 117(a)(b) and (c) states the requirements for nominating and selecting members in each membership category. The WIA Section 117(b)(4) requires that business members constitute a majority of the LWIB. Per WIA Section 117(b)(5), the chairperson shall be a business representative. Please indicate which business representative is the LWIB chairperson. The required membership categories are listed below. If the Chief Elected Official has approved additional membership categories, enter the information under "ADDITIONAL MEMBERS." If the additional members are nonbusiness, then a sufficient number of additional business members are required to maintain the business majority. Add extra lines as needed.

#### **BUSINESS**

Name	Title	Business	Appointment Date	Term End Date
Michael Dourgarian, LWIB Chair	General Manager and Franchise President	Manpower Staffing Services	7/17/03	5/31/06
Sharon Anderson	Director, Human Resources	Franklin Templeton Investments	7/17/03	5/31/06
Barbara Hayes	Executive Director	SACTO	7/17/03	5/31/06
Frank A. Hurtarte	Director, Workforce Planning	Kaiser Permanente	11/3/03	5/31/06
Mark R. Ingram	Managing Director	Pacific Coast Building Products, Inc.	7/17/03	5/31/06
John H. Koogle	President	Interior Partitions, Inc.	7/13/03	5/31/06
James Lambert	Executive Vice-President	Sacramento Builder's Exchange	7/13/03	5/31/06
Gerry Lawrence	Director	DST Output	7/13/03	5/31/06
Matthew Mahood	President and CEO	Sacramento Metropolitan Chamber of Commerce	7/17/03	5/31/06
Elizabeth McClatchy	President and CEO	The Safety Center, Inc.	7/17/03	5/31/06
David Miller	Executive Director, External Affairs	SBC California	7/17/03	5/31/06
Kim Parker	Executive Director	California Association of Employers	4/3/04	5/31/06
Bruce Parks	Owner	Tarts & Truffles/Meals At Work.com	7/17/03	5/31/06
Deborah Portela	Administrator	Casa Coloma Health Care Center	7/17/03	5/31/06
Lawrence A. Suddjian	Executive Director/Co- Owner	Kimmel Construction, Inc.	7/17/03	5/31/06

Kingman Tsang	Senior VP and Regional	California Bank & Trust	7/17/03	5/31/06
	Manager			
William G. Warwick	Recruitment Manager	Jones & Stokes	7/17/03	5/31/06

# LOCAL EDUCATIONAL ENTITIES

Name	Title	Entity	Appointment Date	Term End Date
Francisco C. Rodriguez	President	Consumnes River College	11/20/03	5/31/06

## LABOR ORGANIZATIONS

Name	Title	Organization	Appointment Date	Term End Date
Bill Camp	Executive Secretary	Sacramento Central Labor Council	5/15/03	5/31/06
Maurice Read	Consultant	Sacramento Sierra Building & Constructions	5/15/03	5/31/06
		Trades Council		
Matthew Kelly	Business Manager	Sacramento-Sierra's Building & Construction	2/19/04	5/31/06

# **COMMUNITY BASED ORGANIZATIONS**

Name	Title	Organization	Appointment Date	Term End Date
Rick Dibble	Director	Sacramento Veteran's Resource Center	3/21/02	3/20/05
Lorenda T. Sanchez	Executive Director	California Indian manpower Consortium	6/1/00	5/31/06

# **ECONOMIC DEVELOPMENT AGENCIES**

Name	Title	Agency	Appointment Date	Term End Date
James R. Pardun	Economic Development	County Dept. of Economic Development	7/17/03	5/31/06
	Manager			

# WIA TITLE I PROGRAMS

Name	Title	Agency	Appointment Date	Term End Date
Kathy Kossick	Executive Director	Sacramento Employment and Training Agency	5/15/03	5/31/06
Lorenda T. Sanchez	Executive Director	California Indian Manpower Consortium	5/15/03	5/31/06
Peter Gregerson	Center Director	Sacramento Job Corps Center	5/15/03	5/31/06

# JOB SERVICE (WAGNER-PEYSER ACT)

Name	Title	Agency	Appointment Date	Term End Date
John J. "Jack" Padley, Jr.	Chief, Northern Job	State of California, Employment Development	5/15/03	5/31/06
	Service Division	Department		

# ADULT EDUCATION AND LITERACY (WIA TITLE II)

Name	Title	Agency	Appointment Date	Term End Date
Dr. Larry Buchanan	Superintendent	Grant Joint Union High School District	11/20/03	5/31/06
Joan Dailey Polster	Assistant	Sacramento City Unified School District	11/20/03	5/31/06
	Superintendent			

# **VOCATIONAL REHABILITATION**

Name	Title	Agency	Appointment Date	Term End Date
	District Administrator	California Department of Rehabilitation	5/15/03	5/31/06

# TITLE V OLDER AMERICANS ACT

Name	Title	Agency	Appointment Date	Term End Date
Clayton Thomas	Executive Director	Experience Works	5/15/03	5/31/06

# POSTSECONDARY VOCATIONAL EDUCATION (CARL D. PERKINS ACT)

Name	Title	Agency	Appointment Date	Term End Date
Francisco C.	President	Cosumnes River College	11/20/03	5/31/06
Rodriguez				

## TRADE ACT ASSISTANCE

Name	Title	Agency	Appointment Date	Term End Date
John J. "Jack"	Chief, Northern	State of California, Employment Development	5/15/03	5/31/06
Padley, Jr.	Job Service	Department		
	Division			

# COMMUNITY SERVICES BLOCK GRANT ACT

Name	Title	Agency	Appointment Date	Term End Date
Kathy Kossick	Executive Director		5/15/03	5/31/06

# DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

Name	Title	Agency	Appointment Date	Term End Date
Anne M. Moore	Executive Director	Sacramento Housing & Redevelopment Agency	5/15/03	5/31/06

## **UNEMPLOYMENT COMPENSATION**

Name	Title	Agency	Appointment Date	Term End Date
John J. "Jack"	Chief, Northern	Employment Development Dept.	5/15/03	5/31/06
Padley, Jr.	Job Service			
	Division			

# **ADDITIONAL MEMBERS**

Name	Title	Entity	Appointment Date	Term End Date
Jane Rasmussen	Director	County Department of Human Assistance	12/18/03	5/31/06

## COMMENT PAGE

Explain any vacancies or unfilled slots regarding the <u>required</u> membership composition <u>only</u>. The discussion should include efforts made to fill the position(s) and dates by which the position(s) is expected to be filled. If a required membership category does not exist in your LWIA (for example, a required One-Stop partner), explain here.

A total of four (4) vacancies currently exist. Two (2) vacancies for Business, one (1) for Economic Development and one (1) for required partner under WIA Title I Programs. The Board has been accepting applications from potential Board members. Applications are reviewed and selections are made by the Chief Elected Official (CEO). The two Business vacancies will be filled on Sept. 2, 2004, upon action by the CEO.

The Board is continuing to accept applications for Board membership and anticipates that the other two vacancies will be filled before the end of the calendar year.

#### SIGNATURE PAGE

I certify that the above listed members of the <u>Sacramento Works</u>, Inc. <u>Local</u> Workforce Investment Board were appointed in the manner required by Section 117 of the Workforce Investment Act.

Michael Dourgarian Local Workforce Investment Board Chair Signature

Date

# LWIB MANDATED FUNCTIONS CERTIFICATION

WIA section 117(3)(A) outlines that a Governor may decertify a local board for failure to carry out the functions specified for the local board in any of paragraphs (1) through (7) of subsection (d). Those sections are outlined below. Based on the specifics outlined in law, please provide a brief summary on how these requirements are being met.

Function	Summary of Activities
1.	The LWIB develops and submits the 5-year local plan or 5-year plan modifications in partnership with the Chief Elected Official (CEO).
2.	The Youth Council makes initial selections and recommendations of youth providers, which are reviewed, modified and approved by the LWIB, subject to concurrence by the CEO.
3.	The LWIB allocates resources to One-Stop activities, subject to approval by the CEO.
4.	The LWIB reviews quarterly program performance reports for all WIA programs.
5.	The LWIB and CEO review and approve proposed performance benchmarks that are used to negotiate performance measures with the State EDD.
6.	The LWIB provides assistance to the State EDD on developing and collecting information on statewide employment statistics.
7.	The LWIB develops employer linkages and coordinates employer services with local economic development agencies.

I certify that the above statements are accurate and represent the functions of this Local Workforce Investment Board.

Michael Dourgarian Local Workforce Investment Board Chair Signature

Date