

CAREER CENTERS

BROADWAY

915 Broadway
Sacramento, CA 95818
(916) 324-6202

CITRUS HEIGHTS

7640 Greenback Lane
Citrus Heights, CA 95610
(916) 676-2540

FRANKLIN

7000 Franklin Blvd., Ste. 540
Sacramento, CA 95823
(916) 262-3200

GALT

1000 C Street, Suite 100
Galt, CA 95632
(209) 744-7702

HILLSDALE

5655 Hillsdale Blvd., Ste. 8
Sacramento, CA 95842
(916) 263-4100

LA FAMILIA COUNSELING CENTER

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

LEMON HILL

5451 Lemon Hill Avenue
Sacramento, CA 95824
(916) 433-2620

MARK SANDERS COMPLEX

2901 50th Street
Sacramento, CA 95817
(916) 227-1395

MATHER

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, September 27, 2004
Time: 4:00 p.m.
Place: Sacramento Employment & Training Agency
925 Del Paso Blvd.
Sacramento, CA 95815

A G E N D A

1. Call to Order/Roll Call
2. **ACTION ITEM:** Recommendation to Amend Section 5.2 of the Bylaws to Delete Ratification of Committee Members by the Full Board (*GOAL 2: Develop a Private-sector Driven Initiative to Increase Employer Involvement and Satisfaction*)
3. **ACTION ITEM:** Consideration on Process for Nomination of Officers (*GOAL 2 – Develop a Private-sector Driven Initiative to Increase Employer Involvement and Satisfaction*)
4. **ACTION ITEM:** Approval of Updated Self-Sufficiency Standard for the Sacramento Workforce Development Area (*GOAL 3 – A Workforce that Creates, Attracts, and Sustains Higher paying Jobs*)
5. **ACTION ITEM:** Approval to expand SWCC-Lemon Hill to add a Healthcare Career Center (*GOAL 5 – Evaluate and Improve the One-Stop System*)
6. Discussion of Board Member Meeting Attendance (no written report)
7. **INFORMATION ITEM:** Sacramento Works Career Center Core Services in North Sacramento/Del Paso Heights
8. Adjournment

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

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

DISTRIBUTION DATE: MONDAY, SEPTEMBER 20, 2004

Priority Goals

[GOAL 1 – Train Workers for Critical Industries](#)

The Board will take a proactive role in engaging the business community by assessing the regional labor market, identifying critical industries, and developing a plan to train workers for critical industries.



[GOAL 2 – Develop a Private-sector Driven Initiative to Increase Employer Involvement and Satisfaction](#)

The Board will increase employer involvement and satisfaction with the workforce system by developing a comprehensive business led employer outreach and marketing plan and measuring employer customer satisfaction coordinated by engaging the business community, labor, educators and workforce professionals by focusing attention and resources on minimizing barriers to employment (literacy, childcare, transportation, and housing), promoting career ladders, and preparing a workforce that creates, attracts, and sustains higher paying jobs.

[GOAL 3 – A Workforce that Creates, Attracts, and Sustains Higher paying Jobs](#)

The workforce system will become more visible, accessible and better coordinated by engaging the business community, labor, educators and workforce professionals by focusing attention and resources on minimizing barriers to employment (literacy, childcare, transportation, and housing), promoting career ladders, and preparing a workforce that creates, attracts, and sustains higher paying jobs.

[GOAL 4 – Prepare Youth to Compete in the Local Economy](#)

The Board will ensure that local youth are prepared to compete in the local economy by supporting education, employer and community partners to ensure that all K-12 students have a quality education and an introduction to the world of work.

[GOAL 5 – Evaluate and Improve the One-Stop System](#)

The Board will evaluate the one stop system and make recommendations to continuously improve the system to make it more effective, efficient and relevant to current and future needs of employers.

SACRAMENTO WORKS, INC. EXECUTIVE COMMITTEE

Minutes/Synopsis

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

Monday, August 23, 2004
4:00 p.m.

1. Call to Order/Roll Call: The meeting was called to order at 4:03 p.m.

Members Present: Mike Dourgarian, Mark Ingram, Gerry Lawrence, Larry Suddjian, Jim Hernandez, Liz McClatchy, Jack Padley, Maurice Read and Kathy Kossick.

Members Absent: Bill Camp, Kingman Tsang.

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

2. **ACTION ITEM**: Recommendations for Private Sector Applicants to the SETA Governing Board

At the last Governing Board meeting, board members requested some kind of a recommendation to be sent forward to them. Applications were reviewed.

Moved/McClatchy, second/Padley, to recommend Anette Smith Dohring and Randall King for the two private sector seats.

Voice Vote: Unanimous approval.

3. **ACTION ITEM**: Approval of Sacramento Works Board Initiative Funding Recommendations

Mr. Ingram reviewed this item and stated that the Employer Outreach Committee reviewed the board initiative funding recommendations. The budget of \$254,000 for board initiative funds was reviewed.

Mr. Ingram stated that Ms. Kim Parker with the California Association of Employers, received a grant from DOL to do employer focus groups in Contra Costa County. CAE will be doing similar focus groups in conjunction with Sacramento Works. The survey will include regional employers focusing on needs assessment. Also introduced at the last committee meeting, it was decided that instead of putting money toward ads, it was decided to consider retaining the services of a public relations firm.

Mr. Ingram stated that the Committee reviewed the Youth Council celebration event and their request for \$10,000. This involves at-risk youth and gives them positive feedback. After a great deal of discussion, another idea was presented

to connect the celebration to an employer job fair so that the youth going through the program can then be presented to employers seeking employees. This will also give the youth exposure to available employers.

Mr. Dourgarian asked that since there were concerns expressed at the last meeting, do those concern still exist. Mr. Lawrence replied that the concerns were mostly about the amount of funds going toward Sacramento Bee ads.

Mr. Read reported that he attended the Employer Outreach Committee and heard of CAE's success utilizing a Public Relations firm. He was very impressed with the results.

Mr. Ingram reported that an estimate of \$49,000 is budgeted for the PR firm which would also bring a sense of professionalism to Sacramento Works. Three quotes from three different firms will be sought. Mr. Cunningham suggested that the budgeted amount for the PR firm not be made public.

Moved/Read, second/Kossick, to approve the budget as distributed.
Voice Vote: Unanimous approval.

4. **ACTION ITEM**: Approval of Workforce Investment Act Local Plan Modification

The public comments period has closed since the last Executive Committee meeting and Mr. Kim stated that no comments were received. Ms. Purdy reported that minor changes were made on the budget pages.

Moved/Kossick, second/Lawrence, to approve the plan modifications.
Voice Vote: Unanimous approval.

5. **INFORMATION ITEM**: Local Workforce Investment Board Recertification

Mr. Kim stated that this is a housekeeping item. Every two years the governor recertifies all of the Workforce Investment Boards in California. Each WIB must submit a current roster.

Mr. Read stated that he will be resigning from this committee and will be doing work on the Employer Outreach Committee.

Ms. Kossick stated that governor's recent report is suggesting the decrease of 50 workforce investment areas to about 20 or 30. She stated that SETA will not be affected but we will probably be joined by other counties. We are very concerned about the local control issue. An e-mail will be sent out to the board regarding this issue. Ms. Kossick and Mr. Dourgarian will be meeting with the new chairs of the Yolo County and Golden Sierra workforce areas.

6. **Adjournment**: Meeting adjourned at 4:43 p.m.

ITEM 2 - ACTION

RECOMMENDATION TO AMEND SECTION 5.2 OF THE BYLAWS TO DELETE RATIFICATION OF COMMITTEE MEMBERS BY THE FULL BOARD

BACKGROUND:

Currently the full Workforce Investment Board must ratify the addition of members to the various committees of the board. Mr. Phil Cunningham, legal counsel to the board, will provide options for changes to the bylaws regarding this requirement.

RECOMMENDATION:

Hear the oral report from legal counsel and take action on amendment of the bylaws.

ITEM 3 - ACTION

CONSIDERATION ON PROCESS FOR NOMINATION OF OFFICERS

BACKGROUND:

Mr. Phil Cunningham, legal counsel for the board, will present options for the board to consider on the process for nomination of officers.

RECOMMENDATION:

Hear the oral report from legal counsel and take appropriate action.

ITEM 4 - ACTION

APPROVAL OF UPDATED SELF-SUFFICIENCY STANDARD FOR THE SACRAMENTO WORKFORCE INVESTMENT AREA

BACKGROUND:

Self-sufficiency under the Workforce Investment Act (WIA) is defined by the Local Workforce Investment Board. It represents the income level at which a family can be sustained without relying on income supports or public assistance.

The **Self-Sufficiency Standard for California for 2003** was published in December 2003 by the National Economic Development and Law Center (www.nedlc.org/cfess/cfess_registration.htm) and describes the income required by California's working families to pay for the basic needs of rent, food, child care, healthcare, transportation, miscellaneous costs and taxes, on a county by county basis.

SETA and Sacramento Works currently use 150% of the Lower Living Standard Income Level (LLSIL), based on the federal government standard to measure self-sufficiency. While both the Self-Sufficiency Standard and the Lower Living Standard Income Level assess income adequacy, the Self-sufficiency standard is a more meaningful measure in several important ways:

- The Self-Sufficiency standard assumes that all adults (whether married or single) work full time and includes the costs associated with employment, specifically transportation, taxes, and child care.
- The Standard takes into account that many costs differ based on family size, composition and age of children
- The Standard incorporates regional and local variations in costs, for example although housing costs throughout the state increased between 2000 and 2003, the most dramatic increase was in Sacramento County where the cost of housing increased by 51%.
- The Standard includes the net effect of taxes and tax credits.

Many families in our community do not earn self-sufficient wages. Generally, self-sufficiency is not achieved through stopgap measures or short-term solutions. Most individuals moving from welfare to work cannot achieve self-sufficiency in a single step, but require the needed assistance, guidance, transitional work supports and the time necessary to become self-sufficient. There are two basic approaches for individuals to close the income gap and become self-sufficient: 1) to reduce costs through the use of work supports or 2) to raise incomes.

1. **Reducing Costs through Work Supports:** There are a number of ways to reduce the amount of income required to meet family needs, thus helping low-income families achieve self-sufficiency. The following is a list of Work Supports that are used to reduce a family's costs:

Child Support
Temporary Assistance for Needy
families (TANF)
Food Stamps
Housing Choice Vouchers or
Public Housing

Child Care subsidy
MediCal or Healthy Families
Transportation subsidies
Earned Income Tax Credit
Child Tax Credit
Child Care Tax Credit

2. **Raising Income:** Central to the effort to raise income is access to education and training and access to jobs that provide real potential for skill development and career advancement over the long term. True long-term self-sufficiency requires investments that enhance skills and adaptability. Without technologically sophisticated and broad-based education—which provides the flexibility to move into new jobs and careers—self-sufficiency is not likely to be sustainable.

Staff is recommending that the self-sufficiency standard be used in Sacramento County for the following purposes:

- ◆ **Guideline for Determining Eligibility and Need for Services:** Data extracted from the self-sufficiency standard will be used as a criteria to determine eligibility for youth and adults who are employed, but are in need of intensive services to obtain or retain employment that leads to self-sufficiency (Staff has combined eight different self-sufficiency wage standards into two self-sufficiency standards: one-adult families with children and two-adult families with children—see attachment).
- ◆ **Counseling Tool:** The self-sufficiency standard will assist job seekers make informed decisions about what kind of training will lead to self-sufficient wages and/or which job will provide the income they need.
- ◆ **Tool to **Select Critical Industries and Target Job Training and Education Resources:**** The standard will be used to identify jobs that are in high demand by local employers that pay self-sufficient wages. Sacramento Works, Inc. scholarship funds will then be used to increase training for those high demand, high wage jobs.
- ◆ **Evaluation and Program Improvement Tool:** The One Stop Career Center system and training providers will be evaluated on their ability to prepare job seekers for self-sufficiency.

In addition, staff is recommending that the minimum self-sufficiency wage for an individual continues to be the current minimum self-sufficiency wage of \$10.00 per hour. The Planning/Oversight Committee met on September 13 and approved this standard.

RECOMMENDATION:

Approve using the Self-Sufficiency Standard for California 2003, as modified and shown in the attached chart, for the Sacramento Area. Approve the use of future self-sufficiency standards for Sacramento, as modified by this policy.

Sacramento Workforce Investment Area
Self-sufficiency Standard

Self-Sufficiency Standard	One-Adult	One-Adult + Child	One-Adult + 2 Children	<u>One-Adult + 3 Children</u>
Hourly Wage	\$10.00	\$14.02	\$17.11	\$24.06
Monthly Wage	\$1,760	\$2,468	\$3,011	\$4,235
Annual Wage	\$21,120	\$29,616	\$36,132	\$50,820
	Two-Adult	Two-Adult + Child	Two-Adult + 2 Children	Two-Adult + 3 Children
Hourly Wage	\$10.00*	\$10.00*	\$10.05*	\$13.30*
Monthly Wage	\$1,760*	\$1,760*	\$3,536	\$4,681
Annual Wage	\$21,120*	\$21,120*	\$42,432	\$56,172

*Per Adult

+\$3.09/hr. for each additional child (\$544/mo., \$6,528/yr.)

ITEM 5- ACTION

APPROVAL TO EXPAND THE SACRAMENTO WORKS CAREER CENTER – LEMON HILL TO ADD A HEALTHCARE CAREER CENTER

BACKGROUND:

SETA administers the Nurse Workforce Initiative (NWI), a three-year, WIA 15% discretionary project, in collaboration with Yolo County, Golden Sierra, and San Joaquin County Workforce Investment Areas. The purpose of the project is to increase the supply of licensed nurses to reduce critical labor shortages in health facilities throughout the region by recruiting, training, and retaining incumbent healthcare workers, returning nurses, graduates of the Caregiver Training Initiative, and the unemployed.

San Joaquin County was allocated \$355,000 in NWI funding to provide case management and training for 45 licensed nurses beginning in October, 2003. Because of a late class start-up, San Joaquin did not begin enrolling students until February of this year and informed us that they would not be able to spend its total funding allocation. In May, 2004, the SETA Governing Board approved the deobligation of \$123,500 in NWI funding from San Joaquin County that would be reobligated to expand the NWI training initiative.

In Sacramento County, research indicates that the existing supply of qualified staff in certain healthcare occupations, particularly in the nursing field, does not meet the employers' current or future employment demands. There is not one central location that exists where job seekers interested in the nursing profession or other healthcare occupations can get a variety of information on healthcare careers. Local healthcare partners have determined that a solution to this problem could be addressed by the establishment of a centralized healthcare resource/career center. The healthcare career center would offer standard one-stop core, intensive and training services, and extended opportunities for recruiting qualified staff to fill the employers' job openings, provide skill upgrades for current staff, and possible OJT slots at healthcare facilities.

Your approval is requested to reobligate the NWI funding from San Joaquin County to establish a Healthcare Career Center at the Sacramento Works Career Center – Lemon Hill. The proposed Sacramento Works Healthcare Career Center would:

- Be a collaborative effort between existing Sacramento County NWI partners and Healthcare Consortium members consisting of SETA, Hospitals (Kaiser, Sutter, CHW, UC Davis), Educators (Los Rios Community College District, CSUS, Grant Adult, SCUSD), LEED, and SEIU Local 250/Shirley Ware Education Center.
- Be funded by NWI for nursing-related services, leveraged with contributions from partners for non-nursing occupations and services.

- Be a coordinating center for nursing and other healthcare education and careers. It will offer standard one-stop core and intensive services, but it will be limited to careers in healthcare with a primary focus in nursing.
- Be located at SWCC – Lemon Hill, a center that is easily accessed by clients, and offers the use of existing reception services, supplies, backup staffing, and office equipment. A 300 square foot room has been identified as the healthcare career center.
- Target incumbent healthcare workers, nursing prerequisite completers, LVNs seeking to upgrade to RN, and students enrolled in healthcare-related courses.
- Provide the following services:
 1. Recruitment and Orientation (employer hiring, recruitment for upcoming classes, etc.)
 2. Assessment tools
 3. Dedicated computers for research and job search
 4. SETA website links to employer's job listings
 5. Resources and information on training opportunities, labor market information, career ladder information, job openings, nursing school catalogs, education prerequisites, skills upgrades
 6. Job boards
 7. Class schedules
 8. OJT opportunities
 9. Access to career guidance through a SETA case manager, partner career counselors and academic counselors.
 10. Support services for WIA-enrolled customers
 11. Training vouchers (ITAs, scholarships) for WIA-enrolled customers
 12. Staffing, office furniture, computers, printers, fax machine, assessment software, office supplies

Healthcare Career Center partners will be requested to contribute resources such as:

1. Linkage to professional and trade associations
2. Staffing an NCLEX study lab
3. Academic and ESL assistance/tutoring
4. Preceptor or mentorship assistance for graduate or employed nurses to improve retention.
5. Job shadowing opportunities
6. Externship opportunities
7. Staffing (academic and career counselors, case management, recruitment, orientation)
8. Course catalogs and other resource material

The State EDD has approved our use of unallocated NWI funding for this center as long as we maintain the following:

- Adherence to the original purpose of the NWI grant which is to recruit, train and retain licensed nurses,
- Assurance that all clients who are enrolled are adults, eligible for WIA, and receive WIA case management services, and
- Expansion and enhancement of the project without changing our proposed NWI goals and strategies.

The Planning/Oversight Committee met on September 13 and approved this item.

RECOMMENDATION:

Approve the expansion of the SWCC – Lemon Hill to add a Healthcare Career Center.

ITEM 7 - INFORMATION

SACRAMENTO WORKS CAREER CENTER CORE SERVICES IN NORTH SACRAMENTO/DEL PASO HEIGHTS

BACKGROUND:

In an effort to streamline services and reduce costs, the Sacramento Works Career Center (SWCC) system reduced the number of One-Stop career centers in 2003. In July 2003, SETA subcontracted with the Mutual Assistance Network (MAN) to provide Intensive One Stop Services in the North Sacramento area. MAN operates a Family Resource Center and the intention was to merge the WIA One Stop services into the Family Resource Center concept. However, in May 2004, MAN informed SETA that they were declining the continuation of this funding. The incorporation into the SWCC system did not meet their goals for the MAN Family Resource Center. This resulted in a gap of services in the North Sacramento and Del Paso Heights neighborhoods.

To meet the needs of the community, in July 2004, SETA released a Request for Quotes (RFQ) to provide One Stop Career Center Core Services in the Del Paso Heights and North Sacramento community. The RFQ was mailed to fourteen organizations in the 95833 and 95815 ZIP codes. These organizations included:

- ◆ ACORN
- ◆ Natomas Unified School District
- ◆ Del Paso Heights School District
- ◆ Grant Joint Union High School District
- ◆ Crossroads Diversified Services, Inc.
- ◆ Greater Sacramento Urban League
- ◆ California Indian Manpower Consortium
- ◆ Dos Rios Homes Housing Project (SHRA)

SETA received one response to the RFQ from the Greater Sacramento Urban League (GSUL). SETA staff reviewed the proposal and find that it meets the needs of the Request for Quotes. SETA's Procurement Policy states that a non-competitive procurement may be used when, "after solicitation of a number of sources, competition is determined to be inadequate. The determination as to whether a procurement shall be made as a non-competitive procurement must be made in consultation with SETA's Legal Counsel, by the Fiscal Department Chief, or by the SETA Governing Board." Staff has consulted with SETA Legal Counsel and the Fiscal Department Chief has determined that competition was inadequate because, notwithstanding the broad efforts to obtain responses to the RFQ, GSUL was the only respondent.

Overview of Urban League's response:

Location of site: 3725 Marysville Boulevard
Number to be served: 800 core customers

Funds requested: \$50,000

Funding would support additional staffing, space and equipment for the resource room
Services to be provided to both job seekers and employers

Services to be provided:

- Outreach, Intake, & orientation
- Preliminary assessment
- Job announcements and applications
- Computers with Internet access
- Labor Market information
- Unemployment Insurance claims filing information
- Information on community training services (WIA, vocational training, community college, etc.)
- Access to fax, telephones and copy machines
- Informational workshops

Leveraged resources:

- On-site vocational training in Office Technology, Call Center/Customer Service, Medical Assistant
- On-site classes in GED Preparation, Employability skills, Financial Literacy and Homebuyers Education
- Youth after-school programs
- Playcare for customers using center
- Emergency Utility and housing assistance
- Emergency bus passes
- Community education workshops on healthcare, voter's registration, college scholarships, etc.
- Staffing salaries & fringe
- 100% case manager
- 20% Security, 10% Playcare worker and 10% Project Management

Source of leveraged resources: United Way, SETA, U.S. Department of Labor, National Urban League, State of California and County of Sacramento

In February 2004, the GSUL implemented a community resource/employment center at their current location. The Urban League has experience in operating employment and training programs. Currently, Urban League operates an On-the-Job Training program with WIA funds, and staff are currently participating at several SWCC sites.

SETA, SWCC staff, GSUL and the appropriate partners will engage in a planning process for implementation of this career center. To facilitate a smooth introduction into the SWCC system, SETA will assign a part-time supervisor and a part-time Employment Service Specialist or Recruitment Specialist to the Urban League location.

The proposed SWCC Core Services Center has great potential and would be an asset to the Del Paso Heights and North Sacramento community.