

CAREER CENTERS

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7000 Franklin Blvd., Suite 540
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RANCHO CORDOVA

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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. EMPLOYER OUTREACH

Date: Thursday, June 22, 2006

Time: 8:30 a.m.

Location: SETA Board Room
925 Del Paso Blvd.
Sacramento, CA 95815

AGENDA

1. Call to Order/Roll Call
2. Approval of the May 18, 2006 Minutes
3. Review of Board Initiative Budget 2005-2006
4. Discussion of Employer Outreach Plan/Budget for 2006-2007
5. Employer Outreach Activity Report, July 2005 – May 2006
6. Adjournment

Committee Members: Mark Ingram (Chair), Walter DiMantova, Diane Ferrari, Barbara Hayes, Matt Mahood, James Pardun, Kim Parker, Maurice Read, Anette Smith-Dohring, Terry Wills.

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

DISTRIBUTION DATE: MONDAY, JUNE 19, 2006

SACRAMENTO WORKS, INC.
EMPLOYER OUTREACH COMMITTEE
Minutes/Synopsis

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

Thursday, May 18, 2006
8:30 a.m.

1. Call to Order/Roll Call: The meeting was called to order at 8:33 a.m.

Members Present: Mark Ingram, Walter DiMantova, Diane Ferrari, Barbara Hayes, Matt Mahood, James Pardun, Kim Parker, Terry Wills.

Members Absent: Maurice Read, Anette-Smith Dohring

Others Present: William Walker, Terri Carpenter, Robin Purdy, Phil Cunningham.

2. Approval of the March 9, 2006 Minutes

There were no questions or corrections.

Moved/DiMantova, second/Mahood, to approve the minutes as distributed.
Voice Vote:

3. Advertising Campaign Update

Ms. Terri Carpenter stated that the advertising campaign began May 1 which will continue through July 7. Radio stations KFBK and KXJZ will be playing radio spots highlighting the healthcare, technology and construction industries. The Sacramento Business Journal has been very helpful and recently published article about the nursing program on April 28. Bill McSwain, Mark Ingram, and UCD will be the new face for the healthcare program. The Sacramento Bee ads will begin in June, July and August, two ads each month.

Channel 10 will be doing a presentation before the full WIB this month.

4. Regional Toll Free Number-Marketing Update

Mr. William Walker met in Placer County with other staff. July 12 will be the implementation date for the toll free number, although the number actually works now. Placer County wants to include the number on their upcoming advertising. Mr. Walker reviewed the process that is being followed regarding the tracking of calls to the toll free number. All of the phone prefixes have to be tested before the toll free number is launched. This will not occur until July 1.

5. Employer Outreach Activity Report

Based on from the Committee, changes have been done to the report to explain the large increase in services. Additional information was included regarding hires, job orders, benefits and 'unique' employers. Ms. Carpenter reported that less than 1% of the employers did not provide benefits to their employees. The average wage increase has gone up. The nurses are not included in this report because the NWI is a separate program. The high nursing wages would also skew the average wages.

Ms. Ferrari asked if SRRI has come up with a sustainable wage. Ms. Purdy stated that another organization has established a sustainable wage for a family of three at \$14-16 per hour.

Mr. Mahood spoke of how the chamber did not want the government to dictate what a 'livable' wage would be because it would affect many small businesses. They also led a coalition to be supportive of the Earned Income Tax Credit

Ms. Purdy reported that the average wage will be modified next year and a goal must be set at a local level. Mr. Pardun spoke of how many of the customers currently served have many barriers to employment and it is gratifying to see them become employed at a 'higher' wage.

Ms. Ferrari stated that with the changes to clients receiving TANF, in the next two years there will be a large number of clients that EDD will be mandated to serve. Mr. Ingram asked how long people can be on welfare. Ms. Purdy stated that five years is average; Ms. Ferrari stated that both parents must be in the workforce or their 'benefits' will be reduced.

Mr. Pardun stated that if we are mandated to serve people that have absolutely no job experience, we may be forced to get people employed at less than \$12.00 per hour.

Mr. Ingram asked about the Bootcamp. Ms. Parker reported on the Bootcamp and how difficult it is to work with some funding source and customers. There are 11 people graduating from the current Bootcamp. Ms. Parker credited Christine Welsch and staff for the smooth running of the most recent class.

Mr. Ingram spoke of a program that he has worked with regarding the training of ex-offenders. Ms. Parker spoke of a program that works with ex-offenders. Folsom Prison's warden will be participating in developing a program for the ex-offenders. Mr. Ingram stated that his company hires a great deal of ex-offenders.

6. Adjournment: Meeting adjourned at 9:20 a.m.