

# REGIONAL WORKFORCE INVESTMENT BOARD COLLABORATIVE MEETING

**Date:** Tuesday, April 25, 2006

**Time:** 1:30 p.m.

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

## AGENDA

1. Welcome and introductions
2. Presentation on Linking Education to Economic Development -New Board and Mission (Dave Butler)
3. Success Skills/Next Skills Institute Business Plan (Walter DiMantova)
4. Workforce Investment Act -Regional Incentive Grant Award - \$70,000 (Melissa Noteboom)
5. Regional Toll Free Number for Employer Outreach (William Walker)
6. Brainstorming Session for Regional Discussion Items for future meetings. (At the last meeting it was proposed that we should place discussion items on the agenda for information sharing, best practices discussion and/or continuous improvement). Suggestions:
  - Business Services – each WIB could choose a successful component of their business services to share.
  - Resource Allocations – each WIB could share information on structure changes, plans for allocating resources for next year or plans for reviewing and/or restructuring the one stop system.
7. Future of the Regional Collaborative (30 minutes)

This public notice is in compliance with the Brown Act.

## ITEM 3 - INFORMATION

### SUCCESS SKILLS/NEXT SKILLS INSTITUTE BUSINESS PLAN

#### BACKGROUND:

#### **EXECUTIVE SUMMARY**

Employers throughout the Sacramento region have identified a need for enhancing the success skills of students and the workforce. While many current and potential employees may have a range of technical skills, so-called “soft skills” – renamed here as success skills – are often lacking in recent graduates, new employees or current employees who are unable to advance up the career ladder. The ability of the workforce to communicate effectively, work in teams, solve problems or deal with conflict and change allows all employers to remain competitive.

The objective of The Sacramento Regional Success Skills Institute (SSI) is to provide training, education and related support services to enhance the Success Skills of employees and soon-to-be employees. The SSI will coordinate the resources and activities of workforce training and development organizations in the region. The result of this coordination will include the creation of standardized curricula for both not-for-credit training programs and for-credit classes and certificates, a widely recognized certificate of Work Success, and range of support services and consulting for employees and employers.

#### **MISSION**

The mission of the Sacramento Regional Success Skills Institute (SSI) is to provide training and support services which enhance the success skills of current and future employees and help employers expand, increase their competitiveness and become more successful.

Success skills include the ability to effectively communicate, work in a team, solve problems in a group and deal with conflict and change as well as other skills identified by the employer community which complement technical skills and add to the ability of employees to succeed as employees.

The mission of the SSI is achieved through collaboration with business, government, labor and education and by innovation.

#### **BACKGROUND AND NEED**

The need for the improvement of “soft skills” has been documented through several quantitative and qualitative research projects and focus groups over the last two years.

The ability of employees in a wide range of organizations of all sizes to communicate, collaborate and solve problems is quickly becoming an issue for company competitiveness. In a global economy based on customer service and the effective exchange of information, “soft skills” are now “hard skills”, critical to the success of organizations. The Success Skills Institute is a direct response to this evolving need to enhance a broad range of skills not adequately addressed by K-16 education.

## **PARTNERSHIPS**

Much of the success of the SSI will depend on the cooperation of many organizations in the Sacramento region. Central to the SSI plan is the coordination of the efforts of the many organizations in Sacramento which offer training, education, counseling and other services related to success skills. The initial members of the SSI will include:

- ⊙ The Sacramento Employment and Training Agency (SETA)/Sacramento Works
- ⊙ The Yolo County Workforce Investment Board
- ⊙ The Golden Sierra Workforce Investment Board
- ⊙ North Central Counties Consortium Workforce Investment Board
- ⊙ The California Association of Employers (CAE)
- ⊙ The Los Rios Community College District Business and Economic Development Center (BEDC)
- ⊙ The North/Far North Workplace Learning Resource Center (WpLRC)
- ⊙ The Sacramento Metropolitan Chamber of Commerce (SMCC)
- ⊙ Linking Education and Economic Development (LEED)
- ⊙ Sacramento Area Commerce and Trade Organization (SACTO)
- ⊙ Sacramento County Office of Education
- ⊙ Sacramento Central Labor Council
- ⊙ Sacramento-Sierra’s Building and Construction Trade Council
- ⊙ Grant Joint Union High School District
- ⊙ Sacramento City Unified School District
- ⊙ County of Sacramento Office of Economic Development
- ⊙ City of Sacramento Office of Economic Development

The Institute will also include representatives from area businesses, for example:

- ⊙ Sutter Health Systems
- ⊙ Pacific Coast Building Products
- ⊙ Home Depot
- ⊙ UPS

## **PRODUCTS AND SERVICES**

### **Assessment**

The Success Skills Institute will offer a range of assessments useful in determining the current skills and opportunities for improvement for employees, including suitability and ability to benefit assessments, financial assessments and nationally recognized assessment tools, including Choices, and WorkKeys. Candidates will be assessed in the following areas:

1. Academic capacity
2. Assessment – interest, skills and ability
3. Family situation
4. Financial situation based on self-sufficiency standard
5. Projection of support service needs
6. Assessment of Work Success skills

### **Training for Employees**

Research has recently been completed to determine what critical industries in the greater Sacramento region define as “success skills”. This research, combined with national research conducted by the U.S. Chamber of Commerce for their Work Readiness Credential System, will sharpen and refine the training programs offered by the SSI. As a result of this research, the SSI will develop intensive, forty to eighty hour, not-for-credit training programs focused on a range of Success Skills including:

- ⊙ Communication Skills
  - ⇒ Written and verbal communication
  - ⇒ Listen Actively
  - ⇒ Read with Understanding
  - ⇒ Observe Critically
- ⊙ Decision Making Skills
  - ⇒ Problem-solving and decision-making
  - ⇒ Use math to solve problems and communicate
- ⊙ Interpersonal Skills
  - ⇒ Working in a team
  - ⇒ Managing and resolving conflict in the workplace
  - ⇒ Team-building
  - ⇒ Customer service skills
- ⊙ Lifelong Learning Skills
  - ⇒ Time management
  - ⇒ Take responsibility for learning
  - ⇒ Work ethics, work etiquette and attitude in the workplace
  - ⇒ Understanding and awareness of diversity and difference in the workplace
  - ⇒ Using information and communications technology

### **Train-the-Trainer Programs**

The Success Skills Institute will develop a standardized Train-the-Trainer program which, when completed by a qualified trainer, will certify that the trainer may offer programs to employees and employers through the Success Skills Institute.

## Training for Employers

Likewise, employers have identified that they would benefit from training and consultation in several areas in order to increase retention including:

- ⦿ Preventing absenteeism and improving retention
- ⦿ Performance reviews
- ⦿ Sexual harassment awareness for supervisors
- ⦿ Violence in the workplace
- ⦿ Creating employee handbooks
- ⦿ Establishing a customer friendly environment

One of the options for those served by the Success Skills Institute will be to complete a specified number of hours of instruction and receive a “Success Skills or Work Readiness Credential”, recognized and sponsored by the U.S. Chamber of Commerce, SETA, the LRCCD BEDC and the Sacramento Metropolitan Chamber of Commerce. Demonstration of skills in a work environment, through an internship and/or employment, will be necessary for being awarded a certificate. Availability of this certification will be marketed to area businesses and presented as a validation that applicants to positions have been trained in skills likely to enhance their ability to succeed in the workplace.

The SSI will also collaborate with the Los Rios Community College District, its Colleges, and other higher education providers to develop and offer for-credit courses and certificates for college and university students. Web-based courses and resources may be developed by SSI. The SSI will provide case management support and counseling to SSI students through the One-Stop Career Center system.

## Internships

The SSI will develop a process for establishing mutually beneficial internship opportunities for customers and employers in the region as an opportunity to apply what has been learned in the training programs and as a way to secure higher levels of certification.

<b>ACTIVITIES AND TIMELINES ACTIVITY</b>	<b>COMPLETION DATE</b>	<b>RESPONSIBLE ORGANIZATION</b>
1. Complete “Sacramento Model” Research	01/15/06	SETA
2. Complete First Draft Business Plan	01/20/06	SSI Subcommittee
3. Present Draft Plan to WIB	01/25/06	SSI Subcommittee
4. Identify Board Members and Clarify Expectations	01/25/06	SSI Subcommittee
5. Begin Planned Convergence Event	01/25/06	LRCCD
6. Identify National Best Practices	02/01/06	LRCCD

7. Begin For-Credit Curriculum Development	02/01/06	LRCCD
8. Identify and Hire Part-time Project Manager	02/15/06	SETA
9. Submit Industry Driven Regional Collaborative Grant	02/15/06	LRCCD
10. Develop Marketing and Promotion Plan	02/15/06	SETA/MMC
11. Develop Prospectus for Business Anchors	02/15/06	SETA
12. Complete Critical Industry Research	02/28/06	LRCCD/WPLRC
13. Begin Curriculum Development	03/01/06	SETA, CAE AND LRCCD
14. Identify and Visit Similar Centers	03/01/06	SETA, SSI Subcommittee
15. Conduct Convergence Event	04/01/06	LRCCD
16. Conduct first Pilot Program	05/01/06	SETA/LRCCD/CAE
17. Hold First Board Meeting	05/01/06	SETA
18. Pilot first Train the Trainer Program	05/01/06	SETA/LRCCD/CAE
19. Summarize and Distribute Results of Convergence	05/01/05	LRCCD
20. Develop and Distribute Marketing Materials	05/01/06	SETA/MMC
21. Secure Ten (10) Corporate Anchors	06/01/06	SETA, SSI Board
22. Offer First Programs to Business	08/01/06	SSI

# What New Workers in Entry Level Jobs Need to Be Able to Do

New workers need to be able to use these EFF Skills...

## Communication Skills

- 1 Speak So Others Can Understand
- 2 Listen Actively
- 3 Read With Understanding
- 4 Observe Critically

## Interpersonal Skills

- ▲ Cooperate With Others
- ▲ Resolve Conflict and Negotiate

## Decision Making Skills

- 1 Use Math to Solve Problems and Communicate
- 2 Solve Problems and Make Decisions

## Lifelong Learning Skills

- ◆ Take Responsibility for Learning
- ◆ Use Information and Communications Technology\*

...well enough to successfully carry out these critical entry level tasks:

### Acquire and Use Information

- Acquire, use, and share information accurately and in a timely manner in order to: 1 2 3 4 ▲ 1 ◆ ◆
  - Get work done.
  - Identify appropriate procedures.
  - Respond to requests from internal and external customers.
- Read and understand information presented in written form well enough to get the job done. 2 3
- Communicate in spoken English well enough to get the job done. 1 2 3
- Ask for clarification or help from supervisor or appropriate others when needed. 1 2 4 ▲ 1 ◆

### Use Technology

- Learn how to use appropriate computer-based technology to get the job done most efficiently. 3 4 1 ◆
- Be able to use a telephone, pager, radio, or other device to handle and process communication. 1 2 2 ◆
- Make sure that all equipment is in safe working order. 4 1 2 ◆
- Use equipment properly to minimize damage to equipment or injury to oneself or others. 3 4 1 ◆

### Use Systems

#### UNDERSTAND SYSTEMS

- Understand how one's own performance can impact the success of the organization. 1 2 4 ▲ 1 ◆
- Comply with organizational policies and procedures in a consistent manner. 2 3 4 ▲ 1 ◆
- Pay attention to company guidelines regarding: 1 2 3 4 ▲ 1 ◆
  - Personal and professional interactions.
  - Appropriate dress.
  - Health and safety.
- Follow established procedures for handling urgent situations or emergencies. 1 2 3 4 2
- Keep informed about quality and health standards set by external sources, including unions, OSHA, and other national and international organizations. 2 3 4 ▲ 1 ◆
- Go to the appropriate person/source when approval is needed for work-related activities. 1 2 3 4 ▲ 1 ◆ ◆

#### MONITOR AND CORRECT PERFORMANCE

- Monitor quality of own work. 4 1 2 1 ◆ ◆
- Accept and use constructive criticism for continuous improvement of own job performance. 2 4 ▲ 2 ◆
- Keep track of changes within the organization and adapt to them. 1 2 4 ▲ 1 ◆

### Work With Others

#### DIVERSITY

- Work as part of a team to develop and achieve mutual goals and objectives. 1 2 4 ▲ ▲ 2
- Develop and maintain good working relations with coworkers, supervisors, and others throughout the organization, regardless of background or position: 1 2 4 ▲ ▲ 1 ◆
  - Be respectful and open to the thoughts, opinions, and contributions of others.
  - Avoid use of language or comments that stereotype others.

#### NEGOTIATE

- Work through conflict constructively. 1 2 4 ▲ ▲ 2

#### SERVE CLIENTS

- Address customer comments, questions, concerns and objections with direct, accurate, and timely responses. 1 2 3 4 ▲ ▲ 2 ◆
- Verify customer or client identification to validate forms, provide services, or carry out procedures. 1 2 3 4 2 ◆

### Integrity

- Demonstrate integrity. 1 2 4 ▲ 1 ◆
- Maintain confidentiality, as appropriate, about matters encountered in the work setting. 2 4 ▲

### Know How to Learn

- Accept help from supervisors and coworkers. 1 2 4 ▲ 1 ◆
- Learn new/additional skills related to your job. 2 3 4 ▲ 2 ◆
- Learn about the products/ services of the organization. 2 3 4 1 ◆ ◆

### Responsibility

- Demonstrate willingness to work. 1 2 ▲ 1 ◆
- Take responsibility for completing one's own work assignments: 2 3 4 ▲ 1 2 ◆
  - Accurately.
  - On time.
  - To a high standard of quality.
  - Even when the work is physically or mentally challenging.
  - As efficiently as possible, to minimize costs, rework, and production time.
- Show initiative in carrying out work assignments. 1 2 ▲ 1 ◆

### Allocate Resources

- Use basic math well enough to get the job done. 3 1 2 1 ◆
- Manage time effectively to: 2 3 4 ▲ 1 2
  - Get the work done on schedule.
  - Prioritize tasks.
  - Make sure that urgent tasks are completed on time.
- Make sure that materials, tools, and equipment are available to do the job effectively. 4 1 2 ◆

### Solve Problems

- Cope with a work situation or tasks that change frequently: 1 4 ▲ ▲ 2 ◆
  - Demonstrate flexibility.
  - Accept new or changed work responsibilities with a positive attitude.
  - Adjust to unexpected problems and situations by seeking advice from a supervisor or appropriate others.
- Identify actual or potential problems related to one's own work: 1 2 4 ▲ ▲ 1 2
  - Report them in a timely manner, according to company policy.
  - Help to fix them.

### Self Management

- Display responsible behaviors at work: 1 2 3 ▲ ▲ 2 ◆
  - Avoid absenteeism.
  - Demonstrate promptness.
  - Maintain appropriate grooming and hygiene.
  - Do not attend to personal business when on the job, except in emergencies.
  - Manage stressful situations effectively.

\* This skill is not currently tested in the WRC.



## ITEM 4 - INFORMATION

### WORKFORCE INVESTMENT ACT - REGIONAL INCENTIVE GRANT AWARD

#### BACKGROUND:

SETA staff has recently been notified by the California Workforce Investment Board that the CAIZ Regional Collaboration Incentive Grant application has been awarded \$70,000. This award is based on the efforts of the Regional Coordinating Council during the WIA program years 2004-2006.

New to this application is the addition of the North Central Consortium which adds Glenn, Colusa, Lake, Sutter and Yuba Counties to the CAIZ collaboration. The \$70,000 award represents the total amount requested in the proposal.

Our next step is to identify the Project Objectives/outcomes that regional staff will need to complete, as well as developing a plan to meet them. Some of the outcomes addressed in the proposal have already been funded by SETA (such as the Success Skills Institute and collaboration with the Partnership for Prosperity). There are however, a number of major objectives identified in the proposal that the CAIZ board needs to address. The attached chart represents those objectives.



<b>Project Objective</b>	<b>Milestones/Benchmark</b>	<b>Outcomes</b>
Strengthen the Regional Workforce Investment Boards and develop standardized workforce policy for the region.	Quarterly meetings of the Regional Workforce Investment Board Coordinating Council;	<ul style="list-style-type: none"> <li>• Information sharing on successful initiatives</li> <li>• Training for Board Members</li> <li>• Collaboration with economic development agencies within the region</li> <li>• Expansion of the system's capacity to be market driven</li> <li>• Responding to regional economic needs</li> </ul>
Improve communication between the workforce investment boards in the region, improving services to employers and job seekers and working closely with education and economic development partners	Host a regional Workforce Summit for members of the four local workforce Investment Boards	<ul style="list-style-type: none"> <li>• Set workforce development policy for the region;</li> <li>• Expand each areas capacity to respond to local economic needs by learning about regional labor market information and economic forecasting</li> <li>• Promote workforce quality throughout the region through standardization of services and branding in the one stop systems</li> <li>• Develop partnerships with local economic development agencies in the region.</li> </ul>
Create a Talented Workforce:	Guide the implementation of the regional workforce development system; provide input on regional planning and initiate coordination and policy development with other regional workforce development initiatives.	<ul style="list-style-type: none"> <li>• Ensure the involvement of the regional workforce system with representatives of economic development, the community colleges and K-12 education.</li> </ul>

## ITEM 5 - INFORMATION

### REGIONAL TOLL FREE NUMBER FOR EMPLOYER OUTREACH

#### BACKGROUND:

At the last meeting of the Regional Workforce Investment Board Collaborative, staff was asked to research the feasibility of a toll free number that could be marketed to employers for job orders in the region. Staff has been working with ATT/SBC to develop a proposal for the use of one toll-free number by the four Workforce Investment Boards in the region.

#### **Proposal:**

One toll free-number will be used by WIBs/One Stops to market job recruitment and screening services to employers in the region. The service, called Toll Free Calling with Area Code and Exchange routing, will automatically route calls to the WIB/One Stop that is nearest to the employer's location. This allows callers from anywhere in the region to dial the same toll free number and be routed to their respective WIB/One Stop. The routing system will be set up according to specifications developed by the WIBs.

#### **Who will it serve?**

The toll free number will serve employers in Sacramento, Yolo, Sutter, Yuba, Colusa, Lake, Glenn, El Dorado, Placer, Nevada and Alpine Counties. The calls will be routed to the following WIB/One Stop Systems:

- ✓ North Central Counties Consortium
- ✓ Sacramento Works
- ✓ Golden Sierra Job Training Agency
- ✓ Yolo County Department of Employment and Social Services

#### **What will it cost?**

The service has a monthly recurring cost of approximately \$100.00 and a per minute rate of \$.0333. ATT/SBC recommends that we revisit the configuration after the service is working and we have a better sample of the actual usage because there are several cost plans that may be better as usage increases. The cost will be shared on a pro rata basis by the regional WIBs.

#### **What is the phone number?**

We have reserved a number that is easy to remember (877) 922-JOBS