

**WORKFORCE DEVELOPMENT
BOARD MEMBERS**

STACI ANDERSON
PRO Youth and Families

EDWARD W. BAKER
Pacific Ethanol, Inc.

AMANDA BLACKWOOD
Sacramento Metro Chamber of Commerce

LARRY BOOTH
Frank M. Booth, Inc.

N. LISA CLAWSON – Secretary/Treasurer
Kaiser Permanente

LYNN R. CONNER
Better Business Bureau

RONALD J. ELLIS
2SS.com

KEVIN FERREIRA
Sacramento Sierra's Building & Construction
Trades Council

KRISTIN GIBBONS
Department of Human Assistance

TROY GIVANS
County of Sacramento, Economic
Development

DAVID W. GORDON
Sacramento County Office of Education

MICHAEL JASSO
City of Sacramento

GARY R. KING
SMUD

KATHY KOSSICK
Sacramento Employment & Training Agency

CHRISTINE LASTER
Siemens

MATT LEGE
SEIU – United Healthcare Workers

FRANK A. LOUIE
Sacramento Asian Chamber of Commerce

JANET NEITZEL
Employment Development Department

DR. JAMEY NYE
Los Rios Community College District

RONALD R. ORR, JR.
VSP, Inc.

SHARON O'SULLIVAN
California Department of Rehabilitation

JOHNNY PEREZ
SAFE Credit Union

KARL PINEO
Ironworkers Local 118

FABRIZIO SASSO
Sacramento Central Labor Council

ANETTE SMITH
Five Star Bank

RICK WYLIE – Chair
Villara Building Systems



SACRAMENTOWORKS

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

Date: Tuesday, November 10, 2020

Time: 3:00 p.m.

Location: <https://us02web.zoom.us/j/83834188562>

In response to the Governor's Executive Order N-29-20 relating to the COVID-19 Pandemic, the Sacramento Works Employer Outreach Committee is conducting this meeting on Zoom at <https://us02web.zoom.us/j/83834188562>. Members of the public may join the meeting by clicking the link above or typing the meeting address above into their web browser, or listen to the meeting by telephone by dialing (for higher quality, dial a number based on your current location): US: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 312 626 6799 or +1 929 205 6099 or +1 301 715 8592. International numbers available at: <https://us02web.zoom.us/j/83834188562>. Webinar ID: 838 3418 8562. Members of the public are encouraged to participate in the meeting by submitting written comments by email to: Nancy.Hogan@seta.net. Any member of the public who wishes to speak directly to the board regarding any item on the agenda may contact Nancy Hogan at (916) 263-3827, or Nancy.Hogan@seta.net. Please include in your request which item you would like to participate on. Additionally, during the meeting any questions or comments may be submitted via the Q&A or chat features on Zoom. Public comments will be accepted until the adjournment of the meeting, distributed to the Employer Outreach Committee and included in the record.

Closed captioning will be available. This document and other Board meeting information may be accessed through the Internet by accessing the SETA home page: www.seta.net.

AGENDA

1. Call to Order/Roll Call
2. **ACTION** (*Approval of October 14, 2020 Minutes*)
3. **FEATURED EMPLOYER:** Newlife Electronics LLC
4. **DISCUSSION ITEM:** Review the '**Action Plan**' for Employer Outreach
5. **DISCUSSION ITEM – Committee Business** including:
 - Vice-Chair
 - New meeting day 2nd Tuesday (Not in Dec. or August)
 - New Member?
 - Curating new members? (Plan)

6. **DISCUSSION ITEM:** Progress update on updated Contacts, EMail addresses, etc., for members/staff to use in soliciting surveys, newsletter and targeting Employer Visits and a briefing on '**Econovue**' (William)
7. **DISCUSSION ITEM:** Employer Surveys and plans for an annual mass survey, and incremental surveys. (Ed)
8. **ACTION** – Endorse Survey for use
9. **DISCUSSION ITEM:** Employer Meetings
 - Guideline steps for meetings
 - Sample '*Featured Employer*'
 - Forming Employer Meeting Visit/Interview Teams?
10. **DISCUSSION ITEM:** Envisioning a SETA/Sacramento Works - Annual Program Calendar with EOC Meetings, Monthly Employer visits, Quarterly Newsletters, Virtual Seminars
11. **DISCUSSION ITEM:** Newsletter content, Target 1st issue
12. **ACTION ITEM:** Next Meeting 2nd Tues., **January 12, 2021 3:00 PM**
13. **ADJOURNMENT**

Committee Members: Ed Baker, Ron Ellis, Troy Givans, Renee John, Christine Laster, Janet Neitzel, Fabrizio Sasso, Rick Wylie (Ex-officio)

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

DISTRIBUTION DATE: TUESDAY, NOVEMBER 3, 2020

Employer Outreach Committee
Minutes/Synopsis
(Minutes reflect the actual progression of the meeting.)

Wednesday, October 14, 2020
3:00 p.m.

Meeting held electronically

1. **Call to Order/Roll Call:** Mr. Ellis called the meeting to order at 3:04 p.m. The roll was called; a quorum was established.

Members Present: Ron Ellis, Ed Baker, Crystal Bethke (Representing Tory Givans) , Renee John, ~~Spencer Hoke~~ (*←We'll be adding Spencer in January*)

Member Absent: Christine Laster, Janet Neitzel, Fabrizio Sasso

Others Present: Ron Orr, Rick Wylie, Sharon O'Sullivan, Kathy Kossick, Brittany Jones, Roy Kim, Phil Cunningham, William Walker, Terri Carpenter

2. **ACTION** - Approval of September 9, 2020 Minutes

There were no corrections to the minutes.

Moved/Baker, second/Bethke, to approve the September 9 minutes.

Roll call vote:

Aye: 3 (Baker, Bethke, Ellis)

Nay: 0

Abstentions: 0

Absent: 3 (Laster, Neitzel, Sasso)

Mr. Ellis acknowledged Renee John attending the meeting; Mr. Ellis requested a motion to endorse his appointment Ms. Renee John to the EOC.

Moved/Baker, second/Bethke, to endorse the appointment of Renee John to the Employer Outreach Committee:

Roll call vote:

Aye: 3 (Baker, Bethke, Ellis)

Nay: 0

Abstentions: 0

Absent: 3 (Laster, Neitzel, Sasso)

DISCUSSION ITEM: Review the '**Action Plan**' for Employer Outreach

Mr. Ellis stated that efforts to expand the committee's membership have been good and he is hoping to add more people.

4. **DISCUSSION ITEM** - Curating the Employer Outreach Committee
 - Current/Prospective Roster

- Letter of Invitation to **Sharon O'Sullivan** current board member & CA Dept. of Rehabilitation.
- New targeted members?
 - Analysis

One development is Sharon O'Sullivan has expressed interest in having one of her staff becoming her representative on our committee. Mr. Ellis asked for approval to add a 'represented; committee position for Sharon O'Sullivan; attending the meeting today is Spencer Hoke. Mr. Hoke is responsible for business engagement.

Moved/Baker, second/Bethke, to have a represented position on the EOC.

Roll call vote:

Aye: 4 (Baker, Bethke, Ellis, John)

Nay: 0

Abstentions: 0

Absent: 3 (Laster, Neitzel, Sasso)

5. **DISCUSSION ITEM:** Progress on updated Employer Contacts, E-Mail addresses, etc. to use in soliciting surveys, newsletter and targeting 'Employer Visits'

Mr. William Walker has an updated list with e-mail and contact information. He uses a data base called Econovue which can provide current employee size, the individual who is running the company, and the health of that particular business. This information is from Dun and Bradstreet. Staff have been trained on how to extract that information from the database.

Mr. Ellis asked if we were able to do an e-mail blast, how many would be sent? Mr. Walker replied that all businesses in the Sacramento region that are in Econovue; maybe 100-150 employers that already work with Sacramento Works.

6. **DISCUSSION ITEM:** Scheduling Employer Meetings, Visiting & Interview Teams?

Mr. Ellis had the opportunity to meet with Mr. Kim, Ms. Carpenter, and Mr. Walker to do three different employer meetings. So far it has been a positive experience and he enjoyed hearing the employers' thoughts on working with Sacramento Works. The employers were generally positive with their interactions.

Mr. Ellis wants to start visits beginning in December or January; perhaps one per month. Attendees would include a staff member and one member of the committee to do the employer visit utilizing the template. The purpose would be to find out the employer's needs. A summary of the visit would be drafted afterward to recap, to publish in our newsletter and potentially to get an endorsement. Mr. Ellis asked for someone to work with him on these visits; Ms. John indicated that she would be willing to participate.

7. **DISCUSSION ITEM:** Annual Employer Survey and plans for mass and incremental use.

Mr. Ed Baker thanked the working group which includes, William Walker, Brittany Jones, Renee John, himself, and Ms. Carpenter. They looked at the 2018 survey to make necessary changes. The survey was composed using Constant Contact's survey system. Mr. Baker showed the updated survey. The group thought there should be 2 separate surveys: 1) immediately after the engagement, and 2) a survey done one year after the initial meeting. Mr. Baker will gather the working group again to try to finalize the two surveys and identify any other needed changes.

8. **ACTION** – Endorse Survey for use: Continued to the next meeting.
9. **ACTION:** 2020-2021 Employer Outreach Budget for endorsement - Survey of recent years' promotions & results

Ms. Carpenter reviewed this item which requests endorsement of the budget. Ms. Carpenter reviewed the major campaigns that the EOC focused on from 2017-2019.

2017 "Talent" Campaign- Electronic billboard at the Sacramento International Airport, KFBK, and Google Ads Words.

2018: The Build Your Own Workforce offered a series of workshops for employers to develop a mentorship program to have employees trained on-site. A series of workshops was provided; it was mostly supported through staff time and incurred a small expenditure to support a consultant doing workshops.

2019: The EOC planned the Future Focus event. It involved the four local workforce development boards. Patrick Schwerdtfeger was the keynote speaker for the program supported by local industry panelists. There were 250+ attendees.

The recommended budget for 2020-2021 was reviewed. Staff is requesting approval of the marketing budget.

Moved/Bethke, second/Baker, to approve the EOC budget as presented.

Roll call vote:

Aye: 5 (Baker, Bethke, Ellis, Hoke, John)

Nay: 0

Abstentions: 0

Absent: 3 (Laster, Neitzel, Sasso)

10. **DISCUSSION ITEM: Envisioning a SETA/Sacramento Works - Annual Program Calendar** – Quarterly Newsletters, Monthly visits, Thinking about a (virtual) seminar?

An annual program is coming together. This will include programs that we are asking committee members to think about (e.g. seminars/activities/events) that might be staged in 2021.

After his conversation with Pride Staffing Mr. Ellis felt it would be appropriate to reach out to staffing organizations that work with Sacramento Works.

Mr. Ellis commented on the forthcoming newsletter and mentioned that his actively trying to notice newsworthy things that can be added to the website, newsletter, etc..

11. **ACTION ITEM: Next Meeting Wednesday, November 18, 2020:** will hold this meeting but not meet in December.

Ms. Kossick suggested that the EOC not meet on November 18 since it is the bimonthly meeting of the Sacramento Works Board; perhaps schedule another day or right after the full board meeting. Mr. Ellis will survey members and perhaps adjust the meeting time.

Mr. Wylie stated that this committee has been working hard on the solicitation packages. He will be holding off on this for a bit due to the development of the Fundraising Development Committee. It will be a long-term very important activity and we need to consider how to appropriately develop this committee. The Youth Committee met and there was a lot of excitement with the idea of funds for internships. We have a lot of partner organizations and we need to collaborate with them when we raise funds so there is no thought of competition. This will be discussed at the Executive Committee on 10/26. Go slow to go well. Typically, sponsorships that we have done before are when we actually have an event (Future Focus), that is when employer sponsorships are taken advantage of. When it comes to specific programs, i.e., internships, will want to work on this with the Fundraising Development Committee. Mr. Wylie is looking for members for this committee. He and Mr. Ellis will be working on the fundraising committee. Mr. Wylie urged people to consider joining the Fundraising Development Committee. It will be some work but he believes there will be a long-term impact on our organization's ability to promote programs for which government funding is not always available.

12. **ADJOURNMENT:** The meeting was adjourned at 3:46 p.m.



Action Plan

Prepared by Rick Wylie with the Executive Committee
Endorsed by the SETA/Sacramento Works Board 6-24-2020

The relevant items for the...

Employer Outreach Committee

- a. Conduct regular Employer Outreach activities
 - Survey employers to understand what their future needs are, current and future staffing needs.
- b. Curate the committee's membership to position it for strategic alliances and program success
- c. Develop with approval of all involved (Staff, board, etc.) an annual Employer Outreach Program calendar.
- d. Pursue Employer Program sponsorships to strengthen new and current programs.
- e. Be responsive in Investigating, Developing & Expanding 'in-place' or new Employer-based Internship programs

Statistics:

SETA/Sacramento Works

The current list of '**active**' SETA employers is 100 and staff guess that they may be able to handle up to 300 employers at current levels. If 300, that would be represent just over 1% of all Sacramento County employers. SETA targets it's services toward a narrower group of employers which includes 6 to 12 local staffing agencies (*AppleOne, Acara [Siemens], Blue Diamond, Nelson Staffing, Pride Staffing, Superior Staffing, Volt, etc.*)

Sacramento County

- Population 1,552,058 (7-1-2019)
- Under 18 = 23.6 % (Roughly 366,000)
- High Schools = 56 enrollment 300 to 2,000 roughly 9,000 students
- Foreign Born 20.8% (Roughly 323,000)
- Households with a Computer 93.2% Broadband 85.6%
- Labor force (over 16) 62.4% (= 968,000+ employees)
- Employer Establishments (2017) 29,515
- Employment (2017) 481,229 compared to population about 31%
- Veterans 80,343

From: <https://www.census.gov/quickfacts/fact/table/sacramentocountycalifornia,CA/PST045219>



Curating the Employer Outreach Committee

Name/position	Company	Status			
Edward 'Ed' Baker VP Human Resources	Pacific Ethanol, Inc.	Member			
<i>REPRESENTED</i> Amanda Blackwood President & CEO <i>Represented by:</i> Andrea Ellinghouse Exec. Director	Sacramento Metropolitan Chamber of Commerce Metro Chamber Foundation	Prospective (Jan. 2021)			
<i>REPRESENTED</i> Barry Broome President & CEO <i>Represented by:</i> Brittany Jones Chief of Staff	Greater Sacramento Economic Council	Prospective (Nov. 2020)			
Ronald 'Ron' J. Ellis Managing Director / Owner	2SS.com LLC	Member			
Troy Givans Director of Economic Development	County of Sacramento	Member			
Renee John Project Leader, 21st Century Workforce	Valley Vision	Member			
Christine Laster Human Resources Manager	Siemens	Member			
Janet Neitzel Division Chief Northern CA	Emp. Dev. Dept. Workforce Services Branch	Member			
<i>REPRESENTED</i> Sharon O'Sullivan Team Manager <i>Represented by:</i> Spencer Hoke Analyst	CA Dept. of Rehabilitation	Prospective (January 2021)			
Fabrizio Sasso Executive Director	Sacramento Central Labor Council	Member			



SAMPLE IMAGINED EOC Members

Name/position	Company	Address	Phone	Fax	EMail
<i>REPRESENTED</i> Mr David Lichtman Publisher <i>Example</i>	Sacramento Business Journal				
<i>REPRESENTED</i> Mr Don Nottoli Supervisor Dist 5 SETA Governing Board Chair <i>Example</i> Chief of Staff, Rebecca Thornton Sloan	Sacramento Board of Supervisors				



EOC Membership Advertising



Help Sacramento Employers Succeed

The Sacramento Employment and Training Agency (SETA) and Sacramento Works, Inc., want employers to succeed.

SETA/Sacramento Works, Inc., the Local Workforce Development Board that oversees federal workforce programs and the network of Sacramento Works Job Centers, assist employers with valuable services. One of the Board’s strategic objectives is to routinely and effectively conduct outreach to area employers. Recently the board committee that focuses on outreach has been fortunate to attract members from the Sacramento region’s major business development organizations including the **Sacramento Metropolitan Chamber of Commerce**, the **Greater Sacramento Economic Council**, and **Valley Vision**.

Are you the one?

We’re looking for top-level hiring managers/executives who are interested in joining our committee and working with us to help other employers thrive. Ideal candidates will be engaged in industries we target (*Construction, Business Services, Manufacturing, Clean Economy, Food and Agriculture, and Health Care*) and in medium-sized (*25 to 150 employees*) organizations. If this is you or someone you know please contact Employer Outreach Chair Ron_Ellis@2SS.Com.

To learn more about Sacramento Works, Inc., please visit www.sacramentoworks.org.

EOC Membership Plan

This ideal Employer outreach committee membership is envisioned as a way to give SETA/Sacramento Works both access and creditability in pursuing and achieving our objectives. We’re hopeful it will include many of the leading organizations involved in Business Development and aim at making them partners in planning and conducting successful SETA programs and events.

Current members will ideally be complemented by curating 3 to 5 additional members that represent selected industries and small, medium, and large employers (*Based on Business Journal ‘Best Places to Work’ divisions*).

- Micro >10 to 24
Ron Ellis, 2SS.Com
- Small 25 to 49
- Medium 50 to 149
- Large 150 to 499
Ed Baker, Pacific Ethanol
- Very Large 500 to 999+
Christine Laster, Siemens
Rick Wylie, Villara Building Systems



Employer Meetings

The intention is to get to meet with more-and-more of our Sacramento-area employers in order to learn a little about their businesses and their employment needs. We also intend to build-up our database with current information and to begin sharing relevant information in our newsletter (*e.g. article like the one below*). All of that should serve to help position us to make better-and-better decisions and recommendations to SETA/Sacramento Works.

A Template/Checklist for Employer Meetings

- Set- up Employers Meetings from those currently or formerly served (*SETA/SW staff*)
- Arrange to have an EOC member and a staff member scheduled to conduct a meeting every month (*Monthly schedule*)
- EMail a [link](https://www.seta.net/board-operations/sacramento-works-inc/) to our '**Introductory Packet**' just before the meeting (<https://www.seta.net/board-operations/sacramento-works-inc/>, *EOC Member,)*
- Confirm business name, contact person and ask about business description (website?). (*EOC Member*)
- Request approval to generate a brief article for review and approval by the employer.
- Ask what's unique about the business (*EOC Member*)
- Ask about Employment needs (*SETA/SW Staff*)
- Ask about their impression or experience of SETA/Sacramento Works (*quote?*) (*Anyone*)
- Ask what can SETA/Sacramento Works do for them going forward? (*SETA/SW Staff*)
- Send a follow-up DRAFT article for the Employer's approval and thank them for the time (*EOC Member*)
- Send a follow-up thank you and survey request. (*SETA/SW Staff*)

Getting to a Draft article?



SETA/Sacramento Works Featured Employer

Newlife Electronics LLC

Last in September we had the opportunity to spend some time with business owner **Gordon Mills** and learn a little about his unique business, the kind of employees that SETA/Sacramento Works has been fortunate to assist him in finding, and how **Newlife Electronics** has weathered COVID-19.



Newlife opened in 2009 and describes itself as “A Family business where we pride ourselves on being community-oriented and supportive of all the Schools and Non-Profits that we have the opportunity to serve.” The company was built on Gordon’s many years of experience working with Hewlett Packard and local recycling firm SIMS Lifecycle Services in a similar role. Now **Newlife** still works with HP as well as many other organizations to acquire, repair and re-sell a wide variety of electronic equipment ready for a second life. Visit them at www.newlifellc.com.

As it did to many others, COVID-19 has depressed the business and its staff significantly. But now Gordon clearly sees the company recovering and he is eager to train prospective employees with relevant skills including inventory management, parts handling, part identification, and more.

Asked about SETA/Sacrament Works services he said without hesitation...

“Its been good, the best thing was 75% of pay covered for 9 or 10 weeks. It gives me the ability to hire people I might not otherwise be able to hire.”

Asked about current needs Gordon noted:

You (SETA/Sacramento Works) do a great job of screening training and presenting them (Job candidates) with the right skills.” ... “My favorite two ways to find new employees are through personal contacts and SETA/Sacramento Works.”





SACRAMENTOWORKS

SETA/Sacramento Works Featured Employer

“Independently owned and operated, professionally serving where we live and raise our family (The Sacramento region). We strive to represent PRIDESTAFF with the utmost honesty and integrity, acting on what is right and doing right by our associates and clients. We expect the same of our internal staff and associates and are gratified by helping individuals find success in the workplace as well as providing for themselves and their families.”



[Sacramento \(East\)](#)

-- Craig and Mary Ryder, Owners/Strategic-Partners

Early last October we had the opportunity to speak with **Mary Ryder** and learn about their very active staffing offices in Roseville (*since 2011*) and Arden Arcade (*since 2017*) including operations in East Sacramento. The office staff of about 8+ folks is responsible every month for about 75 to 100 field staff actively working for client companies while also juggling 5+ direct hire requirements. Mary’s husband **Craig** started the business after 17 years as a senior executive with The Adecco Group, still the world’s largest provider of HR and temporary staffing services.

PRIDESTAFF Sacramento-Southeast places a BIG emphasis on the success of their ‘temp-to-hire’ focus which helps many candidates find BOTH an opportunity to be employed quickly, as well as a permanent job! In order to do that they offer employers a customized approach that makes Ready-to-Work job seekers **VERY LIKELY** to get a job if they show-up and provide a resume that includes at least two recent and relevant employers.

The firm serves as many as 30 to 40 folks each week in a variety of local jobs that include shipping and receiving, administrative and clerical, and financial roles at all levels from A/P and A/R, to Chief Financial Officer.

For employers who need new staff, and for prospective employees willing to work, **PRIDESTAFF** is ready, every-day to help folks *get-to-work!*

916-757-6100

<https://www.pridestaff.com/sacramentoe/>

sacramentoeast@pridestaff.com



Econovue

Turn on the powerful data visualization tools in EconoVue™ to paint a high-level picture of regional economic and industry trends - and take an up-close look at employment, salaries and Financial Health scores over time. Customizable filters refine your data results and quickly pinpoint companies for strategic workforce engagement.

EconoVue™ was developed collaboratively with Workforce Development Boards and continues to evolve using direct feedback from active WDB subscribers across the country. The examples listed here describe many ways that workforce teams have utilized EconoVue™ to streamline and strengthen their Rapid Response coordination, Proactive Targeted Outreach and Strategic Planning and Partnering with local business, education and government groups

The screenshot shows the EconoVue website interface. At the top, the URL is [econovue.com/econovue-platform.html](https://www.econovue.com/econovue-platform.html). The EconoVue logo is followed by the tagline "A Window to the Local Economy". The main heading is "Workforce Development" in a large, blue, serif font. Below the heading are three stylized human figures: a blue one at the top right, a red one at the bottom left, and an orange one at the bottom right. The text below the figures reads: "Find the struggling businesses in your region before they find you because of layoffs or a WARN Notice".

EconoVue™ is designed to work with the Dun & Bradstreet® business database

From: <https://www.econovue.com/econovue-platform.html>



Survey SAMPLE

10/26/2020

Survey : Questions

THIS IS A TEST VERSION OF THIS SURVEY
Responses will NOT be recorded.



A proud partner of America's Job
Center of California™ Network

500 characters left.

Sacramento Works Employer Services Satisfaction Survey

*Required Question(s)

*1. How did you hear about SETA/Sacramento Works?

- Contacted by Sacramento Works staff
- Friend, Referral
- Job Fair, Recruitment Event
- Online Advertisement
- Social Media
- Television, Radio, Print

Comment:

500 characters left.

*2. What service(s) did you receive?

- Customized Recruitment Events
- On-the-Job Training
- Job Posting Services
- Applicant Screening Services
- Skills Assessments
- Other

Comment:

*3. How satisfied are you with the services you received from SETA/Sacramento Works?

Very Dissatisfied		Somewhat Satisfied		Very Satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comment:

500 characters left.

*4. Would you recommend SETA/Sacramento Works services to other Employers?

- Yes
- Maybe
- No

Comment:

500 characters left.

*5. How many employees does your business have?

- 1 to 10
- 11 to 25
- 26 to 50
- 51 to 150
- 151 to 500
- 501+



*6. In what industry sector do you operate?

- Administrative and Support Services
- Agriculture, Food and Hospitality
- Construction and Clean Energy Technology
- Health Services and Life Sciences
- Information and Communications Technology
- Installation, Maintenance and Repair
- Transportation, Production and Manufacturing

*7. Within the Sacramento region, during the next 12 months, do you expect to be:

- Adding Staff
- Staying Steady
- Reducing Staff

Comment:

500 characters left.

8. Please provide any additional comments or suggestions on how we can improve our services.

1000 characters left.

9. If you would like us to contact you about any of your responses, please enter your name and email below

By entering my personal information, I consent to receive email communications from the survey author's organization based on the information collected.

First Name:

Last Name:

Job Title:

Work Phone:

Email Address:

Finish



We envision Drop-Down boxes that let survey responders select

Industry	Services	Years with SETA/Sacramento Works
Administrative and Support Services <ul style="list-style-type: none"> • Business Services • Education • Government • Personal Services • Publicity PR • Retail • Security • Social Services • Staffing Agriculture, Food and Hospitality <ul style="list-style-type: none"> • Food Services • Hospitality Construction and Clean Energy Technology <ul style="list-style-type: none"> • Construction • Housing Health Services and Life Sciences <ul style="list-style-type: none"> • Health Care • Medical Supplies Information and Communications Technology <ul style="list-style-type: none"> • ? Installation, Maintenance and Repair <ul style="list-style-type: none"> • ? Transportation, Production and Manufacturing <ul style="list-style-type: none"> • Manufacturing • Transportation CLOSED	Traditional OJT	2 Years or More 5 Years or More



SACRAMENTOWORKS

EOC led Initiatives 2017, 2018 & 2019

2017 Talent Campaign –

Billboard at Sacramento Metro Airport 1 year placement - \$10,740; Media Buys - \$35,000 (*print ads in Sacramento Business Journal, KFBK, Capital Public Radio, Google Ad words*)



Helping your business find talent through hiring and training

Sacramento Works provides services to companies in Sacramento County.



Sacramento Works outreach and recruitment services

- Job Posting Services in the five-county Sacramento Region at nearly 300 referral source to maximize recruitment efforts.
- Skill assessments to help the employer hire the right people.
- Provide customized training to job seekers in preparation for hire/new employment.
- Customized Recruitment Events for your extensive hiring needs.
- Screening Services for the most qualified applicants for key positions within your organization or company. We also provide your company with application coordination, interview scheduling and interview space.



Direct access to work opportunity tax credits

The Work Opportunity Tax Credit (WOTC) promotes hiring of individuals who qualify as a member of one of these groups:

- Long-term unemployed
- Laid-off workers
- Veterans
- Individuals on Public Assistance
- Ex-Offenders



SACRAMENTOWORKS
YOUR WORKFORCE RESOURCE

➤ Interested? Call us at 877-920-JOBS



SACRAMENTOWORKS

2018 Build Your Own Workforce

\$2,500 plus 5 internal staff to support the coordination, development and delivery of workshops.

Are you an employer looking for cost effective solutions to hire and train new workers?

Build Your Own Workforce

A new no-cost program providing your business with the tools to hire, train and mentor entry-level workers.

Q Are the candidates you're hiring work ready and the right fit for the job?

A Work Readiness and Interest Assessments (1 four hour workshop):
Sacramento Works will provide technical assistance to your business on how to use the **New World of Work 21st Century Work-Readiness Skills Training** curriculum to ensure candidates that you are hiring are work ready. Plus provide technical assistance on how to use **CalJobs Career Explorer** to ensure that the candidates you interview are the right fit for the job.

Q Does the candidate you want to hire have the right skills?

A Work Skills Assessment (1 four hour workshop):
Sacramento Works will provide your business with technical assistance on how to interpret the **WorkKeys Skills Assessment** based on job descriptions/hiring criteria and how skills assessments can be used in the candidate interviewing process to develop a candidate success profile.

Q How can you cut training costs of entry-level workers through mentorship?

A Mentorship Training (2 four hour workshops):
Sacramento Works will provide a **"Turn-Key" Mentorship solution** to Businesses to assist Supervisors and Managers in growing your workforce.

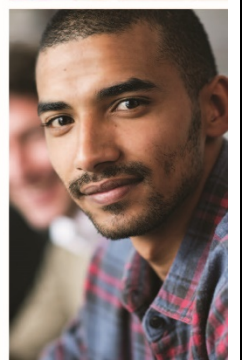
- Mentoring Skills for Mentors (1 four hour workshop)
- Launching and Managing a Mentoring Program (1 four hour workshop)

Both courses are highly interactive and at the end of this program you will be able to undertake and carry out the mentor's roles and responsibilities and define the objectives of a mentoring program.

Attend the series of workshops designed to provide you with the tools to develop your workforce at no cost to you!

For workshop details go online:
SacramentoWorks.org/BYOW

For more information contact:
Josh Woodson
(916) 263-3864
Joshua.Woodson@seta.net





SACRAMENTOWORKS

2019 Future Focus See below 2019- 2020 Expenditure / Income Report

Still live at:

<https://gofuturefocus.com/>

The screenshot displays the Future Focus website interface. At the top, there is a navigation bar with 'FUTURE FOCUS' and 'Speakers' / 'Schedule'. The main banner features a large image of an audience at an event with the text 'TECHNOLOGY DISRUPTION IS COMING...' and 'IS YOUR BUSINESS READY?'. Below this, a message reads 'THE CAPITAL REGION WORKFORCE BOARDS WANT TO THANK YOU FOR ATTENDING!'. A video player shows a man speaking, with the title 'Future Focus 2019 Highlights'. A caption below the video states: 'The Capital Region Workforce Boards have teamed up to offer employees and hiring managers in the Northern Central California region access to the right business resources and support, so that you can focus on the important parts of your business.' A 'Learn More' button is present. At the bottom, a section titled 'CHECK OUT THE FUTURE FOCUS EVENT PHOTOS!' features a grid of 24 small images showing various event activities, including speakers, panelists, and audience members.



KEYNOTE SPEAKER

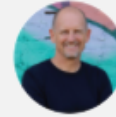
Our keynote speaker Patrick Schwendler, a national expert on technology trends and how it will disrupt your business, will explain how you can thrive in the upcoming era.

Patrick has headlined events for dozens of Fortune 500 companies in a wide variety of industries as well as government and association events all around the world. His programs focus on technology trends including big data, artificial intelligence, FinTech, blockchain, and digital marketing.

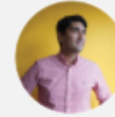
SPEAKERS



Kevin Kiley
California Assemblyman District 8

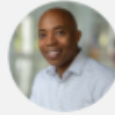


Bill Mueller
Valley Vision



Anesh Raman – Closing Speaker
Senior Advisor for Strategy and External Affairs, CA
Governor's Office of Business and Economic
Development

PANELISTS



AJ Jacobs
Chief Information Security Officer, SIVCO



Kristie Griffin
Head of Talent Management and Strategy,
Stanford Health Care



Kevin McCreary
Director of Quality Management, Siemens

THANK YOU TO OUR SPONSORS



BROUGHT TO YOU BY OUR WORKFORCE BOARDS



In Partnership with





What does EMRL do for SETA/Sacramento Works?

1. Marketing, Advertising and Graphic Design Counsel (*Includes Brainstorming for new-projects or new-initiatives, ads, billboards, video, etc.*)
2. Broadcast Commercial Production – Television and Radio
3. Media Buying – print, digital, television and radio.
4. Graphic Design (*Brochures*) – print advertisements, annual reports, invitations, programs, flyers, business cards, signage, name badges, billboards, logos
5. Video Production
6. Website Design/Maintenance – Head Start, SETA, Sacramento Works (*updated design in 2018*)
7. Social Media design and support
8. Digital Media campaigns including specific website splash page to capture leads and generate follow-up information
9. Regional Workforce Board consultation on branding, development of ad words campaign, management of Capital Region Workforce Board website.



Annual Program Calendar

January	<ul style="list-style-type: none"> • EOC meeting • Kick-off annual or bi-annual marketing focus • Employer Meeting
February	<ul style="list-style-type: none"> • EOC meeting • SETA/Sacramento Works E-News & Survey results • Employer Meeting
March	<ul style="list-style-type: none"> • EOC meeting • Employer Meeting
April	<ul style="list-style-type: none"> • EOC meeting • Employer Meeting
May	<ul style="list-style-type: none"> • EOC meeting • SETA/Sacramento Works E-News • Employer Meeting
June	<ul style="list-style-type: none"> • EOC meeting • Employer Meeting
July	<ul style="list-style-type: none"> • EOC meeting • Employer Meeting
August	<ul style="list-style-type: none"> • NO EOC meeting • SETA/Sacramento Works E-News • Employer Meeting
September	<ul style="list-style-type: none"> • EOC meeting • Employer Meeting
October	<ul style="list-style-type: none"> • EOC meeting • Seminar on “Employing Underserved Workers” • Employer Meeting • Program year planning
November	<ul style="list-style-type: none"> • EOC meeting • SETA/Sacramento Works E-News & Annual Employer Survey • Employer Meeting
December	<ul style="list-style-type: none"> • NO EOC meeting • Employer Meeting



Quarterly Email Newsletter with:

- Upcoming Calendar highlights
- Contact Info.
- Featured Employer Outreach Service & Staff member
- 'Top Employer' honoree and case study (*SETA Success Story*)

Employer outreach activity every month

- Meetings with Employers
- Lunch & Learn for Employers
- Annual Event / (*E.g. like Future Focus but maybe a more focused audience*)
- Lunch hour consultant – Zoom session on 'Smart Hiring'
- Training / Webinar - How to use SETA's services (*regular schedule Zoom*)