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**SACRAMENTOWORKS**

**Meeting of the Sacramento Works  
Employer Outreach Committee**

**Date:** Tuesday, July 13, 2021

**Time:** 3:00 p.m.

**Location:**

<https://us02web.zoom.us/j/88637529096?pwd=VHUwREwwYWpYeXdQRXILbVZsTHVuQT09>

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/88637529096?pwd=VHUwREwwYWpYeXdQRXILbVZsTHVuQT09> Meeting ID: 886 3752 9096. Passcode: 093149. 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: one tap mobile: +16699006833,,88637529096# US (San Jose). Or, dial by your location: +1 669 900 6833 US (San Jose). Find your local number: <https://us02web.zoom.us/j/88637529096?pwd=VHUwREwwYWpYeXdQRXILbVZsTHVuQT09>. Members of the public are encouraged to participate in the meeting by submitting written comments by email to: [Nancy.Hogan@seta.net](mailto: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](mailto: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](http://www.seta.net).

**AGENDA**

- 1. Call to Order/Roll Call**
- 2. Action Items**
  - A. Approval of June 8, 2021 Meeting Minutes
  - B. Approve CPS HR Consulting to provide an Employer Workshop
  - C. Approval of the Employer Outreach Budget for PY 2021-2022
- 3. Information Items:**
  - A. Action Plan Updates
  - B. EOC Membership Plan
  - C. Seminars Workgroup (*Andrea*)

3. Information Items (continued):
  - D. Employer Meetings
  - E. Survey Response & Data Update (*Ed/William*)
  - F. EOC Annual Program
  - G. References
  
4. Other Reports
  - A. Committee members
  - B. Staff
  - C. Chair
  - D. Public
  
5. Next Meeting: Tuesday, September 14, 2021 3:00 p.m.
  
6. Adjournment

**Committee Members:** Ed Baker, Ron Ellis, Andrea Ollanik, Linzie Fukushima, Spencer Hoke, Renee John, Brittany Jones, Christine Laster, Janet Neitzel, Ron Orr, Fabrizio Sasso

**DISTRIBUTION DATE: TUESDAY, JULY 6, 2021**

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

Tuesday, June 8, 2021  
3:00 p.m.

Meeting held electronically

1. **Call to Order/Roll Call:** Mr. Ellis called the meeting to order at 3:03 p.m. The roll was called; a quorum was established.

Mr. Ellis referred members to review the link included in the Chat that includes a list of featured employers

Members Present: Ron Ellis, Ed Baker, Andrea Ellinghouse-Ollanik, Ron Orr, Linzie Fukushima, Spencer Hoke, Christine Laster, Janet Neitzel, Fabrizio Sasso (joined the meeting at 3:06 p.m.); Renee John (joined the meeting at 3:23 p.m.)

Member Absent: Brittany Jones

Others Present: Phil Cunningham, Kathy Kossick, Roy Kim, William Walker, Terri Carpenter, Kriztina Palone

2. Action - Approval of the May 11, 2021 Meeting Minutes

Minutes were reviewed; no questions or corrections.

Moved/Baker, second/Orr, to approve the May 11 minutes.

Roll call vote:

Aye: 7 (Baker, Fukushima, Hoke, Ellinghouse-Ollanik, Laster, Orr, Ellis)

Nay: 0

Abstentions: 1 (Neitzel)

Absent: 3 (John, Jones, Sasso)

Mr. Sasso joined the meeting at 3:06 p.m.

3. Information Items:

- A. Action Plan Updates: Mr. Ellis reviewed the action plan with recently updated ratings. Mr. Ellis asked if the objectives should be reviewed and/or updated. The employer outreach activities are doing well and the program calendar is being created. There were no updates or comments.

Ms. Palone joined the meeting at 3:07 p.m.

- B. EOC Membership Plan: Mr. Ellis is still looking for employers in the small and medium category. The committee breakdown was reviewed. Mr. Ellis

urged EOC members to keep an eye out for potential membership in the small and medium-sized company area.

Mr. Ellis reported that he had some interest from Gary King at SMUD. Mr. King is interested in participating but would like to be represented on this committee through a staff member. Mr. Ellis thinks that the relationship with SMUD has been a valuable one for the board.

Mr. Ellis asked for a consensus to include SMUD. Mr. Cunningham stated that Mr. Ellis has the power to appoint members. Mr. Ellis asked for an endorsement for Mr. King to appoint someone. EOC members expressed their approval on this item.

- C. Seminars Workgroup: Ms. Andrea Ellinghouse-Ollanik reported that three responses were received in response to the request for information recently released. She would like to keep the link live so there will be more submissions moving forward with frequent reviews of any responses.

Out of the three responses, one was received from CPS HR and Ms. Ollanik would like to move it forward for consideration. The workgroup felt this is a well-known company; their topics were relevant and timely. Ms. Ollanik advised that the workgroup thinks it would be good to move forward. The goal is for the EOC to complete a survey to help determine which specific workshop topics to offer. No action will be taken today but the workgroup wants the committee and others to rank their interest in topics going forward.

Mr. Ellis reported that the other responses may still be considered at a later date.

Ms. Neitzel expressed concern that the topics may not be relevant to what businesses need. She suggested that CPS HR be asked their opinion on what topics might be, or have been, best received by the business community. Ms. Carpenter replied that an action will be brought to the EOC for consideration. There is money in the budget to ensure it will be free to attendees.

Mr. Hoke will be helping to organize and host an event in October for National Disability Employment Awareness Month. Mr. Hoke will be joining the Seminars workgroup; his plan is to begin bringing this to the EOC in July for input.

Ms. John joined the meeting at 3:23 p.m.

- D. Employer Meetings: The number of employers visited is increasing. The visits are scheduled through the end of the year. Mr. Ellis reminded EOC members that Ms. Carpenter and/or Mr. Walker will be working with EOC members on future employer meetings.
- E. Newsletter Update: Ms. Carpenter reported that the newsletters are going well. The Employer Success Stories are included on the SETA webpage. We are working to 'change up' the content in issues and have 3-4 employer responses requesting services from each issue.
- F. Survey Response & Data Update: Mr. Ellis asked if contact surveys are being sent out? Mr. Walker replied that point-in-time surveys are to be sent out by staff but that none have been sent recently.
- G. EOC Annual Program: The program calendar was reviewed. Mr. Ellis is working with committee members to fill in the empty slots. There will not be a meeting in August.
- H. Data and Performance Efforts: Mr. Baker reported that a working group was organized last month; members include Renee John, Ron Orr, Spencer Hoke, William Walker, Terri Carpenter, and himself. This group wants to better understand the data already being collected. The group will meet again before the next meeting.
- I. References: Mr. Ellis reviewed reference items in this meeting package as provided to members.

4. Other Reports

- A. Committee members: No additional reports.
- B. Staff: Ms. Kossick thanked members of the Employer Outreach Committee for their hard work.
- C. Chair: No additional report.
- D. Public: No comments.

5. Next Meeting: Tuesday, July 13, 2021, 3:00 p.m.; no meeting will be held in August.

6. Adjournment: The meeting was adjourned at 3:35 p.m.

## ITEM 2-B - ACTION

### APPROVE CPS HR CONSULTING TO PROVIDE AN EMPLOYER WORKSHOP

#### BACKGROUND:

For several months the EOC and a working group of EOC members lead by Andrea Ollanik have been considering how to identify and conduct topical seminars that may be of interest to employers. That effort led to a recent Request for Interest sent to various organizations that provide workshops and seminars. Three responses were received: (1) California Employers Association; (2) CPS HR Consulting and (3) Dr. Jordan – CSUS. The Employer Outreach Committee reviewed the responses and was most interested in the workshop topics proposed by CPS HR Consulting.

As a next step, a survey of the topics CPS HR Consulting proposed was distributed to the Employer Outreach Committee and the Sacramento Works Board members to determine the best topic that may resonate most with the employer community. Based on the survey results, *Conducting an Effective Virtual Meeting* received the top ranking. All sessions are 45-minutes in length and cost \$450.00 per session for a maximum of 30 participants.

#### RECOMMENDATION:

Approve the selection of **CPS HR Consulting** to conduct one online seminar on *Conducting an Effective Virtual Meeting* at the cost of \$450.00

ITEM 2-C - ACTION

APPROVAL OF THE EMPLOYER OUTREACH BUDGET FOR PY 2021- 2022

BACKGROUND:

On June 3, 2021, the SETA Governing Board approved the Resource Allocation Plan for PY 2021-2022 which included \$94,641 for Sacramento Works, Inc. Board Initiatives. Funds approved for Board Initiatives include employer outreach. Based on the current year expenditures to date, the amount being recommended for employer outreach activities is \$65,000. This leaves a balance of \$88,844 for other Board Initiatives to be determined.

The chart below shows Employer Outreach expenditures for the PY 2020-2021 and the proposed Employer Outreach Budget for the PY 2021-2022.

| <b>Employer Outreach Activity</b>  | <b>PY 2020-2021 Budget</b> | <b>PY 2020-2021 Expenditures</b> | <b>PY 2020-2021 Unspent Funds</b> | <b>PY 2021-2022 Proposed Budget</b> |
|------------------------------------|----------------------------|----------------------------------|-----------------------------------|-------------------------------------|
| Job Fair/Business Events           | \$2,000                    | --                               | \$2,000                           | \$5,000                             |
| Employer Outreach                  | \$62,000                   | --                               | \$62,000                          | \$60,000                            |
| Marketing-Graphic Design Services* | \$36,000                   | \$36,000                         | --                                | --                                  |
| <b>TOTAL</b>                       | <b>\$ 100,000</b>          | <b>\$ 36,000</b>                 | <b>\$64,000</b>                   | <b>\$65,000</b>                     |

\* Allocated through multiple funding sources.

RECOMMENDATION:

Approve the Employer Outreach budget for PY 2021- 2022.