

**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

AMANDA TAYLOR
Association of General Contractors

RICK WYLIE – Chair
Villara Building Systems



SACRAMENTOWORKS

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

Date: January 12, 2021

Time: 3:00 p.m.

Location:

<https://us02web.zoom.us/j/81645842311?pwd=T3dlcTI6WjFPTjhWN2JSbUI4TIRidz09>

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/81645842311?pwd=T3dlcTI6WjFPTjhWN2JSbUI4TIRidz09>. 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): One tap mobile +16699006833,81645842311# US (San Jose); Find your local number: <https://us02web.zoom.us/u/ksWl1ax7b>. Meeting ID: 816 4584 2311, Passcode: 007510. 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 November 10, 2020 Minutes
3. **FEATURED EMPLOYER: PrideStaff**
4. **DISCUSSION ITEM:** Rating the '**Action Plan**' for Employer Outreach

5. **DISCUSSION ITEM** – EOC business
 - Represented position for Troy Givans
(**Linzie Fukushima**, *Economic Development Specialist*)
 - New Members
6. **ACTION** - Endorse represented position and new members.
7. **DISCUSSION ITEM:** Newsletter template, content, EOC member contributions, Targeted 1st issue (Terri Carpenter & EMRL)
8. **DISCUSSION ITEM:** Putting '**EconoView**' to use (William Walker)
9. **DISCUSSION ITEM:** Survey Workgroup results (Ed Baker):
 - #1 Recent Contact Survey (routine follow-ups, **endorsed**)
 - #2 Employer Survey Annual mass survey
(*Comparative year-to-year*)
 - #3 Prospective Employers marketing Survey
10. **ACTION** – Endorse Survey #2 for annual use
11. **DISCUSSION ITEM:** Update on '*Employer Meeting*' plans
12. **ADJOURNMENT**

Committee Members: Ed Baker, Ron Ellis, Troy Givans, Renee John, Brittany Johnson, 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, JANUARY 4, 2021

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

Wednesday, November 10, 2020
3:00 p.m.

Meeting held electronically

1. **Call to Order/Roll Call:** Mr. Ellis called the meeting to order at 3:02 p.m. The roll was called; a quorum was established.

Members Present: Ron Ellis, Ed Baker, Lindsey Fukushima (representing Troy Givans), Renee John, Janet Neitzel, Fabrizio Sasso, Christine Laster (joined at 3:23 p.m.)

Others Present: Ron Orr, Spencer Hoke, Andrea Ellinghouse, Kathy Kossick, Brittany Jones, Roy Kim, William Walker, Terri Carpenter

2. **ACTION:** Approval of October 14, 2020 Minutes

Mr. Baker asked that the minutes be corrected to indicate that the survey will be done once per year, not necessarily one year after the initial meeting.

Moved/Baker, second/John, to approve the October 14, 2020 minutes as corrected.

Roll call vote:

Aye: 5 (Baker, Ellis, Fukushima, John, Sasso)

Nay: 0

Abstentions: 1 (Neitzel)

Absent: 1 (Laster)

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

Mr. Ellis reviewed the Action Plan. Mr. Ellis asked members to be ready to assign some group ratings for the progress on the objectives.

4. **DISCUSSION ITEM** – Committee Business including:

- Vice Chair: Mr. Ellis has been talking with committee members about the idea of a Vice Chair; Mr. Ed Baker has agreed to serve as the Vice Chair of the committee. There was no discussion.
- New Member: Ms. Brittany Jones, GSEC, has been attending meetings and Mr. Ellis has asked to include Ms. Jones' addition to the membership in the motion.

Moved/Sasso, second/Neitzel, to approve the selection of Mr. Ed Baker as Vice Chair and accept the addition of Ms. Brittany Jones to the Employer Outreach Committee.

Roll call vote:

Aye: 6 (Baker, Ellis, Fukushima, John, Neitzel, Sasso)

Nay: 0

Abstentions: 0

Absent: 1 (Laster)

- New meeting day 2nd Tuesday: Mr. Ellis reviewed the new meeting date which was chosen in a survey of the membership. He asked members to let him know if there are any future needs for an adjustment in the meeting date or time.
- Curating new members: Mr. Ellis has talked with Mr. Orr who has expressed interest in joining the EOC. His membership will be up for an appointment and an endorsement vote in January.

5. **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': Mr. William Walker reported on what Econovue is which is a Dun and Bradstreet product; their data is updated monthly and uses 30,000 data points. Econovue also goes into the actual health of the business by quarter. Using this product, staff can access Employer data like the number of employees and other items being requested for the analysis and outreach. Not every employer is in Econovue but 60% of the Sacramento Works employers are included. Mr. Walker stated that he thinks using this product would be effective and efficient. Mr. Ellis stated that we want to build up the actual contact information to include the hiring manager and/Operations Manager/CEO who decides whether or not to use the Sacramento Works services.

Ms. Christine Laster joined the meeting at 3:23 p.m.

6. **DISCUSSION ITEM:** Employer Surveys and plans for an annual mass survey, and incremental surveys: Mr. Ed Baker reviewed the survey recommendation being forwarded by the working group. The survey would go out to employers immediately after engagement. This survey would assist to determine how to improve our services to employers. Mr. Ellis suggested having a comprehensive list of industries currently being served, within the already established industry sectors and occupational clusters. Mr. Baker stated that the working group will be modifying the survey, perhaps to accommodate Econovue data. A third survey is being considered in order to engage other local employers that are currently not utilizing our services.
7. **ACTION** – Endorse Survey for use

Moved/Baker, second/John, endorse the survey with industry changes as noted above and for use in immediate follow-ups with employers.

Roll call vote:

Aye: 7 (Baker, Ellis, Fukushima, John, Laster, Neitzel, Sasso)

Nay: 0

Abstentions: 0

8. **FEATURED EMPLOYER:** Newlife Electronics LLC: Mr. Ellis stated that this was an employer meeting including Mr. Walker. Mr. Ellis stated that this was the second employer meeting and it may take a few meetings to figure out who does what. Mr. Ellis reached out to 15-20 employers before scheduling this meeting with George, a small business owner of Newlife Electronics. This business works with a number of electronics companies taking discarded and unusual technology in order to rework it into something that can be used for other purposes. George has a few stable employees and others that come and go. George stated that he likes to find new employees using his own network and through Sacramento Works. Mr. Ellis is hoping to have a similar positive response with other employer interviews.
9. **DISCUSSION ITEM:** Employer Meetings: Mr. Ellis reviewed a list of 'to dos' for future employer meetings. Staff will set up the employer meetings. This list will be refined as we go forward. Mr. Ellis asked for committee members to choose a month to meet with employers. Ms. Brittany Jones, Mr. Ed Baker, Ms. Andrea Ellinghouse, and Ms. Renee John all indicated their willingness to participate in the employer meetings (See annual program calendar).
 - 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: Mr. Ellis reviewed the calendar that will include EOC contacts and employer meetings. Mr. Ellis encouraged members to think about outreach we should conduct as a committee. Mr. Ellis recently participated on a Community Employer Fair conducted by SETA and enjoyed the event. Mr. Ellis reviewed a list of recent events and asked members to use them to think about what events should be offered in the coming year.
11. **DISCUSSION ITEM:** Newsletter content, Target 1st issue: Mr. Ellis stated that content for the first issue is being collected. Ms. Carpenter reported that the newsletter can be launched in the new year; she is waiting for EMRL who is developing a template for the quarterly electronic newsletter. It will have a 'constant contact' feel. The first step is to lay out a template; she hopes to have a first draft of the template which can then be shared in January. Mr. Ellis stated that the content should be simple and quick to read. He encouraged all EOC members to look for newsletter content. Ms. Carpenter asked members if they want to stay with a quarterly newsletter or consider monthly. Ms. Neitzel urged the EOC to continue with the quarterly newsletter because everyone is inundated with information already. She said that she is more likely to read a newsletter



Action Plan

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

The relevant items for the... **Employer Outreach Committee** include:

Objectives	Rating <small>(12/8)</small>
a) Conduct regular Employer Outreach activities – Survey employers to understand what their future needs are, current and future staffing needs	3.5/3.5
b) Curate the committee’s membership to position it for strategic alliances and program success	3.8/3.6
c) Develop with approval of all involved (Staff, board, etc.) an annual Employer Outreach Program calendar.	3.5/3.6
d) Pursue Employer Program sponsorships to strengthen new and current programs.	3.3/3.3
e) Be responsive in Investigating, Developing & Expanding ‘ <i>in-place</i> ’ or new Employer-based Internship programs	2.9/3.0

Results based on 8 responses from 10 solicitations

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(1)			
<u>REPRESENTED</u> Amanda Blackwood President & CEO <i>Represented by:</i> Andrea Ellinghouse Exec. Director	Sacramento Metropolitan Chamber of Commerce Metro Chamber Foundation	Prospective (Feb. 2021)			
<u>REPRESENTED</u> Barry Broome President & CEO <i>Represented by:</i> Brittany Jones Chief of Staff	Greater Sacramento Economic Council	Member(2)			
Ronald 'Ron' J. Ellis Managing Director / Owner	2SS.com LLC	Member(3)			
Troy Givans Director of Economic Development	County of Sacramento	Member(4)			
Renee John Project Leader, 21st Century Workforce	Valley Vision	Member(5)			
Christine Laster Human Resources Manager	Siemens	Member(6)			
Janet Neitzel Division Chief Northern CA Emp. Dev. Dept.	Workforce Services Branch	Member(7)			
Ron Orr Senior Dir. Talent Acquisition	VSP Global	Prospective (January 2021)			
<u>REPRESENTED</u> 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(8)			



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
- Large 150 to 499
Ed Baker, Pacific Ethanol
- Small 25 to 49
- Very Large 500 to 999+
Christine Laster, Siemens



- Medium 50 to 149



SACRAMENTOWORKS

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

“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 browser address bar displays "econovue.com/econovue-platform.html". Below the address bar is the EconoVue logo, which consists of a stylized 'V' icon followed by the text "econovue" and the tagline "A Window to the Local Economy". The main heading "Workforce Development" is prominently displayed in a large, blue, serif font. To the right of the heading is a small blue icon of a person. Below the heading, there are three larger icons of people: a red one on the left, a blue one in the middle, and an orange one on the right. At the bottom of the screenshot, a call to action 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



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



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.

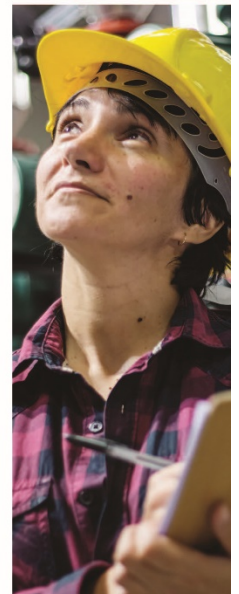
- Mentoring Skills for Mentors (1 four hour workshop)
- Launching and Managing a Mentoring Program (1 four hour workshop)

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





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

Still live at:
<https://gofuturefocus.com/>

FUTURE FOCUS

Speakers Schedule

TECHNOLOGY DISRUPTION IS COMING...

IS YOUR BUSINESS READY?

THE CAPITAL REGION WORKFORCE BOARDS WANT TO THANK YOU FOR ATTENDING!

Future Focus 2019 Highlights

The Capital Region Workforce Boards have teamed up to offer employers 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.

Learn More

CHECK OUT THE FUTURE FOCUS EVENT PHOTOS!



KEYNOTE SPEAKER

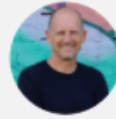
Our keynote speaker Patrick Schwab/Hager, a national expert on technology trends and how it will disrupt your business, will explain how you can survive the upcoming energy.

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.

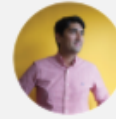
SPEAKERS



Kevin Wiley
California Assemblyman District 2

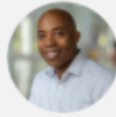


Bill Mueller
Valley Vision



Anasah Ramen - Closing Speaker
Senior Advisor for Strategy and External Affairs, CA
Governors Office of Business and Economic
Development

PANELISTS



AJ Jacobs
Chief Information Security Officer, SBCU



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



Kevin McDraw
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 1-12-2021 • Kick-off annual or bi-annual marketing focus • Employer Meeting – Renee John
February	<ul style="list-style-type: none"> • EOC meeting 2-9-2021 • SETA/Sacramento Works E-News & Survey results • Employer Meeting – Ed Baker
March	<ul style="list-style-type: none"> • EOC meeting 3-9-2021 • Employer Meeting - -Brittney Jones
April	<ul style="list-style-type: none"> • EOC meeting 4-13-2021 • Employer Meeting – Andrea Ellinghouse
May	<ul style="list-style-type: none"> • EOC meeting 5-11-2021 • SETA/Sacramento Works E-News • Employer Meeting
June	<ul style="list-style-type: none"> • EOC meeting 6-8-2021 • Employer Meeting
July	<ul style="list-style-type: none"> • EOC meeting 7-13-2021 • 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 9-14-2021 • Employer Meeting
October	<ul style="list-style-type: none"> • EOC meeting 10-12-2021 • Seminar on “Employing Underserved Workers” • Employer Meeting • Program year planning
November	<ul style="list-style-type: none"> • EOC meeting 11-9-2021 • 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*)

with two articles rather than 10. Ms. Renee John stated that Golden Sierra has a very short employer success story that can be done monthly; it is an employer testimonial. Mr. Ellis would love to see the newsletter go to monthly; but first he is interested in making sure the newsletter content is high quality and that it can be maintained efficiently on a quarterly basis to get started. Ms. Carpenter will have the template ready for review and it can be changed to monthly if the committee decides.

Mr. Ellis spoke of his participation in the Employer Career Fair on October 28. He was very impressed with the speaker from Siemens. He filled out a form and received a call from a SETA staff member, Toni Corso. Mr. Ellis stated how impressed he was by Ms. Corso's knowledge and professionalism.

Ms. Kossick suggested perhaps a bi-monthly newsletter rather than quarterly or monthly.

12. **ACTION ITEM:** Next Meeting 2nd Tues., **January 12, 2021 3:00 PM**
13. **ADJOURNMENT:** The meeting was adjourned at 3:58 p.m.