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SACRAMENTOWORKS

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

Date: Tuesday, February 9, 2021

Time: 3:00 p.m.

Location:

<https://us02web.zoom.us/j/84990529455?pwd=dIFzbEJhdllhV24xcWY1a1RBMjFZZz09>

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/84990529455?pwd=dIFzbEJhdllhV24xcWY1a1RBMjFZZz09>.

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: +16699006833,84990529455# US (San Jose); Find your local number: <https://us02web.zoom.us/j/kcP3Uv1ZKR>. Meeting ID: 849 9052 9455; Passcode: 532769.

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 January 12, 2021 Minutes*)
- 3. FEATURED EMPLOYER:** Report or preview (Renee John)
- 4. DISCUSSION ITEM:** '*Action Plan*' for Employer Outreach
- 5. DISCUSSION ITEM:** EOC business
 - *Membership report (10 members 4 is a quorum) (Page 2)*
 - *New Member*

6. **ACTION ITEM:** Endorse new EOC member.
7. **DISCUSSION ITEM:** OJT 1-2-3 x 12 for Sacramento Employers (Page 5)
8. **ACTION ITEM:** Endorse submittal to Fund Development Committee
9. **DISCUSSION ITEM:** Plans for 'Employer Meetings' & Featured Employers, Volunteer for June 2021 (Page 10)
10. **DISCUSSION ITEM:** Seminars Workgroup formed (Page 11)
11. **DISCUSSION ITEM:** Survey Workgroup results (Ed Baker):
 - Survey #1 is **being used now**. (*The results available at the time will be summarized for the March EOC meeting.*)
 - Survey #2 was sent on January 29, 2021 to all employers who have engaged SETA/Sacramento Works in the past but have not engaged us within the past 12 months. (*The results available at the time, will be summarized for the March EOC meeting.*)
 - Survey #3 will be drafted using a general structure that aims at prospective employers. (Terri Carpenter)
12. **DISCUSSION ITEM:** Newsletter template, content, EOC member contributions, Targeted 1st issue date (Terri Carpenter & EMRL)
13. **DISCUSSION ITEM:** Employer Outreach data update and considerations, Capital Region Workforce Boards results (Sacramento Works Board page 25/26) (William Walker) (Page 13)
14. **DISCUSSION ITEM:** The developing SETA/Sacramento Works - Annual Program Calendar for 2021 with EOC Meetings, Monthly Employer visits, Quarterly Newsletters, Virtual Seminars and ??? (Page 14)
15. **DISCUSSION ITEM: Future EOC Initiatives?** (Page 15)
16. **DISCUSSION ITEM:** Other comments from guests, committee members, etc.
17. Next Meeting 2nd Tues., **March 9, 2021 3:00 PM**
18. **ADJOURNMENT**

Committee Members: Ed Baker, Ron Ellis, Linzie Fukushima, Spencer Hoke, Renee John, Brittany Jones, Christine Laster, Janet Neitzel, Ron Orr, 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, FEBRUARY 2, 2021

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

Tuesday, January 12, 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.

Members Present: Ron Ellis, Ed Baker, Linzie Fukushima (representing Troy Givans), Renee John, Janet Neitzel, Christine Laster

Members Absent: Brittany Jones, Fabrizio Sasso

Others Present: Ron Orr, Andrea Ellinghouse, Kathy Kossick, Roy Kim, William Walker, Terri Carpenter, Elise Clark, Floyd Diebel

2. **ACTION:** Approval of November 10, 2020 Minutes

Minutes were reviewed; no questions or corrections.

Moved/Neitzel, second/John, to approve the November 10, 2020 minutes.

Roll call vote:

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

Nay: 0

Abstentions: 0

Absent: 2 (Jones & Sasso)

3. **FEATURED EMPLOYER: PrideStaff**

Mr. Ellis provided an overview of PrideStaff, operating in the eastern part of Sacramento. This organization finds temporary/full-time work for people and they see Sacramento Works as a resource. He spoke with Mary Rider, co-owner; they have eight staff and work to place 75-100 people a month. They got into this business because her husband, Craig, worked in a staffing agency called Adecco. They also do 'headhunting' in the financial area, accounts payable/receivable, CFO's, etc. Ms. John agreed to participate in the next Employer Meeting and to make a subsequent similar presentation.

4. **DISCUSSION ITEM:** Rating the '**Action Plan**' for Employer Outreach: Mr. Ellis asked members to review the action plan to see how we would rate the committee's progress on achieving its objectives. The results were from an internet survey. The committee's membership has been growing and doing well with including members to represent low-end and high-end employers.

5. **DISCUSSION ITEM – EOC business**

- Represented position for Troy Givans
(**Linzie Fukushima**, *Economic Development Specialist*)
- New Members

Mr. Ellis stated that Mr. Givans has been a long-term member of this committee. Mr. Givans has recommended Ms. Linzie Fukushima to represent him on the EOC. Mr. Ellis requested a motion to affirm Ms. Fukushima to serve as Mr. Givans' representative on the EOC.

Moved/Baker, second/Neitzel, to endorse the appointment of Ms. Linzie Fukushima to serve as the representative for Mr. Troy Givans.

Roll call vote:

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

Nay: 0

Abstentions: 0

Absent: 2 (Jones & Sasso)

6. ACTION - Endorse represented position and new members.

Mr. Ellis stated that Mr. Ron Orr, Senior Director of Talent Acquisition at VSP, has been interested in being on the committee. Mr. Orr has attended several meetings. Mr. Ellis requested a motion to endorse the appointment of Mr. Orr.

Moved/Baker, second/John, to endorse the appointment of Ron Orr to serve on the Employer Outreach Committee.

Roll call vote:

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

Nay: 0

Abstentions: 0

Absent: 2 (Jones & Sasso)

7. DISCUSSION ITEM: Newsletter template, content, EOC member contributions, Targeted 1st issue

Ms. Carpenter provided an overview of the newsletter template and introduced Mr. Floyd Diebel, Creative Director with EMRL. One thing the EOC wanted as a priority was electronic communication in the form of a newsletter. Mr. Diebel provided a presentation on the newsletter. There is a very low percentage of people that open newsletters, 30-40%. People that like what you do prefer shorter, more frequent communication. Mr. Diebel is proposing doing employer feature stories in addition to periodic program or resource highlights. Every third e-mail would be a 'typical' newsletter and then two smaller e-mails between the larger e-mail.

Ms. Carpenter is in support of a smaller more robust newsletter. There is a lot of content in place that has not been utilized in a newsletter format. We will be moving forward with the featured employer stories and testimonials of success.

Mr. Diebel stated that we do not have to launch this with the entire amount of content available right now. This way of approaching a newsletter is less painful than a HUGE quarterly newsletter. Mr. Kim stated that this approach aligns with what Valley Vision and regional directors are doing, i.e., incorporating program successes and taking a storytelling approach.

Mr. Ellis thanked Mr. Diebel; this will take some fine-tuning as to the timeline. We have to determine what would be best for our employer contacts.

Mr. Cunningham stated that this is listed as a discussion item; committee members did already (last month) direct Floyd and Terri to move forward with this.

8. DISCUSSION ITEM: Putting 'EconoVue' to use (William Walker)

Mr. William Walker reported that we recently added 44 new employers that we work with and two were removed. Of the 44, 42 of the employers are OJT employers. We have a lot of programs that serve OJT employers including VEAP and refugee.

SETA has been using EconoVue for the past 3-4 months to identify employers, understand who an employer is, learn what they do, number of employees, etc.

The e-mail addresses are getting to be just as hard to request and receive as phone numbers; employers often do not want to be spammed with solicitations for business. There is a way to get some of the needed e-mails through CalJobs. Ms. Neitzel will research this as to whether an e-mail is required to be provided. Ms. Neitzel later reported that the e-mail is optional.

Mr. Walker stated that there are two programs used by Dun & Bradstreet; Market Insight is one of the programs. Mr. Walker provided a brief overview of Market Insight.

Ms. John asked if we will be able to inform the partners about the newsletter and encourage our partners to forward information to staff to capture this employer engagement. It would be helpful for the employer list to reflect our system. Mr. Walker stated that historically, it has been extremely difficult to get specific employer information from our partners.

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

Members of the working group include Mr. Baker, Ms. Jones, Ms. John, Mr. Walker, Ms. Carpenter, Mr. Kim, and Mr. Ellis. The EOC approved survey #1 which is now being used. Of the 140 that have had contact with SETA, about 50 of that group have been surveyed. The question is what to do with the employers that have not recently engaged but have in the past. For survey #2, there will be an annual survey using the same survey content except changing one question: 'how would you rate our service' with 'why have you not reached out to us'?

Survey #3 still needs to determine how to reach out to employers we are not currently working with; this will be more of a marketing piece.

10. ACTION – Endorse Survey #2 for annual use

Moved/Baker, second/John, to endorse Survey #2 for annual use.

Roll call vote:

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

Mr. Ellis recommended the committee move to appoint Spencer Hoke as a representative from the Department of Rehabilitation.

Moved/Neitzel, second/Baker, to endorse Spencer Hoke's addition to the committee.

Roll call vote:

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

11. DISCUSSION ITEM: Update on '*Employer Meeting*' plans

Ms. Neitzel agreed to do the May employer meeting presentation.

12. DISCUSSION ITEM: Planning 2021

An Investment Opportunity, Seminar(s) topics & timing

This complements the existing funding. Staff showed graphs with the funding commitments to do OJT. The funding has varied wildly over the years.

Ms. Laster left at 4:00 p.m.

Mr. Ellis stated we have to consider endorsing programs to the Fund Development Committee with what we would do with funds if we got it. Mr. Kim stated that the take away is to see reduced year-to-year volatility in resources. The additional funding would assist in leveling out the volatility.

Mr. Ellis asked members to think about this; if there are other projects that the EOC could formulate as an opportunity let him know. This will be reviewed again in February.

13. **DISCUSSION ITEM:** The developing SETA/Sacramento Works - Annual Program Calendar with EOC Meetings, Monthly Employer visits, Quarterly Newsletters, Virtual Seminars and ???

Mr. Ellis asked members what can we queue up that would be of interest. There is an opportunity to bring together resources. He suggested perhaps have a seminar on what to do for people in challenged circumstances, i.e., beginning with entry level job and moving up - Employment for the underserved.

Mr. Ellis suggested to perhaps put together a letter of solicitation about the resources an outside organization could bring if we do this type of seminar. Ms. Carpenter has discussed partnering with the Sacramento Business Journal, the Sacramento Metropolitan Chamber, and other local chambers. There are a number of topics that could be worthwhile but we should be targeted and be strategic when we do it. Ms. Andrea Ellinghouse offered her assistance to help get this done.

14. **DISCUSSION ITEM:** Future initiatives?

- * Staffing Agencies Advisory Group,
- * Collaboration with other EO folks on regional Workforce Boards,
- * Awards (*Best Places to Work Entry Level, Minimum Wage to Living Wage, etc.*)
- * Sacramento Works 'Supporting' or 'Certified' Employer
- * Others

Ms. Sharon O'Sullivan sent an e-mail to notify employers about disability initiative awareness. This may assist us to see what the Department of Rehabilitation has to offer for employers. Mr. Hoke stated that the DOR is very small and many people do not know what type of services they provide; he would be happy to provide assistance/information.

15. **DISCUSSION ITEM:** Other comments from guests, committee members, etc.

Mr. Kim reported that the first of two public input meetings on WIOA funding is scheduled for Thursday, 9 a.m. Staff will send out the zoom notice. The second will be next Wednesday, January 20 with the Planning/Oversight Committee. This informs the development of the regional and local planning. Public input is welcome at any time/place.

16. Next Meeting 2nd Tues., **February 9, 2021 3:00 PM**

17. **ADJOURNMENT:** The meeting was adjourned at 4:18 p.m.



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 ‘in-place’ or new Employer-based Internship programs	2.9/3.0

Results based on 8 responses form 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	Member(8)			
<u>REPRESENTED</u> Sharon O'Sullivan Team Manager <i>Represented by:</i> Spencer Hoke Analyst	CA Dept. of Rehabilitation	Member(9)			
Fabrizio Sasso Executive Director	Sacramento Central Labor Council	Member(10)			





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



OJT 1-2-3 x 12 for Sacramento Employers Moving Sacramento OJT to a Continuous Service

PERSPECTIVE

On-the-Job-Training (OJT) has proven to be a valuable and successful opportunity for BOTH employers and participating employees. When employers need capable staff, and financial assistance is available to offset some of the cost of training those new employees, SETA/Sacramento Works sees it as a triple WIN!

SETA/Sacramento Works has a very successful track record of working with employers to make successful OJT placements. During the last five years about 20 employers a year have benefited from opportunities to train staff members for total placements of over 50 newly employed staff members each year. Those placements are into real jobs that begin on the first day of OJT and that involve training in professional roles, promotions and careers.

Historically Sacramento-area OJT programs have been very popular with employers, but SETA/Sacramento Works placement opportunities have suffered from inconsistent and restricted funding (*Reference actual **OJT Funding Sources** and **OJT Expenses** below*).

PROPOSAL

This proposal aims at making OJT opportunities more consistent from month-to-month by setting the following simple vision:

OJT 1-2-3 x 12
*(That's at least 1 and as many as 3 new placements **every month**)*
for Sacramento Employers

Specifically, we have analyzed SETA/Sacramento Works track record of successful OJT placements and determined the annual rate of success with, and funding for, new OJT opportunities. Currently these opportunities are sporadic, but as noted above, lead to about 50 placements each year. At 50% reimbursement of entry level salary (\$15.00 per hour) this translates to approximately (50 x .5 x \$15 x 318) **\$119,250** in annual funding.

This proposal is to raise new funding of between \$50,000 and \$100,000 in order to target additional 'unrestricted' OJT placements that offer employers 50% reimbursed OJT placements when restricted funding is not available.



INVESTMENT

As a way of encouraging one or more businesses to consider investing we anticipate naming this program for a key-sponsor who contributes at least \$50,000 making this something like:

The Employer Name / Sacramento Works **‘unrestricted’ OJT program**

SUPPORTING ANALYSIS

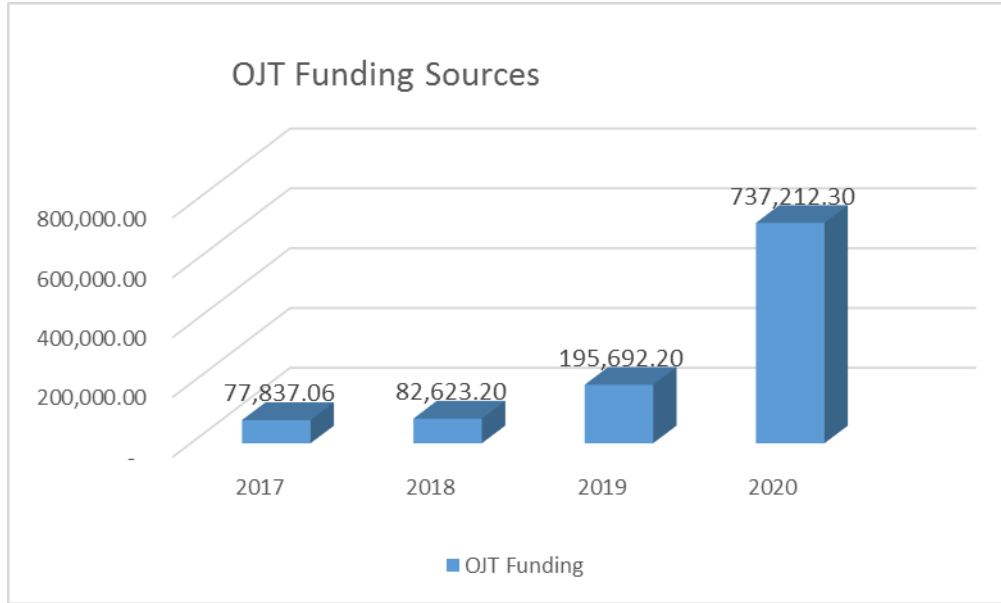
Following is summary data on OJT obligations and expenditures from recent years.

Cross-tabulation of ‘OJT Funding Sources’ by calendar year:

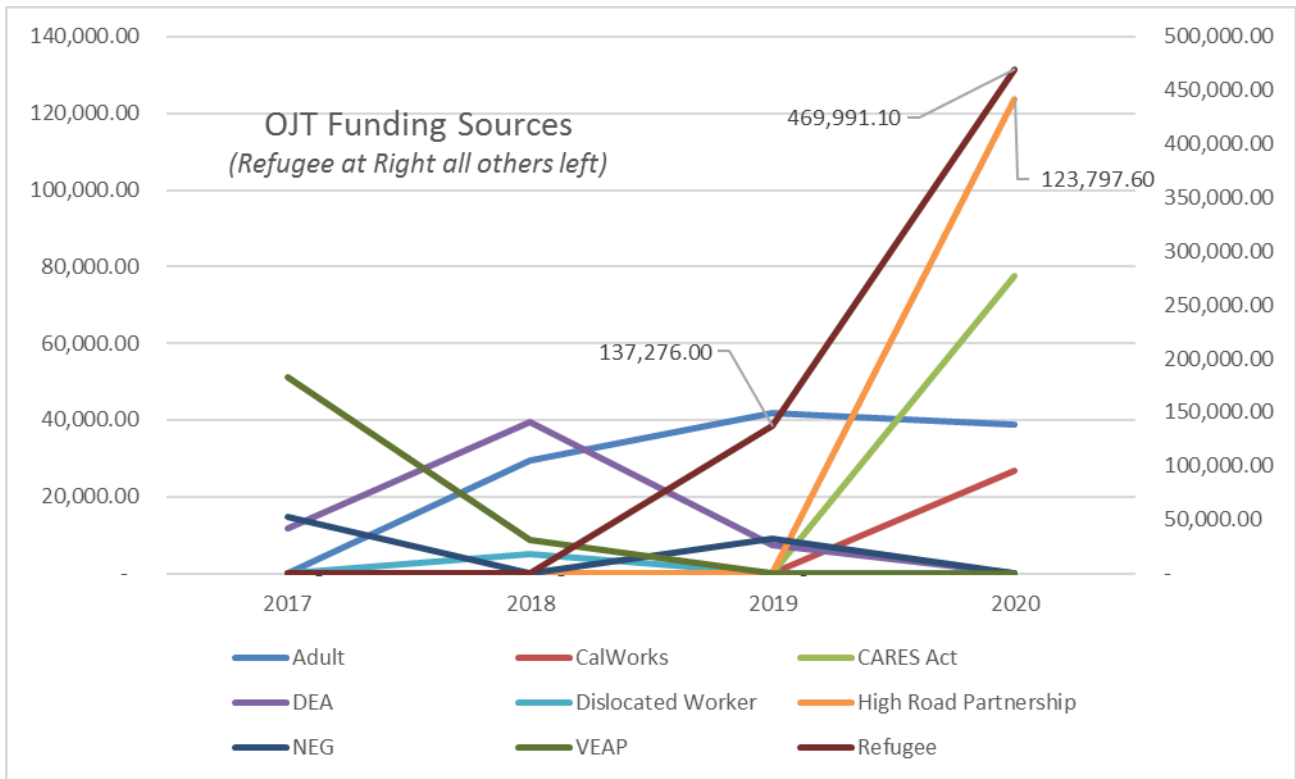
Sum of Total Wages	Column Labels				
Row Labels	2017	2018	2019	2020	Grand Total
Adult		29,437.20	41,968.00	38,902.20	110,307.40
CalWorks				26,923.00	26,923.00
CARES Act				77,598.40	77,598.40
DEA	11,803.20	39,506.00	7,525.00		58,834.20
Dislocated Worker		5,040.00			5,040.00
High Road Partnership				123,797.60	123,797.60
NEG	14,712.00		8,923.20		23,635.20
Refugee			137,276.00	469,991.10	607,267.10
VEAP	51,321.86	8,640.00			59,961.86
Grand Total	77,837.06	82,623.20	195,692.20	737,212.30	1,093,364.76

These are funds that SETA/Sacramento Works receives and commits to invest in OJT opportunities.

NOTE: Not all of these committed funds are actually invested.



The simple point of these charts is that 'OJT Funding Sources' vary widely over time and in source.

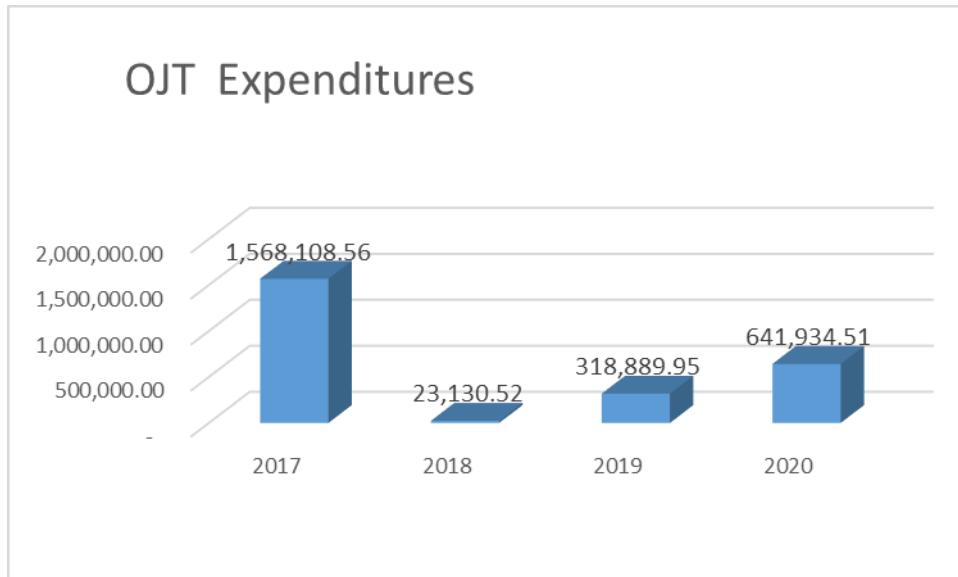




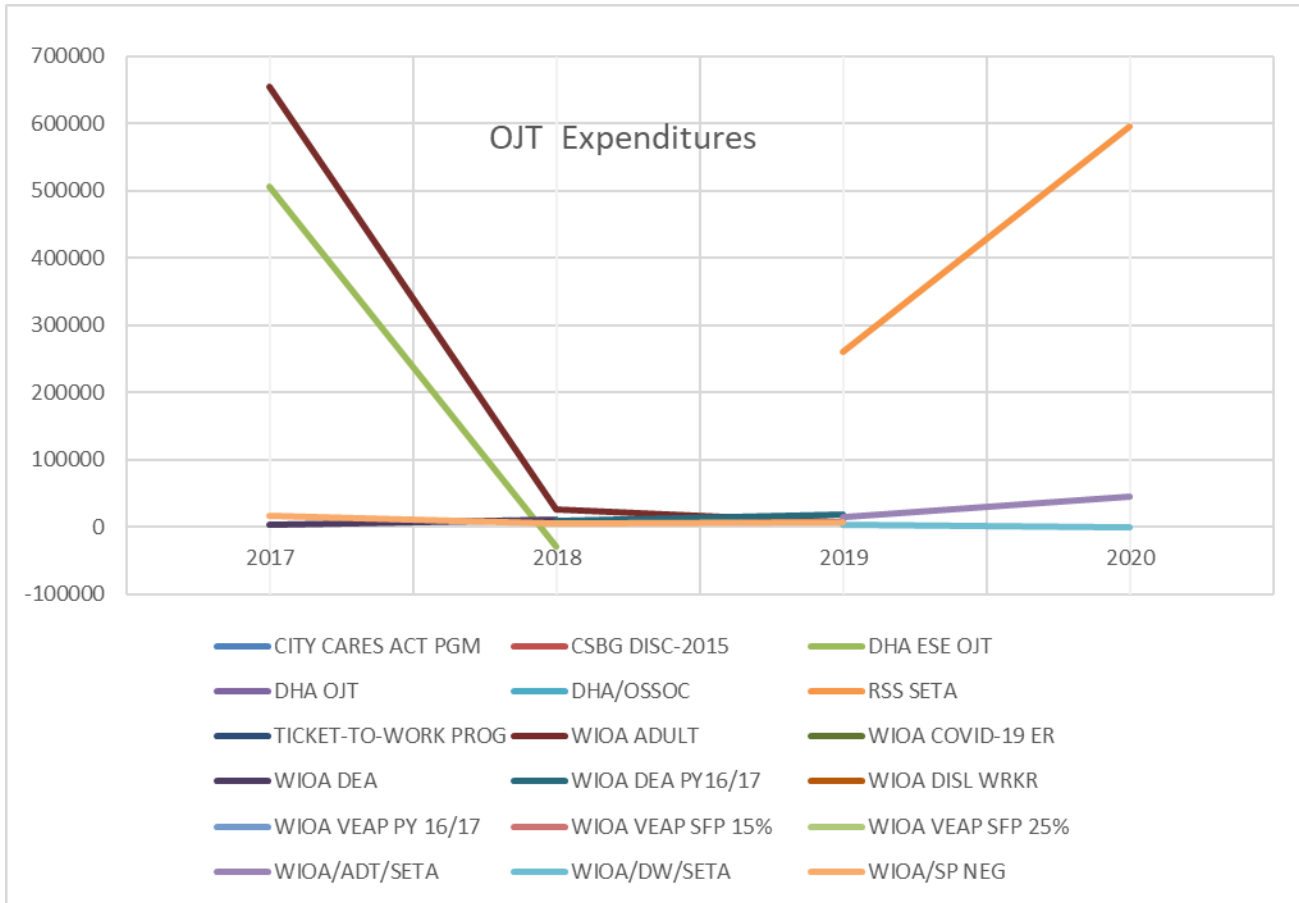
Cross-tabulation of 'OJT Expenditures' by fiscal year:

Row Labels	Sum of 2017	Sum of 2018	Sum of 2019	Sum of 2020	Sum of 2021
CITY CARES ACT PGM					1216.35
CSBG DISC-2015	0				
DHA ESE OJT	506244.25	-28364.15			
DHA OJT	323306.31				
DHA/OSSOC					19254.94
RSS SETA			261171.46	595547.12	208344.47
TICKET-TO-WORK PROG					33170.76
WIOA ADULT	654216.93	25598.52	6705.27		
WIOA COVID-19 ER					-9.09495E-13
WIOA DEA	4185.6	10899.05			
WIOA DEA PY16/17		8653.9	18737.12		
WIOA DISL WRKR			1950		
WIOA VEAP PY 16/17			5674.5		
WIOA VEAP SFP 15%	37383.7				
WIOA VEAP SFP 25%	26654.22				
WIOA/ADT/SETA			15035.5	45752.41	
WIOA/DW/SETA			2660	634.98	
WIOA/SP NEG	16117.55	6343.2	6956.1		
Grand Total	1568108.56	23130.52	318889.95	641934.51	261986.52

These are actual expenses that SETA/Sacramento Works did invest in various OJT opportunities.



The simple point of these charts is that 'OJT Expenditures' vary widely over time and program.





P OJT 2X12 for
Sacramento-RE 1-7-2

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?



SEMINARS for 2021 and beyond

Working Group update

We've assembled a working group on the subject of holding EOC sponsored/supported seminars that might have the following characteristics:

- Held on a timely and '*Employer-appropriate*' topic about 2 to 4 times a year (*Quarterly might be ideal?*)
- Focused on a known (*ideally well known*) subject matter expert
- Includes a famous or locally famous guest to introduce the topic and the speaker
- Lasts for about 45 min.
- Includes a focus on actionable take-aways which might even include a follow-up session(s) for interested participants.
- Co-sponsored by key partner organizations (*Metro Chamber, GSEC, Valley Vision, and local employers [Like Kaiser, VSP & Pride], etc.*)
(*Co-Sponsored means publicity now, and might lead to financial sponsorship later*)

Our initial thoughts on a first topics gravitated toward helping employers reach and be successful with **underserved employee candidates** and we agreed to do some research with fellow committee members and other local contacts to identify interest, topics, resources, etc.

Other topics that caught our interest:

- Recruiting during COVID-19
- Employer responses to a '*new normal*' where hourly workers are essential
- Trying to manage remote worker mental health
- Managing the life (*not just employee*) experience of employees
- ?

What seminar topics would you suggest?

Do you have any comments on the above seminar characteristics?

Another idea?

We also briefly touched on and liked the idea of offering a regular (*maybe monthly*) online session on '**How to Access and Use SETA services**' that might:

- Be regularly scheduled
- Last 30 or so min.
- Touch on SETA/Sacramento Works employer services and job centers
- Include as much Q & A as participants desire in the session, or in follow-ups as appropriate



If seminars like this were regularly scheduled would you be willing, when appropriate, to refer fellow employers to them?

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.



OUTREACH DATA (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

econovue.com/econovue-platform.html

econovue A Window to the Local Economy

Workforce Development

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>

Capital Region Workforce Boards Outreach

In the December 2020 issue, Comstock's featured a special section in partnership with the Greater Sacramento Economic Council focused on attracting, retaining and growing talent, new businesses and industries, to diversify and build a resilient economy.

The Capital Region Workforce Board Directors approved the placement of the attached informational piece which appeared on page 24 of the GSEC Digital Edition: <https://joom.ag/cWBC/p24> and page 77 of the December Comstock's Magazine: <https://joom.ag/ekxC/p76>

Additionally, outreach items were placed in the 2020 Sacramento Business Journal Book of Lists, the regional publication providing an in-depth look at the largest and most influential players defining our local economies.

The campaign generated 10 employer leads in the first three weeks such as Beyond Maintenance LLC, CA Department of Resources, Recycling and Recovery and Haliburton Hauling.

A copy of the ad is attached.



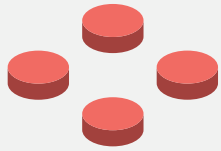
Annual Program Calendar

January	<ul style="list-style-type: none"> • EOC meeting 1-12-2021 • Kick-off annual or bi-annual marketing focus • Employer Meeting – Rene 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 – Janet Neitzel
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



FUTURE EOC INITIATIVES

- Awards (*Best Places to Work for Entry Level, Minimum Wage to Living Wage Jobs, etc.*)
- Collaboration with other E.O. folks on regional Workforce Boards,
- Develop, track and advertise a Sacramento area Index for Under-served & Entry Level Job Placements
- Employer Resources - Provide training on disability and access-related issues (**Sharon O'Sullivan**) <https://www.dor.ca.gov/Home/DisabilityAccessServices>
- Seminar/Video on '**How to use SETA/Sacramento Works services**'
- Lunch Hour Consultant
- Lunch & Learn
- Next Generation Sector Partnership Network (**Spencer**) www.nextgensectorpartnerships.com
- SacramentoWorks '**Supporting**' or '**Certified**' Employer
- Staffing Agencies Advisory Group
- **Tx3 -4- OJT** – Train-the-Trainer Orientation for OJT Trainers
- Others



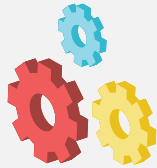
Capital Region Workforce Boards

Our local, federally-funded workforce system has been providing services to both job seekers and employers for decades, and remains one of the best assets in the Capital Region.



68,725

Customers
Served Annually



420,575

Services
Delivered Annually



70.6%

Customer
Employment Rate

The four Workforce Development Boards- the Sacramento Employment and Training Agency (SETA)/Sacramento Works, Golden Sierra Job Training Agency, Yolo County Workforce Development Board, and North Central Counties Consortium (NCCC), cover a nine-county region and oversee a network of over 20 America's Job Centers that connects over 68,000 job seekers annually with much needed employment and related resources.

These business-led boards are a resource to local employers, helping with job postings, customized recruitment events, applicant screening services, skills assessments, (virtual) career fairs, and resources that promote business success.

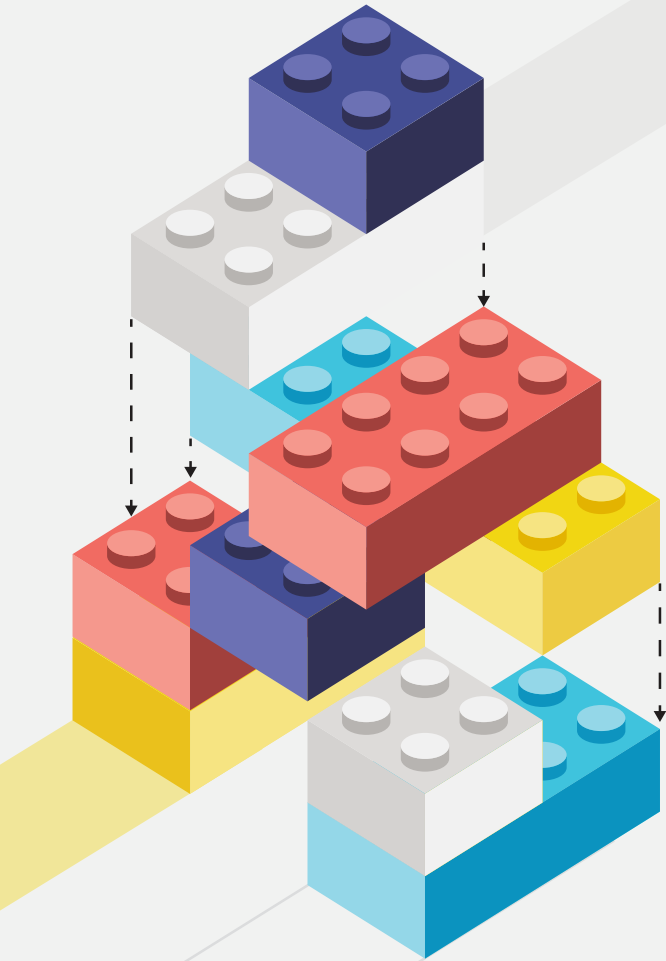
Businesses also benefit by increasing the breadth and diversity of their talent pool. Job retention is improved by candidates receiving access to ongoing job coaching and supports that improve their success in the workplace. Additionally, job seekers and the underemployed receive access to demand-driven, relevant skills training to regain employment in a growing field and improve their earnings potential.

The Centers are typically located in neighborhoods and areas with high concentrations of poverty and unemployment. The Centers offer no cost workforce development resources to everyone, with a focus on individuals with significant barriers to employment.

The Capital Region's Workforce Boards are committed to the region's success as conveners, brokers, leaders and partners on many workforce development initiatives that strengthen our local economy. We partner with business, education, labor unions, economic development and community-based organizations to align efforts, deepen impact, and improve quality of life in our region.

To learn more about the Capital Region's Workforce Boards, please go to:

capitalregionworkforceboards.com



The Capital Region Workforce Boards

Providing services to both job seekers and employers for decades.

The boards offer much needed employment resources such as customized recruitment events, applicant screening services, candidate skills assessments, and more.

Visit capitalregionworkforceboards.com to create your account and get started.