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SACRAMENTOWORKS

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

Date: Tuesday, September 14, 2021

Time: 3:00 p.m.

Zoom Location:

<https://us02web.zoom.us/j/84412301877?pwd=U1RUaTNaYWJrNldhY1VaZHJUR0tXdz09>

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/84412301877?pwd=U1RUaTNaYWJrNldhY1VaZHJUR0tXdz09>. 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: +16699006833,84412301877# US (San Jose); Dial by your location: +1 669 900 6833 US (San Jose). Find your local number: <https://us02web.zoom.us/u/kemioJAeZV>. Meeting ID: 844 1230 1877, Passcode: 186557. Members of the public are encouraged to participate in the meeting by submitting written comments by email to: Monica.Newton@seta.net. Any member of the public who wishes to speak directly to the board regarding any item on the agenda may contact Monica Newton at (916) 263-3753, or Monica.Newton@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 Item**
 - A. Approval of July 13, 2021 Meeting Minutes
3. **Information Items:**
 - A. Regional WBD Guest on Employer Outreach
 - B. Employer Meeting Review – **Little Caesars** (*Spencer Hoke*)
 - C. New EOC Membership initiative (*Susan Wheeler*)
 - D. Seminars Workgroup (*Andrea Ollanik/Terri Carpenter*)
 - E. Key Performance Indicators Workgroup (*Renee John/William Walker*)
 - F. E-newsletter update (*Terri Carpenter*)

SACRAMENTO WORKS 925 Del Paso Boulevard, Suite 100 • Sacramento, CA 95815

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3. **Information Items** (continued):
 - G. Imagining a 2022 Action Plan for the EOC
 - H. 'DRAFT' 2022 EOC Annual Program
 - I. SETA/Sacramento Works Sponsoring The 2021 SME Manufacturing Expo
 - J. References

4. **Other Reports**
 - A. Committee members
 - B. Staff
 - C. Chair
 - D. Public

5. **Next Meeting:** Tuesday, October 12, 2021 3:00 PM

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

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

DISTRIBUTION DATE: TUESDAY, SEPTEMBER 7, 2021

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

Tuesday, July 13, 2021
3:00 p.m.

Meeting held electronically

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

Members Present: Ron Ellis, Ed Baker, Andrea Ollanik, Ron Orr, Christine Laster, Janet Neitzel, Fabrizio Sasso

Members Absent: Linzie Fukushima, Spencer Hoke, Renee John, Brittany Jones

Others Present: Susan Wheeler, Phil Cunningham, Kathy Kossick, Roy Kim, William Walker, Terri Carpenter

2. Action Items

- A. Approval of June 8, 2021 Meeting Minutes

The minutes were reviewed; no questions or corrections.

Moved/Ellis, second/Ollanik, to approve the June 8 minutes.

Roll call vote:

Aye: 7 (Baker, Ellis, Laster, Neitzel, Ollanik, Orr, Sasso)

Nay: 0

Abstentions: 0

Absent: 4 (Fukushima, Hoke, John, Jones)

- B. Approve CPS HR Consulting to provide an Employer Workshop

Ms. Ollanik reported that a Request for Interest was released earlier in the year.

Three responses were received:

- California Employers Association
- CPS HR Consulting
- Dr. Jordan – CSUS

Moved/Baker, second/Neitzel, to approve the selection of CPS HR Consulting to conduct one online seminar on *Conducting an Effective Virtual Meeting* at the cost of \$450.00.

Roll call vote:

Aye: 7 (Baker, Ellis, Laster, Neitzel, Ollanik, Orr, Sasso)

Nay: 0

Abstentions: 0

Absent: 4 (Fukushima, Hoke, John, Jones)

C. Approval of the Employer Outreach Budget for PY 2021-2022

Ms. Carpenter stated that every year the Sacramento Works Board is presented with a resource allocation plan that distributes funds to support employer outreach activities. Ms. Carpenter is requesting approval of a \$65,000 allocation of board initiative funds to support employer outreach activities for PY 2021-2022.

Moved/Neitzel, second/Orr, to approve the Employer Outreach budget in the amount of \$65,000 for PY 2021- 2022.

Roll call vote:

Aye: 7 (Baker, Ellis, Laster, Neitzel, Ollanik, Orr, Sasso)

Nay: 0

Abstentions: 0

Absent: 4 (Fukushima, Hoke, John, Jones)

3. Information Items:

- A. Action Plan Updates: Mr. Baker reviewed the action plans used to evaluate our efforts. The most recent survey was conducted on June 24. The first few items are trending upwards, which is promising. Ms. Wheeler asked who was surveyed for this and Mr. Baker replied that committee members and staff were surveyed.
- B. EOC Membership Plan: Mr. Baker stated that we are striving to have our EOC membership represent as many business sizes and industries that we can. We are still looking for small and medium-sized employers to serve on the EOC.
- C. Seminars Workgroup (*Andrea*): No additional report.
- D. Employer Meetings: Ms. Carpenter was on the call with Mr. Hoke when they met with Little Caesars, a Department of Rehabilitation participating employer. They hired a young person from our program. It was a good fit for Mr. Hoke since the employer is a supporter of the program. The interview went very well. Mr. Walker stated that he has confirmed an interview with Grocery Outlet; Mr. Ron Orr will participate in this interview. Mr. Baker stated we started the year with a blank slate and it looks great to have a full schedule.
- E. Survey Response & Data Update: Mr. Baker reported that the survey went out to employers with whom we have a long-standing relationship plus some employers we have worked with in the last 12 months.

A "New Employer" survey has been developed to encourage employers that have no relationship with Sacramento Works Employer Services to use our services. Once we get the employer responses, they will move to our e-mail list

to be engaged with our E-Newsletter communications. Mr. Walker reported that we have nine survey responses from employers who have used our services. The results indicate that 100% of the employers responding are looking for staff; of that, most are in 'other' industries (manufacturing, government, transportation and trade), and 33% are large employers.

- F. EOC Annual Program: Mr. Baker stated that the employer meetings are already set up for the next few months with the exception of December.
- G. References: Mr. Baker reviewed the statistics for Sacramento County to be used as a marketing tool for prospective EOC members.

Mr. Orr left the meeting at 3:41 p.m.

4. Other Reports

- A. Committee members: None.
- B. Staff: None.
- C. Chair: None.
- D. Public: None.

- 5. Next Meeting: Tuesday, September 14, 2021 3:00 p.m.
- 6. Adjournment: The meeting was adjourned at 3:42 p.m.

ITEM 3-I - INFORMATION

SETA/SACRAMENTO WORKS SPONSORING THE 2021 SME MANUFACTURING EXPO

BACKGROUND:

The 2021 SME Manufacturing Expo, "Connecting the Regional Manufacturing Network" will be held on October 1, 2021, at the Rancho Cordova City Hall. SME is a nonprofit association of professionals, educators and students committed to promoting and supporting the manufacturing industry.

The SME Manufacturing Expo will feature Keynote Speaker, Kevin McGrew, with Siemens, the expo includes industry panels, workshop breakout sessions and an exhibitor showcase.

SETA/Sacramento Works will be participating in the Expo as a Supporting Sponsor for \$2,500 which includes the following outreach opportunities:

- Logo Included on Event Signage
- ½ page ad in the printed Directory
- 10" x 10" Exhibitor Booth
- Staff participation as a panelist for breakout session workshop:
"Cradle to Career – Integrating Education and Apprenticeships"
Learn about the efforts of SVMA and its partners to address the increasing skills and labor gap through a locally developed apprenticeship program. Apprenticeship programs reduce the need for expensive recruitment programs by incorporating a pool of candidates who are already screened and trained with basic technical skills. The SVMA Apprenticeship model will illustrate how education and industry partnerships can be created to enhance an individual's career development journey and effectively address the needs of employers. Technical assistance and funding resources for incorporating the SVMA apprenticeship program and SETA/Sacramento Works no cost services for employers will be shared.