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SACRAMENTOWORKS

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

Date: Tuesday, October 12, 2021

Time: 3:00 p.m.

Zoom Location:

<https://us02web.zoom.us/j/84592517979?pwd=Y04xWUZhUVFnejYyVmZIS1hpWFBldz09>

In response to the AB361 (Brown Act Section 54953) relating to the COVID-19 Pandemic, the Sacramento Employment and Training Agency Sacramento Works Employer Outreach Committee is conducting this meeting on Zoom at <https://us02web.zoom.us/j/84592517979?pwd=Y04xWUZhUVFnejYyVmZIS1hpWFBldz09>.

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,,84592517979#US (San Jose); Dial by your location: +1 669 900 6833 US (San Jose). Find your local number: <https://us02web.zoom.us/j/kemioJAeZV>. Meeting ID: 845 9251 7979, Passcode: 000381. 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.

In the event of disruption which prevents broadcasting of the meeting to members of the public using the call-in or internet-based service options, or in the event of a disruption which prevents members of the public from offering public comments, the Board shall take no further action on items appearing on the meeting agenda until public access to the meeting is restored.

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 Items
 - A. Approval of Findings and Authorization to Extend Use of Teleconferencing Procedures for Committee Meetings During Declared State of Emergency and/or While State or Local Officials Continue to Impose or Recommend Measures to Promote Social Distancing (Legal Counsel)
 - B. Approval of September 14, 2021 Meeting Minutes
 - C. Appoint/Endorse New EOC member
3. Information Items:
 - A. Employer Meeting Review **Grocery Outlet** (*Ron Orr*)
 - B. Seminars Workgroup (*Andrea Ollanik/Terri Carpenter*)
 - C. New EOC Membership initiative (*Susan Wheeler*)
 - D. KPI Workgroup (*Ed Baker*)
 - E. Imagining a 2022 Action Plan for the EOC
 - F. 'DRAFT' 2022 EOC Annual Program
 - G. References
4. Other Reports
 - A. Committee members
 - B. Staff
 - C. Chair
 - D. Public
5. Next Meeting 2nd Tuesday, **November 9, 2021 3:00 PM**
6. Adjournment

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

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

DISTRIBUTION DATE: October 6, 2021

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

Tuesday, September 14, 2021
3:00 p.m.

Meeting held electronically

1. **Call to Order/Roll Call:** Mr. Ellis called the meeting to order at 3:00 p.m. Roll call was called and a quorum was established.

Members Present: Andrea Ollanik, Linzie Fukushima, Spencer Hoke, Renee John, Ron Orr, Christine Laster (joined at 3:03), Ron Ellis, Janet Neitzel (joined at 3:15)

Member Absent: Ed Baker, Fabrizio Sasso, Brittany Jones

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

2. **Action Item**

- A. Approval of July 13, 2021 Meeting Minutes

The minutes were reviewed.

Mr. Ellis read modifications of the July 13, 2021 minutes into the meeting.

Moved/John, second/Andrea, to approve the July 13, 2021 minutes with corrections.

Roll call vote:

Aye: 7 (Ollanik, Fukushima, Hoke, John, Orr, Laster, Ellis)

Nay: 0

Abstention: 0

Absent: 4 (Baker, Sasso, Jones, Neitzel)

3. **Information Items:**

- A. Regional WBD Guest on Employer Outreach

Mr. Ellis introduced Ms. Tammy Cornelison, a Business Employment Specialist with Golden Sierra. Ms. Cornelison noted how Placer and El Dorado counties have been highly affected by the wild fires. She also mentioned that Placer County has been approached to do a virtual job fair.

Mr. Ellis asked how Ms. Cornelison is doing outreach to employers.

Ms. Cornelison responded that she is matching skills of candidates to the jobs posted, and then connects the job seeker with the employer.

Mr. Ellis asked which industries Golden Sierra works with the most.

Ms. Cornelison responded that a majority of work needed is in the skilled and manufacturing industries. In El Dorado Hills there is a medical device company that is planning on doubling their size in the next couple of years, which Ms. Cornelison will assist in doing. Another medical device company located in Roseville is also expecting major growth in the next few years. There are also HVAC, plumbing, Old Navy in the Galleria, and a chocolate factory that are all looking to fill positions. Golden Sierra also sends out a weekly job seeker e-blast, with postings in Placer, El Dorado, Alpine counties and job postings sent over by SETA.

Mr. Ellis questioned if the e-blast profile is sent to employers.

Ms. Cornelison clarified that she does send an e-blast to employers, however the e-blast she was talking about is a list of job openings in the different counties. The job openings being posted come directly from the employers to Golden Sierra to help fill. She will then make a personal introduction with the job seeker to the company.

Ms. Wheeler spoke on the manufacturing expo occurring on October 1st.
www.smefgexpo.com

Ms. Cornelison reviewed Golden Sierra's purpose. Golden Sierra is similar to Sacramento Works; its reach spans Placer, Alpine, and El Dorado counties. This leads to a wide variety in population which results in a lot of special grants. Alpine County reaches up to South Lake Tahoe and into parts of North Lake Tahoe, but is a small county. The biggest employers in Alpine County are Kirkwood Ski Resort and the school district.

Janet Neitzel joined the meeting at 3:15 p.m.

Ms. Carpenter noted Kriztina Palone was in attendance as well.

B. Employer Meeting Review – **Little Caesars**

Mr. Hoke spoke about his interview with Little Caesars. Little Caesars works closely with the Department of Rehabilitation (DOR). The DOR participant, Jenny M, is the Regional Supervisor for Little Caesars. She had a good attitude and learned quickly what was needed. She left the meeting wanting to be connected with more of the student services teams.

Mr. Ellis added we are now incorporating company success stories on the website. He believes the effort being made to meet with employers is paying off in a number of ways including making them a part of the SETA/Sacramento Works story.

C. New EOC Membership initiative

Ms. Wheeler reviewed the idea of reaching out to organizations that can help us with reaching small businesses. The Metro Chamber and SMUD have groups that can help leverage vendor outreach.

D. Seminars Workgroup

Ms. Ollanik reviewed the upcoming Conducting a Virtual Meeting seminar workshop, scheduled for Tuesday, September 28th at 9:00 a.m. The max capacity for the seminar is 30, and we have 13 RSVP's. An email was sent on September 13, 2021 to be shared on social media platforms and shared internally by companies.

For the October seminars workgroup, we want to do events on our own and some in partnership. October is National Employment Disability Awareness month. We are partnering with the Department of Rehabilitation to put on an event for disability etiquette for employers. The date of the event is Thursday, October 10, 2021 at 9:00 a.m.

Ms. John suggested that the events should be included in the Valley Vision newsletter.

Ms. Wheeler shared that there are over 130 community partners the information will be shared with. Ms. Wheeler asked if the Department of Rehabilitation is included.

Mr. Hoke confirmed that the Department of Rehabilitation is included. In addition, other state partners such as the Department of Health and Human Services will be included.

The disability etiquette training is conducted regularly at the Department of Rehabilitation. The trainings are based on the Windmills Training created by Richard Pimentel.

E. Key Performance Indicators Work group

Ms. John reviewed the Key Performance Indicators spreadsheet. This spreadsheet shows all the fields that needed to be tracked for the program years 2018-2019 and 2019-2020. Ms. John noted the fields that were blacked out had not been tracked up until now. Those fields will be tracked going forward.

Andrea Ollanik left the meeting at 3:33 p.m.

Mr. Walker reviewed the statistics on the first quarter, which ends in September. The statistics show the average wage is constant. The number of events has increased due to the activity at the Mark Sanders Job Center and in-person job fairs. There will be virtual job fairs coming up, however those will be outside of this reporting period.

Ms. John asked if the information from the quarter being reported on will be shared at the next meeting.

Mr. Walker answered it will be shared at the meeting in November, as not having all of the data will be collected in time for the October meeting.

F. E-newsletter update

Ms. Carpenter reviewed statistics for the e-newsletter campaign. The e-newsletter campaign features the success story of the employer. Then there are two smaller emails that follow the newsletter covering services we provide. The e-newsletter open rate is nineteen to forty-three percent. The average open rate is twenty-seven percent, compared to the average business open rate of fifteen percent. The unique clicks average is twenty-four individual clicks. Since starting this effort, the email with the highest engagement was the first one. The fifth email received the next most responses. The next employer success story will be sent out this week, featuring Little Caesars. The following success story will be with Ronald Orr and the Grocery Outlet.

Mr. Ellis noted that the form submissions give a good hint at what employers are interested in.

Ms. Neitzel asked how many people are on e-newsletter distribution list.

Ms. Carpenter answered there are over 500 employers on the list, and we are adding to the list. We have a new employer list of over 1,000 employers. We will be sending those employers an invitation to the seminar. We are also sending out our third survey, which explains what the Agency is and asks the employer what kind of services they are interested in. Those responses are then moved over to the e-newsletter list.

G. Imagining a 2022 Action Plan for the EOC

Mr. Ellis reviewed the suggested goals of the Employer Outreach Committee for 2022.

H. 'DRAFT' 2022 EOC Annual Program

Mr. Ellis reviewed upcoming items for the 2022 action plan. These will be discussed in October. There are a few different items for 2022, one of which will be holding six meetings instead of the current ten.

I. SETA/Sacramento Works Sponsoring The 2021 SME Manufacturing Expo

Ms. Carpenter spoke on the SETA sponsorship and promotion of the 2021 SME Manufacturing Expo. This gives the Agency the opportunity to share information on what we offer employers, and be included in a speaking engagement. The sponsorship includes keynote speaker, industry panels, and exhibitor showcase. As sponsors we will be in the exhibitor showcase, have a half page ad, and a 10x10 booth. Ms. Carpenter will be a panelist on Cradle to Career Integrating Education and Apprenticeships panel. Participating in this event will allow the Agency to engage with more manufacturing employers and partners.

Mr. Ellis spoke on the committee policy that authorizes staff to approve sponsorships up to \$2,500. Mr. Ellis proposed for the committee to endorse participation in the expo.

Mr. Kim added that during his leadership the prior chair and committee took action to authorize staff to approve sponsorship up to \$2,500. Mr. Kim noted that this could be a topic of discussion for the committee in the future.

Mr. Ellis asked for the committee to support this endorsement.

Participation was endorsed by unanimous agreement by show of hands.

Ms. Carpenter clarified the event will be held on October 1, 2021 at the Rancho Cordova City Hall.

Ms. Wheeler asked if the breakout session had been identified.

Ms. Carpenter answered yes.

J. References

Mr. Ellis noted if any member is interested in a workgroup listed to reach out to him.

4. Other Reports

A. Committee members: No Report

B. Staff: No Report

C. Chair:

Mr. Ellis noted Ms. Kossick's retirement announcement and made note of her remarkable 37 years of service to the Agency.

D. Public: No Report

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

6. Adjournment: The meeting was adjourned at 3:59 p.m.

ITEM 2-A- ACTION

APPROVAL OF FINDINGS AND AUTHORIZATION TO EXTEND USE OF TELECONFERENCING PROCEDURES FOR COMMITTEE MEETINGS DURING DECLARED STATE OF EMERGENCY AND/OR WHILE STATE OR LOCAL OFFICIALS CONTINUE TO IMPOSE OR RECOMMEND MEASURES TO PROMOTE SOCIAL DISTANCING

BACKGROUND:

California Governor Gavin Newsom has recently extended until December 31, 2021 the long-existing state of emergency related to COVID-19. Governor Newsom had previously authorized local agencies, by Executive Order, to conduct meetings under the Brown Act utilizing Zoom or other remote procedures to conduct meeting by modified teleconference procedures. Recently the legislature signed and passed into law AB 361, which amended Section 54953 of the Brown Act to similarly authorize teleconferencing of Committee Meetings, provided necessary procedures are followed. The Sacramento Works Employer Outreach Committee on October 12, 2021 will be the first board meeting conducted utilizing the AB 361 Procedures, which are reflected in the Notice for the Committee Agenda.

Under AB 361, in the event of disruption which prevents broadcasting of the meeting to members of the public using the call-in or internet-based service options, or in the event of a disruption which prevents members of the public from offering public comments, the legislative body shall take no further action on items appearing on the meeting agenda until public access to the meeting is restored.

AB 361 also authorizes public agencies to continue to hold subsequent meetings via teleconference procedures during any state of emergency that directly impacts the ability of the members to meet safely in person or while State or local officials continue to impose or recommend measures to promote social distancing. The Governor's declared continuing state of emergency remains active and continues to serve to protect members of the public from unnecessary risk and exposure to COVID-19. In addition, Sacramento County continues to follow recommendations of the federal CDC promoting social distancing outside of the home and especially indoors. Given these circumstances, in order to allow for the next Committee meeting to be held by teleconference procedures consistent with AB 361, the Committee must make the following findings no later than 30 days after the first teleconferencing meeting and every 30 days thereafter by majority vote:

- a. The legislative body has reconsidered the circumstances of the state of emergency.
- b. Any of the following circumstances exists:

ITEM 2-A-ACTION (continued)

Page 2

- i. The state of emergency continues to directly impact the ability of the members to meet safely in person.
- ii. State or local officials continue to impose or recommend measures to promote social distancing.

RECOMMENDATION:

Authorize the continued use of teleconferencing for Sacramento Works Employer Outreach Committee meetings under AB 361, occasioned by the continuing state of emergency issued by Governor Newsom and the continuation of local and federal recommendations promoting social distancing outside of the home and especially indoors and, based thereon, make the following findings in support of this action:

- a. The Committee has reconsidered the circumstances of the state of emergency.
- b. The following circumstances exist:
 - i. The state of emergency continues to directly impact the ability of the members to meet safely in person.
 - ii. State or local officials continue to impose or recommend measures to promote social distancing.

PRESENTER: Legal Counsel