

**WORKFORCE DEVELOPMENT
BOARD MEMBERS**

STACI ANDERSON
PRO Youth and Families

EDWARD W. BAKER
Alto Ingredients, 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 – Vice Chair
Five Star Bank

AMANDA TAYLOR
Association of General Contractors

RICK WYLIE – Chair
Villara Building Systems



SACRAMENTOWORKS

**Meeting of the Sacramento Works
Youth Committee**

Date: Thursday, February 11, 2021

Time: 3:00 p.m.

Location:

<https://us02web.zoom.us/j/85847253867?pwd=MGhwemNZMhMzc1ROakxKcnZ3MkFIZz09>

In response to the Governor's Executive Order N-29-20 relating to the COVID-19 Pandemic, the Sacramento Works Youth Committee is conducting this meeting on Zoom at <https://us02web.zoom.us/j/85847253867?pwd=MGhwemNZMhMzc1ROakxKcnZ3MkFIZz09>.

Members of the public may join the meeting by clicking the link above or typing the meeting address above into their web browser, or listen to the meeting by telephone by dialing (One tap mobile: +16699006833, 85847253867# US (San Jose). Dial by your location: +1 669 900 6833 US (San Jose). Meeting ID: 858 4725 3867; Passcode: 133564. Find your local number: <https://us02web.zoom.us/j/85847253867?pwd=MGhwemNZMhMzc1ROakxKcnZ3MkFIZz09>. 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 Youth 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 the December 10, 2020 Minutes
3. **INFORMATION ITEM:** Review of 2020-2021 Youth Committee Goals
4. **INFORMATION ITEM:** Review of WIOA Youth Program Performance
5. **INFORMATION ITEM:** Facebook Career Connections Program

6. **ACTION:** Approve Proposal to Fund Development Committee to Support Paid Internships (Sent under separate cover)
7. Public Input
8. Adjournment

Members: Staci Anderson, David Gordon, Gary King, Michael Laharty, Brandon Louie, Claudia Negrete, Johnny Perez, Matt Perry, Tina Reynolds, Jane Ross, Lorenda Sanchez, Randi Kay Stephens, Pedro Vargas, Joyce Veal, Susan Wheeler

DISTRIBUTION DATE: FRIDAY, FEBRUARY 5, 2021

SACRAMENTO WORKS YOUTH COMMITTEE

Minutes

(The minutes reflect the actual progression of the meeting.)

Meeting held electronically

Thursday, December 10, 2020
3:00 p.m.

1. **Call to Order:** Mr. David Gordon called the meeting to order at 3:01 p.m. The roll was called and a quorum achieved.

Members Present: Staci Anderson, Michael Laharty, Matt Perry, Tina Reynolds, Jane Ross, Lorenda Sanchez, Pedro Vargas, Joyce Veal, Susan Wheeler, David Gordon

Members Absent: Amanda Garcia, Gary King, Brandon Louie, Claudia Negrete, Johnny Perez, Randi Kay Stephens

Others Present: Terri Carpenter, Kathy Kossick, Jessica Medina, Monica Barber, Roy Kim, Phil Cunningham, Josh Woodson

❖ **Introduction of new Youth Committee Member:**

- Michael Laharty, County Office of Education: Mr. Laharty introduced himself and provided some information about his background.

3. **INFORMATION ITEM:** Youth With Impact

Ms. Carpenter introduced Youth With Impact. One of the workforce boards in Southern California has adopted this program. Ms. Jennifer Openshaw and Dr. Khatsai were introduced; they showed a Power Point of the programming provided on-line. They have worked with Orange County and larger employers filling a gap with a lack of programming. The crux of what they bring to Sacramento is live, on-line services to young people to develop their professional skills. It helps with their college and career preparation. The academy is a 10-week live, on-line program for young people. The program develops personal and professional skills, helps them launch businesses and drives their college and career success.

Ms. Openshaw highlighted other youth participating in the program; one young woman is encouraging more diversity in reading. Ms. Openshaw reviewed the variety of things the youth participants are learning.

The program is designed for the youth to be ready for job, career, and life. The content was made relative to young people which is why it is so successful. The implementation can be customized to the young person. The business model produced by the young person can be used as a business pitch and they receive feedback. The main role is in the planning and recruiting of the young people.

This program is about career readiness. They make sure local businesses provide feedback on the youth participants. That exposure makes young people more comfortable getting into the workplace.

Ms. Reynolds asked how they handle underserved populations that cannot afford the tuition? When working with workforce boards, they pay the tuition and most spend about \$2,000 per student. In Orange County, they did an 'earn to learn' program where they paid a minimum wage for the student to participate in the program.

Dr. Perry asked about the support the young people receive that are in the program. Jennifer replied that the students have a dedicated teacher for the 10-week program. Following the program, they are paired with mentors and work with local businesses. The class size is capped at 25 students which ensures each student gets enough public speaking experience. They serve students aged 14-21 years of age.

Ms. Wheeler asked how the students get access to secure computers and equipment? Ms. Openshaw replied that they have companies that are vetted with partners/coaches/mentors with institutional security.

2. **ACTION:** Approval of the October 8, 2020 Minutes

Minutes were reviewed; no questions or corrections.

Moved/Ross, second/Wheeler, to approve the October 8, 2020 minutes.

Aye: 7 (Anderson, Gordon, Perry, Ross, Sanchez, Vargas, Wheeler)

Nay: 0

Abstentions: 3 (Laharty, Reynolds, Vea)

Absent: 6 (Garcia, King, Louie, Negrete, Perez, Stephens)

4. **INFORMATION ITEM:** Reinventing Ed Reform with a Focus on Opportunity and Social Capital

5. **ACTION:** Approval of Committee Goals for 2020-2021

Mr. Gordon stated that the Youth Committee has worked on the proposed goals and recommends approval. Ms. Carpenter stated that at the last meeting, staff was asked to add measures; she added action items under the goals.

Ms. Reynolds likes #3; California has a wide gap in filling the divide in digital access; United Way just finished in-depth research to find youth that are falling in the cracks because they do not have access to digital products.

Dr. Perry would like to identify five digital literacy partners to assist us on how to support students. At SCOE, they have a large computer science initiative and just received a large workforce grant. He would be very happy to work on the

number and types of partners.

Ms. Carpenter will tighten up the action on #3 based on the input from Committee members. Ms. Carpenter suggested that perhaps Pedro Vargas, Joyce Vea, and Claudia Negrete can come up with ideas on how to improve youth voice and engaging youth. This item can be discussed in detail at the next meeting.

Ms. Carpenter asked that Youth Committee members send their suggestions to staff to update Goal #2.

Mr. Gordon stated that offering paid internships would be especially helpful to our youth participants. Ms. Carpenter also brought up job shadowing a youth for a day.

Moved/Reynolds, second/Ross, to approve the amended goals.

Aye: 10 (Anderson, Gordon, Laharty, Perry, Reynolds, Ross, Sanchez, Vargas, Vea, Wheeler)

Nay: 0

Abstentions: 0

Absent: 6 (Garcia, King, Louie, Negrete, Perez, Stephens)

6. **Public Input:** Ms. Kossick thanked the Youth Committee for their hard work.
7. **Adjournment:** The meeting was adjourned at 3:59 p.m.

ITEM 3 - INFORMATION

REVIEW OF 2020-2021 YOUTH COMMITTEE GOALS

BACKGROUND:

Based on the environment of COVID-19 and other factors impacting the youth in our community, the following goals are being proposed for the committee to discuss and adopt as priorities for the Committee work in 2020-2021:

1. Develop strategies to amplify the youth voice in all SETA-Sacramento Works activities and programs that serve youth.

Action: Create a subcommittee to make recommendations on how to improve the engagement with youth and what services are needed most by the youth in our community.

2. Increase learn and earn work-based opportunities for youth.

Action: Create 20 new internship opportunities by identifying employers that are willing to place youth in paid internships.

3. Identify Digital Literacy and Skills program and resources that can provide expanded services to youth enrolled in programs.

Action: Review digital literacy programs and resources that could be shared with Youth Program providers and the youth they serve to improve their digital literacy skills

ITEM 4 – INFORMATION

REVIEW OF 2020-21 WIOA YOUTH PROGRAM PERFORMANCE

BACKGROUND:

The WIOA program providers were funded to serve 316 Out-of- School Youth and 28 In-School Youth. All providers were to be fully enrolled by January 29, 2021. Due to various reasons surrounding the pandemic, over half of the providers did not meet their enrollment numbers and are requesting an extension to the deadline.

Summary of WIOA Youth Program Enrollments:

Out-of-School Youth Provider	Goal	Actual
Lao Family Community Development	19	15
Waking the Village	19	12
Elk Grove Unified School District	28	25
Sacramento City USD	15	19
California Human Development	19	18
Folsom Cordova Community Partnership	28	19
JUMA Ventures	19	19
International Rescue Committee	19	19
Goodwill Industries	19	19
La Familia Counseling Center	23	23
Crossroads Diversified, Inc.	19	3
Asian Resources, Inc.	19	19
North State Building Industry Foundation	19	24
Greater Sacramento Urban League	19	18
In-School Youth Provider	Goal	Actual
Sacramento Chinese Community Service Center	14	8
City of Sacramento	14	7

ITEM 5 - INFORMATION

FACEBOOK CAREER CONNECTIONS PROGRAM

BACKGROUND:

Career Connections is a Facebook Initiative that creates jobs, trains jobseekers and empowers local economies. The program provides jobseekers with 21st-century skills and connects them to Digital Marketing careers.

Program Overview

- The Facebook 8-week training prepares jobseekers to be entry level social media and digital marketing managers.
- Trainees are matched with employers to receive a 12-week paid internship
- Facebook provides mentors to the trainees to support them during the internship
- Facebook recruits the employers for the internship placement.

Program Results

- 100% of program graduates were paid 30% above minimum wage
- 62% of the graduates received full time job offers
- 85% of Employer Partners improved their online presence substantially
- The number of graduates confident in their earning potential increased 3.5x
- Program graduates' social media and digital marketing competency increased 4x
- 91% of Businesses and 93% of Fellows would recommend the program to peers.

See attached Program Information Sheet for more details



Facebook Career

Career Connections
POWERED BY
FACEBOOK

Connections

Facebook's Career Connections Program is Coming to a Community Near You!

We are offering an amazing opportunity for jobseekers, particularly in high-need communities, to receive competitively-paid summer internships, while helping small businesses expand their online presence in an ever-changing economy. Participants will receive exclusive training, ad credits, 1:1 mentorship and ongoing support throughout the program.



Sign Up Today!

<https://careerconnections.fb.com>

ABOUT THE PROGRAM

We create jobs, train jobseekers and support businesses in local communities.

We equip underserved jobseekers with 21st-century skills and connects them to Digital Marketing careers across the US. With a focus on underserved communities, we amplify the online presence of small businesses, while launching the careers of jobseekers.

WHAT WE OFFER

- Connections to Facebook Trained + Vetted Talent to Improve Business Outcome and Digital Presence
- Remote Internship Opportunity in Social Media + Digital Marketing
- A \$500 Facebook ad credit for Businesses
- Exclusive Training, Resources + Support
- A Facebook Employee Mentor

OUR RESULTS FROM 2020

- 100% of Fellows were paid 30% above minimum wage
- 93% of Fellows + 91% of employers would recommend the program to peers
- 62% of Fellows received permanent job offers (3x the national average)
- 85% of Employer Partners improved their online presence as a result of the program