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SACRAMENTOWORKS

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

Date: March 14, 2023

Time: 3:00 p.m.

Location: SETA Board Room
925 Del Paso Blvd., Suite 100,
Sacramento, CA 95811

Zoom Location:

<https://us02web.zoom.us/j/81844948023?pwd=UIN4S0VtMeEdLdTZTbEwvazVKekkyUT09>

In response to AB 2449, the Sacramento Employment and Training Agency Employer Outreach Committee is conducting this meeting utilizing a hybrid approach, permitting members of the public to participate in person or via Zoom. In-person attendance by members of the public is on a first come, first-serve basis. Members of the public may also participate in the meeting via Zoom by clicking the Zoom Location link above, typing the Zoom link address into their web browser, or listening to the meeting on One tap mobile +16699006833,81844948023# US (San Jose). Meeting ID: 818 4494 8023. Passcode: 896307. Find your local number: <https://us02web.zoom.us/j/81844948023?pwd=UIN4S0VtMeEdLdTZTbEwvazVKekkyUT09>. Members of the public are encouraged to participate in the meeting by submitting written comments by email to: Anzhelika.Simonenkova@seta.net. Any member of the public who wishes to speak directly to the Committee regarding any item on the agenda may contact Anzhelika Simonenkova at (916) 263-3753, or Anzhelika.Simonenkova@seta.net. Please include in your request the item(s) on which you would like to participate. Additionally, during the meeting any questions or comments may be submitted via the chat features on Zoom. Public comments will be accepted until the adjournment of the meeting, distributed to the members of the Committee and included in the record. In the event of disruption that 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 Committee shall take no further action on items appearing on the meeting agenda until public access to the meeting is restored.

Request for Assisted Listening Devices or other considerations should be made through the Clerk's office at (916) 263-3753. Closed captioning will be available. This meeting is digitally recorded and available to members of the public upon request. This document and other Committee meeting information may be accessed through the Internet by accessing the SETA home page: www.seta.net.

AGENDA

Call to Order/Roll Call

1. **Action Items**

- A. Consideration of the January 10, 2023, Meeting Minutes
- B. Consideration of EOC Meeting Frequency in 2023
- C. Consideration of Policy for Employer Outreach Committee Workgroup Meetings
- D. Consideration of Funds for 2023 Seminars

2. **Information Items**

- A. Special Guest: **Michael Greenlow – Metrix Learning**
- B. Promoting Employer Services (*Renee John*)
- C. Employer Meetings/e-Newsletter Update (*William Walker*)
- D. Seminars Workgroup (*Spencer Hoke*)
- E. Surveys Workgroup (*Brittany Jones*)
- F. Membership Workgroup Small/Medium Cos. (*Susan Wheeler*)
- G. Quality Jobs Update (*Ron Orr*)
- H. KPI Goals (*July 1, 2022 to June 30, 2023, Ed Baker/William Walker*)
- I. 2023 Action Plan & Annual Program – Survey (*Ron Ellis*)
- J. References – Experience, Future Initiatives & More...

3. **Other Reports**

- A. Chair
- B. Executive Director
- C. Deputy Director/Program Manager
- D. Members of the Board
- E. Public

4. Next Meeting 2nd Tuesday, **June 13, 2023, 3:00 p.m. (in-person)**

5. **Adjournment**

Committee Members:

Jazmine Alop, Ed Baker, Ron Ellis, Linzie Fukushima, Spencer Hoke, Renee John, Brittany Jones, Denise Malvetti, Janet Neitzel, Ron Orr, Fabrizio Sasso, Shane Snyder, Susan Wheeler (13)

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

DISTRIBUTION DATE: Wednesday, March 8, 2023

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

Tuesday, January 10, 2023
3:00 p.m.

Meeting held electronically

Call to Order/Roll Call: Mr. Ellis called the meeting to order at 3:01 p.m. Roll was called and a quorum was established.

Members Present: Jazmine Alop, Ron Orr, Ron Ellis, Renee John, Denise Malvetti, Susan Wheeler, Ed Baker, Linzie Fukushima, Fabrizio Sasso, Shane Snyder, Janet Neitzel (*joined at 3:03 p.m.*)

Member Absent: Spencer Hoke, Brittany Jones

Others Present: Phil Cunningham, Roy Kim, William Walker, Jennifer Hernandez, Tim Tran, Lorna Devine, Hope Osterholt (Uptown Studios)

1. Action Item

Ms. Janet Neitzel joined the meeting at 3:03 p.m.

- 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
- B. Approval of November 8, 2022 Regular Meeting Minutes

There were no changes or questions.

Moved/Orr, second/Wheeler, to approve the following action items:

- A. 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
- B. November 8, 2022 meeting minutes as written

Roll call vote:

Aye: 11 (Alop, Orr, Ellis, John, Malvetti, Wheeler, Baker, Fukushima, Sasso, Snyder, Neitzel)

Nay: 0

Abstention: 0

Absent: 2 (Hoke, Jones)

2. Information Items:

A. Special Guest: SETA *NEW* Executive Director, Jennifer Hernandez

Mr. Ellis introduced Ms. Jennifer Hernandez, SETA Executive Director.

Ms. Hernandez spoke on her first month as the Executive Director for SETA.

Mr. Ellis asked if Ms. Hernandez has experience with The American Federation of Labor and Congress of Industrial Organizations (AFL-CIO).

Ms. Hernandez replied that her role was helping promote the policies and values of labor unions and collective bargaining. Some creative work was done, such as minimum wage, project labor or community benefit agreements; to create career pathways and move Workforce Innovation and Opportunity Act (WIOA) discretionary funds.

Mr. Ellis asked about her impression on the Sacramento Works Board's top priority for defining "Quality Jobs".

Ms. Hernandez replied she is familiar with the efforts of the Sacramento Works Board and Committees.

Mr. Orr commented we have a definition we are working on; however, the Ad Hoc Committee has not met yet.

B. Surveys Workgroup

Mr. Ellis reviewed past processes for surveys. Mr. Walker commented he continues to promote in-person or over-the-phone surveys while providing the services, as electronic surveys tend to be missed.

Ms. Jones briefly touched on plans to review Committee's' various survey efforts and related target audiences.

C. Promoting Employer Services

Ms. John stated that she does not think that employer promotion is disconnected from any of the work that has already been done. For example, there are employer services efforts the Committee is unaware of, such as Veteran assistance. Additionally, the Capital Region Workforce website is a crucial initiative aimed at employer engagement. The website is currently going through a redesign. She suggested employer members of the Employer Outreach Committee look at the design and evaluate if it works for them. Capital Region website - <https://capitalregionworkforceboards.com/>.

Mr. Ellis commented on the Sacramento regional boundaries. He stated SETA is working with Uptown Studios on a new agency-wide media campaign.

Mr. Ron Orr left the meeting at 3:30 p.m.

D. Employer Meetings/e-Newsletter update

Mr. Ellis reiterated that SETA is working with Uptown Studios.

Mr. Walker stated the next employer meeting will be with Prime Flight, a contractor of Sacramento Airport. They hired eight (8) people directly after working with SETA. SETA developed a partnership with SacRT and has been hosting their recruiters at least once a month.

Ms. Denise Malvetti left the meeting at 3:31 p.m.

Mr. Ellis asked if we needed volunteers for the meetings. Mr. Walker stated Ms. Linzie Fukushima and Ms. Jazmine Alop were in the queue.

E. Seminars Workgroup

Ms. Ellis advised that at the end of 2022, the Request for Interest (RFI) went out to a number of vendors to develop a list of seminars that we might select from. We received a response from an organization called CPS HR Consulting that provided a list of about six to eight topics for seminars this year. Mr. Ellis applauded Mr. Hoke's efforts in facilitating the seminar conducted with the California Department of Rehabilitation in December 2022. There was a good turnout. He expressed the hope of replicating the success with other organizations.

Mr. Walker replied he would be reaching out to those who have done workshops in the past. The next workshop will be held in March with Aguiar Professional Training. Mr. Walker asked Ms. Janet Neitzel to share some information about the Work Sharing Program as they host webinars on their website monthly. Ms. Neitzel stated the program had undergone some changes, including a new website and a marketing campaign. She will reach out to them and report back.

F. Membership Workgroup Small/Medium Cos.

Mr. Ellis reported on continued efforts. Ms. Wheeler commented that last year's best successful connections were made through warm introductions.

G. Quality Jobs: No report

H. KPI Goals

Mr. Baker advised that brief meetings are usually being held before each Employer Outreach Committee meeting to review the new data and discuss the trends.

Mr. Walker commented on the conversation between the employers on the increase in wages as shown in the KPI report. The progress to date is the increase in virtual and in-person recruitment events. The Key Performance Indicator (KPI) Report items were reviewed.

I. 2023 Action Plan & Annual Program - Survey

Mr. Ellis reviewed the 2023 Action Plan. He advised that there will be another survey sent to the Committee regarding members' assessment of progress in achieving objectives.

J. 2023 Annual Program

Mr. Ellis reviewed the annual program for 2023. SETA staff arranged to have Metrix Learning as the special guest in March.

K. References – Experience, Future Initiatives & More...

Mr. Ellis reviewed the references.

3. Other Reports

A. Committee members: None

B. Staff: None

C. Chair: None

D. Public:

Ms. Hope Osterholt with Uptown Studios introduced herself and Mr. Tim Tran as the marketing firm that works with SETA. By attending the meeting, they hope to acquire helpful information for future marketing for SETA.

4. Next Meeting: Will be held Tuesday, March 14, 2023 at 3:00 p.m.

5. Adjournment: The meeting was adjourned at 3:53 p.m.

ITEM 1-B-ACTION

CONSIDERATION OF EOC MEETING FREQUENCY IN 2023

BACKGROUND:

With the end of the Governor's COVID Emergency Orders as of February 28, 2023, the EOC will return to pre-emergency Brown Act rules for all public meetings. With the pending requirement for in-person meetings and our well-developed array of workgroups the EOC plans to meet less frequently in 2023.

Future in-person 2023 meetings are proposed to be held as follows:

- June 13, 2023
- October 10, 2023

The following virtual meetings are proposed to be canceled:

- May 9, 2023
- July 11, 2023
- September 12, 2023
- November 14, 2023

The foregoing notwithstanding, the Chair may call a meeting of the committee at any time on the chair's own volition or at the request of any committee member, the SETA Executive Director or Program Director or Manager, so long as proper notice, as set forth in the bylaws, is given.

RECOMMENDATION:

Approve the proposed meeting frequency.

ITEM 1-C-ACTION

CONSIDERATION OF POLICY FOR EMPLOYER OUTREACH COMMITTEE (EOC) WORKGROUP MEETINGS

BACKGROUND:

To ensure compliance with the Brown Act and public meeting requirements when EOC Workgroups continue to meet (whether in-person or in a virtual environment), the following guidelines need to be met:

- The workgroup may be composed of members and non-members of the Employer Outreach Committee, so long as it does not include a quorum of members of the Employer Outreach Committee. *(Note: Current quorum is 40% of 13 = 6 so workgroups will currently be limited to no more than 5 members of the EOC, SETA/Sacramento Works staff and guests are not included.)*
- The workgroup meeting schedule shall not be determined by action of the EOC Committee or the Workforce Development Board;
- The workgroup charges shall be limited in nature and duration and capable of completion in short periods of time.

RECOMMENDATION:

Approve guidelines for conducting EOC Workgroup meetings.

ITEM 1-D-ACTION

CONSIDERATION OF FUNDS FOR 2023 SEMINARS

BACKGROUND:

Since October 2021, the Employer Outreach Committee (EOC) has been engaging vendors to provide topical training seminars that help employers with their workforce needs. The seminars are a component of the EOC's broader outreach strategy to develop relationships with employers.

To date, the EOC has allocated \$3,600 for three topical seminars; the following two seminars have been conducted for a total of \$1,990:

- June 21, 2022—Managing Stress and Burnout for Remote Workers
- September 15, 2022 –High Engagement and Performance in a Remote World

This item is for the EOC to consider allocating additional funds to continue to provide seminars.

RECOMMENDATION:

Consider allocating up to \$4,500 for three to four paid topical seminars to be scheduled in 2023, to be selected via the EOC's technique of polling the SETA/Sacramento Works Board and EOC for topic preferences. The three to four seminars will be selected from the top six (6) choices.