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SACRAMENTOWORKS

SACRAMENTO WORKS, INC.
EMPLOYER OUTREACH COMMITTEE

DATE: Tuesday, October 10, 2023

TIME: 3:00 p.m.

LOCATION: SETA Board Room
925 Del Paso Blvd., Suite 100
Sacramento, CA 95815

ZOOM LOCATION:

<https://us02web.zoom.us/j/89284353287?pwd=aXdTQVdTL1RNVmRGWHFmV2FmTGpDZz09>

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,,89284353287# US (San Jose). Meeting ID: 892 8435 3287. Passcode: 884826. Find your local number: <https://us02web.zoom.us/j/kbVznFlpsq>. 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

- 1. Call to Order/Roll Call**
- 2. Action/Discussion Items**
 - A. Approval of Minutes of the June 13, 2023 Regular Meeting
 - B. Approval of the Employer Outreach Committee (EOC) Budget, Program Year 2023-2024
 - C. EOC Publicity/Public Relations Guidelines
- 3. Information Items**
 - A. Special Guest, Natalie Jimenez, Director of Business Development, California Employers Association (CEA)
 - B. Seminars Workgroup (Spencer Hoke)
 - C. Promoting Employer Services (Renee John)
 - D. Survey Workgroup (Brittany Jones)
 - E. Membership Workgroup Small/Medium Cos.
 - F. Employer Meetings/e-Newsletter (William Walker)
 - G. KPI Goals (Ed Baker/William Walker)
 - H. 2024 Action Plan & Annual Program (Ron Ellis)
 - I. Employer Customer Satisfaction Surveys (Staff)
 - J. EOC Policies
 - K. References – Experience, Future Initiatives & More...
- 4. Other Reports**
 - A. Chair
 - B. Executive Director
 - C. Deputy Director/Program Manager
 - D. Members of the Board
 - E. Public
- 5. Next Meeting Tuesday, February 13, 2024 at 3:00 p.m., in-person.**
- 6. Adjournment**

Committee Members: Ed Baker, Ron Ellis, Jazmine Alop, Linzie Fukushima, Spencer Hoke, Renee John, Brittany Jones, Denise Malvetti, Fabrizio Sasso, Shane Snyder, (10)

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

DISTRIBUTION DATE: Tuesday, October 3, 2023

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

SETA Board Room
925 Del Paso Blvd., Suite 100
Sacramento, CA 95815

Tuesday, June 13, 2023
3:00 p.m.

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

Members Present: Ron Ellis, Renee John, Ed Baker, Linzie Fukushima, Spencer Hoke, Denise Malvetti, Shane Snyder

Member Absent:
Jazmine Alop, Brittany Jones, Fabrizio Sasso, Janet Neitzel, Ron Orr, Susan Wheeler

Others Present: Roy Kim, William Walker, Jennifer Hernandez, Morgan Seitz (UpTown Studios)

1. Action Item

A. Approval of the March 14, 2023, Meeting Minutes

There were no changes or questions.

Moved/Ellis, second/John to approve the minutes of the March 14, 2023 Regular Meeting.

Roll call vote:

Aye: 5 (Ellis, John, Baker, Fukushima, Hoke)

Nay: 0

Abstention: 2 (Malvetti, Snyder)

Absent: 6 (Alop, Jones, Wheeler, Orr, Sasso, Neitzel)

2. Information Items:

A. EOC Policies

Mr. Baker reviewed recent policy changes made by the EOC and reminded members that workgroups should have one EOC member fewer member than needed for a quorum at an Employer Outreach Committee (EOC) meeting. Workgroups are expected to independently schedule their meetings and continue to update EOC by providing reports emphasizing tasks that have been completed or are currently in progress.

B. Seminars Workgroup

Mr. Hoke invited those interested to join the Seminars Workgroup and reviewed information on recent seminars provided in the handout. He advised that when needed they would meet on the third Thursday of the month at 11:30 a.m., in partnership with the SETA/ Sacramento Works team, they host a seminar called: "How Employers Can Access Subsidized Employment Opportunities." He encouraged the EOC and Sacramento Works Board members to attend and share the seminar promotional information.

C. Promoting Employer Services

Ms. John provided updates on the Promoting Employer Services workgroup. The next meeting will be held on June 22, 2023. The new marketing firm will join the discussion to provide feedback on approaching employers more effectively. The workgroup reviewed the Capital Region Workforce website and provided input to EMRL for consideration in revising the website launch, which is already live but still available for additional updates. Ms. John was looking forward to the next workgroup meeting.

D. Surveys Workgroup

Mr. Walker advised that the phone survey response rate is higher than the email response rate. On average, a 10% response rate is considered a good response rate. Ron Ellis advised that Ms. Brittany Jones is still with the group and has agreed to continue leading this workgroup.

E. Membership Workgroup Small/Medium Cos.

Mr. Ellis reminded committee members that the workgroup's objective is to seek small/medium-sized company representatives to join the EOC.

F. Employer Meetings/e-Newsletter Update

Mr. Walker shared a success story from Sacramento Regional Transit (SacRT) a profile is still to be completed and posted to the SETA website.

G. KPI Goals

Mr. Walker reviewed the Key Performance Indicator Report provided in the handout. He advised that information on Job Posting Hires in the report continues to be challenging to receive. Virtual and in-person recruitment events are picking up, and more people are attending. Large employers looking for diverse employees and community presence use SETA's expertise to assist them with recruitment more than small employers.

H. Quality Jobs Update

The adopted definition of a High-Quality Job was provided in the handout. There are no new updates beyond the SETA/Sacramento Works board identifying the three (3) top priorities as listed in Item 'I' below.

I. 2023 Action Plan & Annual Program – Survey

Mr. Ellis reviewed the 2023 Action Plan provided in the handout. He stated that the Committee is having difficulties with e-newsletter production. SETA's

Executive Director Jennifer Hernandez as well as Roy Kim and Wiliam Walker Mr. Ellis plan to meet in hopes of resolving those difficulties. Mr. Kim advised the Committee members that during May's Sacramento Works Executive Committee meeting, the following three focus areas of the Action Plan were chosen:

- 1) *Increasing youth voice on the Board*
- 2) *Improve our storytelling capability*
- 3) *Increase awareness of our services among employers*

- J. References – Experience, Future Initiatives & More...
Mr. Ellis reviewed the references provided in the handout.

3. Other Reports

A. Chair:

Mr. Ellis said he would like to continue inviting special guests to present at the EOC meetings.

Mr. Kim introduced Ms. Morgan Seitz with Uptown Studios, SETA's marketing and related services vendor, who shared updates on email notifications and other types of communication they have been working on.

B. Executive Director:

Ms. Hernandez advised that SETA has been involved in conversations led by GSEC to brief Congresswoman Matsui's office and share information on the Economic Development Administration's initiative to designate tech companies nationwide to create 15-20 tech hubs. SETA also continues to support arriving immigrants, and SacRT provides assistance with transportation.

C. Deputy Director/Program Manager:

Mr. Kim advised that in June, the SETA Governing Board approved the extension of the Workforce Innovation and Opportunity Act (WIOA) Job Centers contracts, as well as funding recommendations for the WIOA, Title I, Youth Program, for Program Year 2023-2024.

A new service location is opening in midtown Sacramento. The program is starting in the middle of July in partnership with Highlands Community Charter School.

D. Member of the Committee: None

E. Public: None

4. Next Meeting: Will be held **Tuesday, October 10, 2023 at 3:00 p.m.**

5. Adjournment: The meeting was adjourned at **3:50 p.m. in honor of Terri Carpenter.**

ITEM 2-B-ACTION/DISCUSSION

APPROVAL OF THE EMPLOYER OUTREACH COMMITTEE (EOC) BUDGET,
PROGRAM YEAR 2023-2024

On January 25, 2023 the Sacramento Works Board approved the Resource Allocation Plan for Program Year (PY) 2023-2024 which included \$108,924 for Board Initiatives. Funds approved for Sacramento Works, Inc. Board Initiatives include employer outreach activities. The amount being recommended for employer outreach activities is \$67,000, leaving a balance of \$41,924 for other Board Initiatives to be determined.

The chart below shows Employer Outreach expenditures for PY 2022-2023 and the proposed Employer Outreach Budget for PY 2023-2024.

Employer Outreach Activity	PY 2022-2023 Expenditures	PY 2023-2024 Proposed Budget
Job Fair/Business Events	\$ 750	\$ 2,000
Employer Outreach	\$ 995	\$ 60,000
Marketing-Graphic Design Services	\$ 1,500	\$ 5,000
TOTAL	\$ 3,245	\$ 67,000

ITEM 2-C-ACTION/DISCUSSION

EOC PUBLICITY/PUBLIC RELATIONS GUIDELINES

BACKGROUND:

The Employer Outreach Committee (EOC) oversees various initiatives intended to promote Sacramento Works services to employers, including newsletters, seminars, workshops, surveys, job fairs, and other employer-focused activities.

Some EOC members have expressed concern regarding the quality of employer outreach materials. In order to guide the work of the EOC, SETA staff, and subrecipients and contractors, this item provides an opportunity for the EOC to discuss and develop guidelines that can aid in the development of high-quality employer outreach materials.

SETA's current contractor for marketing, advertising, graphic design and web-site maintenance services is Uptown Studios. The scope of the agreement covers all of SETA's programs and initiatives, including the Workforce Innovation and Opportunity Act, Head Start, Refugee Social Services, and Community Services Block Grant. A copy of the scope of work is attached for reference. Also attached are comments/recommendations provided by the EOC Chair.

RECOMMENDATION:

Discuss guidelines that can aid in the development of high-quality employer outreach materials and take appropriate action.

WORK SCHEDULE

I. OVERVIEW

On August 24, 2022, CONTRACTOR submitted a proposal to the Sacramento Employment and Training Agency (SETA) in response to the Request for Quotes (RFQ) for Marketing, Advertising, Graphic Design and Website Maintenance services.

Under this CONTRACT, CONTRACTOR has been awarded up to the federal simplified acquisition threshold set by the Federal Acquisition Regulation at 48 CFR Subpart 2.1, currently set at \$250,000, to provide marketing, advertising, graphic design, website maintenance, and other related services to SETA on an as-needed basis.

II. SERVICES TO BE PROVIDED

CONTRACTOR will coordinate with SETA's Management Team to provide the following services:

- Marketing, Advertising and Graphic Design
- Broadcast Commercial Production
- Media Buying
- Video Production
- Development and creation of engaging and compelling designs, campaigns, videos, as well as social media development and Search Engine Optimization for SETA.
- Website Design and Development, Hosting, Maintenance and support for the following sites:
 - a. www.seta.net
 - b. www.sacramentoworks.org
 - c. www.headstart.seta.net
 - d. www.careergps2.com

III. METHOD OF PAYMENT

Total payment to CONTRACTOR for full and satisfactory services performed/provided under this CONTRACT **shall not exceed the federal simplified acquisition threshold currently set at \$250,000**, and shall be compensated on a "time and material" basis utilizing the staff hourly rates and "other costs" reflected in the tables below.

STAFF TITLES	HOURLY RATE
President	\$225
CFO & Finance Director	\$150
Marketing Director	\$180
Marketing Project Manager	\$150
Marketing Specialist	\$150
Social Media Manager	\$150
Art Director/Sr. Graphic Designer	\$180

EXHIBIT 2

Creative Team Project Manager	\$180
Sr. Graphic Designer	\$180
Graphic Designer	\$150
Graphic Designer, Admin and Research	\$150
Web Director	\$180
Web Project Manager	\$150
Sr. Web Developer	\$180
Sr. Web Developer	\$180
Web Developer	\$150
Video Producer	\$180
Video Director/Animation/Editor	\$180
Video Project Manager/Print Manager	\$180
Drone Operator/Lighting Tech/Grip	\$125

OTHER COSTS (not included in hourly rates) *	RATE
Media Buys (Broadcast, Radio, Billboards, Transit Ads)	Cost plus 10%
Translations	Cost plus 30%
Printing (purchased at wholesale rates)	Cost plus 35%
Additional Video Team and Equipment Rental	Cost plus 30%
Social Media Paid Ads	Cost plus 30%
Google Paid Ads	Cost plus 30%
Travel	Govt. Cost Rates
Incentives or Advertising Specialties	Cost plus 30%
Exhibit booths/Banners/Retractable Banners	Cost plus 30%
Website Hosting	\$500 Annually/ Per Site
Website Maintenance	\$2,000 Annually/ Per Site

* Cost plus percentage of cost rates are not applicable when purchases are made directly by SETA.

PAYMENT TO CONTRACTOR:

SETA shall make payments to CONTRACTOR upon satisfactory completion of services and receipt of an acceptable, completed monthly fiscal report from CONTRACTOR. The monthly fiscal report is due to SETA no later than ten (10) days after the end of each month during the term of the CONTRACT, and shall be signed by an authorized representative of the CONTRACTOR. CONTRACTOR agrees to cooperate fully with SETA to ensure that the services authorized in this Agreement are "closed-out" within thirty (30) calendar days of the termination of this Agreement. Invoices submitted by CONTRACTOR shall be for the actual costs of the services only, and are subject to review and approval by SETA.

Comments/Recommendation-EOC Chair

Item-by-item here are current expectations for collateral materials for each seminar, event, newsletter, company listing, etc.

1. Event-focused materials that do not appear to be a format (*e.g., template*) that is to be filled in repeatedly for different events.
2. Using graphics to build interest and that are carefully selected to be topic relevant.
3. Honoring and promoting our speakers who we believe are worthy of our best efforts to represent them well.
4. Displaying artistic talent and creativity in the layout and format.
5. Becoming more-and-more consistent with the SETA/Sacramento Works look-and-feel
6. Including notations (*An ad block if you will*) that directly advertises SETA/Sacramento Works services. (*The reason we do all this, sample at right →*)
7. Including a registration procedure that captures relevant participant data including contract info, company, position, and the solicitation they are responding to. The process should also allow for an immediate response/reminder as well as subsequent reminders, and finally a process that flows participant data into a database of contacts that is owned by SETA/Sacramento Works and available for future use.
8. Implementing a process that gives us collateral 60 to 75 days in advance to subsequently unfold plans for thorough and repetitive promotional efforts. (*See our document 'EOC Seminar Planning' dated 9-16-2022 and including a detailed timeline as suggested by the 60 to 75 days above*)



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That '**Recommended Guidelines**' be endorsed by this committee for use by SETA staff and others in the development of EOC collateral materials for publicity/public relations.