

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

Date: Tuesday, January 9, 2024
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/86868935565?pwd=bS9xMk5IVERQcFV6OVFKU2VzUVpPd09>

In response to AB 2449, the Sacramento Employment and Training Agency Employer Outreach Committee (EOC) 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_86868935565# US (San Jose). Meeting ID: 868 6893 5565. Passcode: 703098. Find your local number:

<https://us02web.zoom.us/j/86868935565?pwd=bS9xMk5IVERQcFV6OVFKU2VzUVpPd09>. 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.

BOARD MEMBERS

Crystal Bethke
County of Sacramento,
Economic Development

Kyla Bryant
Sacramento Metro
Chamber of Commerce

N. Lisa Clawson
VICE CHAIR,
SECRETARY/TREASURER
Kaiser Permanente

Ronald J. Ellis
2SS.com

Kristin Gibbons
Department of
Human Assistance

David W. Gordon
Sacramento County
Office of Education

Mandi Higley
Tri-Tool, Inc.

Lynn Hosokawa
Villara Building Systems

Lisa M. Hutchinson
DigiStream Investigations

Michael Jasso
City of Sacramento

Frank A. Louie
Sacramento Asian
Chamber of Commerce

Victor McGee
Sacramento Job Corps Center

Jamey Nye
Los Rios Community
College District

Sharon O'Sullivan
California Department
of Rehabilitation

Johnny Perez
Clutch Contracts & Consulting

Karl Pineo
Ironworkers Local 118

Laurie Rodriguez
SMUD

John Randall Rojas
District Council 16 of
Northern CA and
Nevada

Fabrizio Sasso
Sacramento Central
Labor Council

D'et Saurbourne
Sacramento
Employment and Training
Agency

Anette Smith
CHAIR
Smith Associates

Denise Tugade
SEIU
United Healthcare Workers

Shelly Valenton
Sacramento Regional Transit

AGENDA

1. Call to Order/Roll Call

2. Discussion/Action Items:

- A. Approval of Minutes of the October 10, 2023 Regular Meeting
- B. Discussion and Approval of the EOC 2024 Action Plan and Annual Program
- C. Discussion and Approval of EOC Priorities for Promoting Employer Services
- D. Discussion and Approval of EOC Publicity/Public Relations Request for Quotes (RFQ)

3. Information Items:

- A. Discussion of Sacramento Works Board Action Plan (*Ron Ellis*)
- B. Promoting Employer Services Workgroup (*Ron Ellis and Workgroup*)
- C. Seminars Workgroup (*Spencer Hoke*)
- D. Employer Meetings/e-Newsletter (*William Walker*)
- E. KPI Monitoring (*William Walker*)
- F. EOC Housekeeping (*Policies, Surveys, Membership, etc.*)
- G. References (*Census, Investments, Membership, Future Initiatives and 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, April 9, 2024 at 3:00 p.m., in-person.

6. Adjournment

Committee Members: Jazmine Alop, Ron Ellis, Linzie Fukushima, Spencer Hoke, Renee John, Tegan Kifton, Denise Malvetti, Shane Snyder (8)

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

DISTRIBUTION DATE: Wednesday, January 3, 2024

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, October 10 2023
3:00 p.m.

1. **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, Ed Baker, Linzie Fukushima, Jazmine Alop, Tegan Knifton

Member Absent:

Brittany Jones (present on Zoom), Denise Malvetti, Renee John, Spencer Hoke, Shane Snyder

Others Present: Roy Kim, William Walker, Phil Cunningham, D'et Saurbourne

Mr. Ellis introduced a new member of the Employer Outreach Committee, Ms. Knifton.

Moved/Ellis, second/Baker to confirm the appointment of Ms. Knifton to the Sacramento Works Employer Outreach Committee.

Roll call vote:

Aye: 5 (Alop, Baker, Fukushima, Ellis, Knifton)

Nay: 0

Abstention: 0

Absent: 5 (Jones, Malvetti, John, Hoke, Snyder)

2. **Action/Discussion Items**

- A. Approval of the June 13, 2023, Meeting Minutes

There were no changes or questions.

Moved/Ellis, second/Baker to approve the minutes of the June 13, 2023 Regular Meeting.

Roll call vote:

Aye: 5 (Alop, Baker, Fukushima, Ellis, Knifton)

Nay: 0

Abstention: 0

Absent: 5 (Jones, Malvetti, John, Hoke, Snyder)

B. Approval of the Employer Outreach Committee (EOC) Budget, Program Year 2023-2024.

Mr. Kim and Mr. Walker reviewed the item. With the approved Resource Allocation Plan for Program Year (PY) 2023-2024, \$67,000 is recommended for employer outreach activities. This amount includes \$5,000 for Marketing-Graphic Design Services. Mr. Ellis stated that investing in a meaningful complementary advertising program might be one of the expenses.

Moved/Tegan, second/Alop to approve the recommended amount of \$67,000 for employer outreach activities.

Roll call vote:

Aye: 5 (Alop, Baker, Fukushima, Ellis, Knifton)

Nay: 0

Abstention: 0

Absent: 5 (Jones, Malvetti, John, Hoke, Snyder)

C. EOC Publicity/Public Relations Guidelines

Mr. Ellis reviewed the item. The contractor's work schedule and Comments/Recommendations from the EOC Chair were provided in the packet.

Mr. Cunningham advised that EOC can adopt publicity/public relations guidelines as part of its marketing plan. However, that won't bind the current marketing company to these guidelines as they are not contractually bound with EOC but with SETA.

Mr. Ellis agreed that the contractor has no obligations to EOC directly but would like to adopt the recommended guidelines to aid in developing high-quality employer outreach materials.

Moved/Ellis, second/Baker to recommend public relationship guidelines to be endorsed by EOC.

Roll call vote:

Aye: 5 (Alop, Baker, Fukushima, Ellis, Knifton)

Nay: 0

Abstention: 0

Absent: 5 (Jones, Malvetti, John, Hoke, Snyder)

Mr. Cunningham suggested that the recommended guidelines be communicated by staff to the contractor and that the contractor provide their detailed response in writing to the Committee.

3. Information Items:

A. Special Guest, Natalie Jimenez, Director of Business Development, California Employers Association

Ms. Jimenez introduced herself and Ms. Kim Gusman, President and CEO of the California Employers Association (CEA).

Ms. Jimenez presented on employer outreach subscription service - HR Hotline Package that is prices based on total local employers.

CEA works with eighteen (18) Workforce Development Boards across California and provides the following services:

- HR Hotlines for Employers
- Rapid Response, Layoffs and Furloughs
- Incumbent Worker Training
- HR Compliance Workshops, Onsite, or via Webinars
- Professional Edge Job Readiness and Reemployment Services
- Workshops, Job Fairs and Focus Groups
- Employer Engagement Programs

HR Hotline highlights:

- Dedicated Hotline/Phone Number
- Direct HR Advisors' Support in English or Spanish
- Hotline Marketing and Social Media Ads
- Employers Webinars and Trainings
- Detailed Usage Monthly Reports

B. Seminars Workgroup:

The report on recent seminars was included in the EOC Handout. The workgroup is discussing future seminars in hopes of having a finalized seminar schedule for all of 2024 early in January-February.

C. Promoting Employer Services

Mr. Walker advised that Ms. Jones has requested recommendations on SETA/SWI website updates from Uptown Studios, the new PR company for SETA.

D. Survey Workgroup

Mr. Ellis mentioned that they will have a zoom meeting next week. Mr. Walker stated that during the last workgroup meeting, the survey mechanism was discussed, leading to the conclusion that the in-person/on-the-spot survey approach is most effective compared to phone calls or emails.

E. Membership Workgroup Small/Medium Cos.

Mr. Ellis advised that the need to recruit representatives of small and medium employers for EOC and Sacramento Works Board is greater than ever.

F. Employer Meetings/e-Newsletter Update

Mr. Walker advised that SETA had two employer meetings recently. One was with the Resource Staffing Group. SETA has worked with the Resource Staffing Group for 15-20 years. Recently, Resource Staffing Group had a hiring event at SETA.

Mr. Ellis reported that he spoke with Resource Staffing Group representatives who were very pleased with SETA/Sacramento Works' services.

G. KPI Goals

Mr. Walker reviewed the Key Performance Indicator Report provided in the handout for July 1, 2022, through June 30, 2023.

H. 2024 Action Plan & Annual Program

Mr. Ellis reviewed the 2024 Action Plan provided in the handout. He suggested that the Committee vote to endorse it at the next meeting.

I. Employer Customer Satisfaction Surveys

Mr. Walker reviewed the customer satisfaction survey report, provided as a handout to the Committee members, for the last three job fairs.

Mr. Cunningham suggested to share this report with the Sacramento Works Board.

J. EOC Policies

Mr. Ellis reviewed the quorum and workgroup requirements and reminded members that workgroups should have one EOC member less than needed for a quorum at the EOC meeting.

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

Mr. Baker reviewed the references provided in the handout.

4. Other Reports

A. Chair:

Mr. Ellis presented Mr. Baker with a certificate of appreciation for his service on the Committee and for SETA/Sacramento Works.

B. Executive Director:

Ms. Saurbourne introduced herself as the new SETA Interim Executive Director and confirmed her availability for any Committee needs.

- C. Deputy Director/Program Manager:
Mr. Kim advised that Ms. Saurbourne was appointed to the Sacramento Works Board at the last SETA Governing Board meeting on October 5, 2023.
- D. Members of the Board: None
- E. Public: None
- 5. Next Meeting: Will be held Tuesday, January 9, 2024 at 3:00 p.m., in-person.
- 6. Adjournment: The meeting was adjourned at 4:18 p.m.

Employer Outreach Committee

Name/position	Company	Address	Phone	Fax	EEmail
<p><u>REPRESENTED</u> Kyla Bryant Exec. Director</p> <p><i>Represented by:</i> Jazmine Alop Workforce Development Program Mgr.</p>	<p>Sacramento Metropolitan Chamber Foundation</p> <p>Metro Chamber Foundation</p>	<p>One Capitol Mall, Suite 700 Sacramento, CA 95814</p>	<p>(916) 319-4260 (916) 224-6564 <i>(Cell)</i></p> <p>(916) 300-5194 <i>(Cell)</i></p>	<p>(916) 443-2672</p>	<p>aollanik@metrochamber.org</p> <p>jalop@metrochamber.org</p>
<p>Ronald 'Ron' J. Ellis Managing Director / Owner</p>	2SS.com LLC	<p>3901 Oak Hurst Circle Fair Oaks, CA 95628</p>	<p>(916) 801-3707 <i>(Cell)</i></p>	<p>(630) 566-1962</p>	<p>Ron_Ellis@2SS.com</p>
<p><u>REPRESENTED</u> Crystal Bethke Director of Economic Development</p> <p><i>Represented by:</i> Linzie Fukushima Economic Develop. Specialist</p>	County of Sacramento	<p>700 "H" Street, Suite 6750 Sacramento, CA 95814</p>	<p>(916) 874-5220 AA Kimberly Lettini (916) 874-1659</p> <p>(916) 874-7414</p>	<p>(916) 874-4390</p>	<p>BethkeC@Saccounty.Net</p> <p>fukushimal@saccounty.net</p>
<p><u>REPRESENTED</u> Sharon O'Sullivan Team Manager</p> <p><i>Represented by:</i> Spencer Hoke Analyst</p>	CA Dept. of Rehabilitation	<p>7849 Madison Ave. Suite 160 Fair Oaks, California 95628</p>	<p>(916) 537-2648</p> <p>(916) 537-2647</p>	<p>(916) 537-2658</p>	<p>Sharon.O'Sullivan@dor.ca.gov</p> <p>spencer.hoke@dor.ca.gov</p>
<p>Renee John Project Leader, 21st Century Workforce</p>	Valley Vision	<p>3400 3rd Ave, Sacramento, CA 95817</p>	<p>(916) 325-1630 (916) 880-8166 <i>(Cell)</i></p>		<p>renee.john@valleyvision.org</p>
<p><u>REPRESENTED</u> Laurie Rodriguez, Director People Services & Strategies</p> <p><i>Represented by:</i> Tegan Knifton Reg. Workforce Development</p>	Sacramento Metro. Utility Dist. (SMUD)	<p>6201 S. Street Sacramento, CA 95817</p>	<p>(916) 732-5628 <i>(Cell)</i></p> <p>916 732-5389 916-203-4629 <i>(Cell)</i></p>	<p>(916) 768-6297</p>	<p>Laurie.Rodriguez@SMUD.Org</p> <p>tegan.knifton@smud.org</p>

SETA Sacramento Works

Name/position	Company	Address	Phone	Fax	EMail
<p><u>REPRESENTED</u> Michael Jasso Asst, City Manager Economic Develop.</p> <p><i>Represented by:</i> Denise Malvetti Workforce Develop. Manager</p>	City of Sacramento	915 'I' Street 5th Floor Sacramento, CA 95814	(202) 302-6332 <i>(Cell)</i> (916) 808-7064		MJasso@cityofsacramento.org dmalvetti@cityofsacramento.org
<p>Shane Snyder Director of Programs</p>	Society for the Blind	1238 S Street Sacramento, CA 95811	(916) 889-7588	(916) 492-2483	ssnyder@societyfortheblind.org
<p><i>Ex officio</i> Anette Smith SETA/SWI Board Chair</p>	Roth Staffing	1425 River Park Drive, Suite 540 Sacramento, CA 95815	(916) 752-1524 <i>(Cell)</i>		amsmith@rothstaffing.com
<p><u>Staff support:</u> William Walker</p>	SETA \ Sacramento Works	925 Del Paso Blvd. Sacramento, CA 95815	(916) 263-3800 (916) 263-4639		William.Walker@seta.net

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D'et Saurbourne
Sacramento
Employment and Training
Agency

Anette Smith
CHAIR
Smith Associates

Denise Tugade
SEIU
United Healthcare Workers

Shelly Valenton
Sacramento Regional Transit

Employer Outreach Committee

2024 Meeting Schedule

(location, date, and time are subject to change; for the most up-to-date schedule, please visit www.seta.net/events)

Time: 3:00 p.m. – 4:00 p.m.

Location: SETA Board Room

Address: 925 Del Paso Blvd., Suite 100
Sacramento, CA 95815

Occurrence: The second Tuesday of every quarter of the year

2024 Meeting Dates:

January 9, 2024

April 9, 2024

June 9, 2024

October 8, 2024

Note: The Employer Outreach Committee meetings are open to all members of the Sacramento Works Board and the public

Please call or email Anzhelika Simonenkova if there are questions (916) 263-3753, Anzhelika.simonenkova@seta.net.

ITEM 2-C-ACTION/DISCUSSION
DISCUSSION AND APPROVAL OF EOC PRIORITIES FOR
PROMOTING EMPLOYER SERVICES

BACKGROUND:

Among its 2023 objectives was an effort to focus on and offer recommendations for 'Promoting Employer Services' (Implicitly ones offered by SETA/Sacramento Works).

Early in the year a workgroup was formed that accumulated recommendations from workgroup members and SETA's current Publicity/PR firm Uptown Studios. The result by the Fall of the year was an accumulation of 22 items worthy of consideration. Those items were reviewed, categorized and prioritized in recent workgroup meetings and with SETA staff to arrive at the version of the list being shared today.

SETA Staff has identified as much as \$60,000 that the EOC and Sacramento Works Board might allocate to opportunities like some of the following.

	Item	Init.	Comment	Investment/ Next Steps
			ACTIONABLE	
1	<u>Uptown Studios</u> (1) Website - About Us Page	A/B	<p><i>(WW follow-up)</i></p> <ul style="list-style-type: none"> • We will be addressing the workgroup recommendations as we redesign the website. <p><i>(Workgroup)</i></p> <ul style="list-style-type: none"> • Update the copy so that it both informs and entices the user to want to take action. <ul style="list-style-type: none"> ○ It's recommended to write at an eighth-grade level for all websites. ○ Update the Application/Appointment Process section so the information is consistent with the information included on the Board Operations page. <ul style="list-style-type: none"> ▪ Include a direct link to the board/committee membership application form that will be built on 	In Progress

	Item	Init.	Comment	Investment/ Next Steps
2	Uptown Studios (2) Website - About Us Page		the Board Operations page (see recommendation above) <ul style="list-style-type: none"> Organize content so information flows better 	
		A	(WW follow-up) <ul style="list-style-type: none"> We will be addressing the workgroup recommendations as we redesign the website. <i>(Workgroup)</i> <ul style="list-style-type: none"> Add relevant images throughout the page that appeal to the audience and will support the objective you want to achieve. <ul style="list-style-type: none"> Imagery can replace some of the text which will help engage the reader more 	In Progress
3	Uptown Studios (3) Website - Board Operations landing page	A	(WW follow-up) This recommendation is currently underway, and we will be reviewing all the SETA's Boards landing pages and looking for ways to improve. <i>(Workgroup)</i> <ul style="list-style-type: none"> Replace Sacramento Works, Inc., which is written in plain text, with the logo. 	In Progress
4	Uptown Studios (8) Website - Board Operations landing page	A	<i>(Workgroup)</i> <ul style="list-style-type: none"> Add relevant images throughout the page that appeal to the audience and will support the objective you want to achieve. <ul style="list-style-type: none"> Imagery can replace some of the text which will help engage the reader more. 	Staff request a Quote, & Authorize
5	(13) Co - Sponsorship or participation opportunities in events sponsored by others.	A	(WW follow-up) Co-Sponsorship or participation opportunities sponsorship by others- We may need to discuss the next steps on this action. This pertains to both the EOC and SETA.	Solicit suggestions from Committees and SETA board and staff

	Item	Init.	Comment	Investment/ Next Steps
			<p><i>(Workgroup)</i></p> <ul style="list-style-type: none"> • An ongoing priority for our EOC seminars group and for SETA too • A breakout session on regional Workforce Development • Events where SETA can be featured. 	
6	<p>Uptown Studios 14) Digital Ads</p>	<p>B For overall SETA engagement</p>	<p><i>(WW follow-up)</i> We can request a quote from Uptown, but suggest that we refresh the website, then do Goggle ads based on the new site.</p> <p><i>(Workgroup)</i></p> <ul style="list-style-type: none"> • Uptown Studios recommends running digital ads to aid in recruiting employers and businesses to become members of the Employer Outreach Committee. Digital ads include paid social media ads, Google Search ads, and/or Google Display ads. • Paid social media ads typically provide quicker results. The ads reach people beyond those that are currently following your account and can be used to grow your followers and/or drive conversions. • Google search and display ads both take a few months to start seeing significant results but are great for promoting the website when people are searching terms related to it or targeting people with your ad when they are browsing various websites. • Digital ads allow you can reach people you do not already have a connection with and who may not have learned about you or your services otherwise. 	<p>Pending Website update</p>

	Item	Init.	Comment	Investment/ Next Steps
			<p><u>Response (RJE)</u> Please provide a quote on such ads to for a 2024 campaign</p>	
7	<p><u>Uptown Studios</u> (15) Digital partner tool</p>	B	<p><i>(WW follow-up)</i> A Digital Partner Tool will more than likely be developed for various departments, including ‘workforce’ which will include Sacramento Works and its Departments and-or Committees. This pertains to both the EOC and SETA.</p> <p><i>(Workgroup)</i> Uptown Studios recommends creating a digital partner toolkit to share with organizations when asking for their help to recruit companies to join the Employer Outreach Committee (EOC). This can be shared via email and can live on the website if desired.</p> <p>Typically includes.</p> <ul style="list-style-type: none"> • Overview of Sacramento Works • The purpose of the Employer Outreach Committee • Why employers and businesses should be involved • Fliers, and Email and social media content for the organization to use <p>Example of a digital partner toolkit by Uptown Studios: 22-0930-FINAL Tri City Mental Health MARKETING Wellness for All Toolkit English (here)</p>	Hold for completing other items
8	(16) Employer Engagement	B	<p><i>(Workgroup)</i></p> <ul style="list-style-type: none"> • The goal for employer engagement is to make it easy, quick and efficient. A single point of contact • A regional or local website development that focuses more/entirely on employer engagement (<i>Some Google AdWords advertising, could be promoted more</i>) 	Hold for completing other items

	Item	Init.	Comment	Investment/ Next Steps
9	(17) H.R. Hotline services from CEA	C/D	<p><i>(WW follow-up)</i> We need to revisited this discussion. I believe at either an EOC or Workgroup meeting we discussed the cost was too high and not a lot of return on the investment.</p> <p><i>(Workgroup)</i></p> <ul style="list-style-type: none"> • Previous experience is that usage was light. Fees are based on county-wide employers maybe 30,000 while SETA engages about 150. 	DECLINE \$40,000+
10	(20) Regional website for 'Workforce Development'	B Continue as is	<p><i>(WW follow-up)</i> Regional website for Workforce Development—The Regional Website does link to each regional workforce boards' website, EMRL did provide SETA with the analytics for the regional campaign.</p> <p><i>(Workgroup)</i></p> <ul style="list-style-type: none"> • Can we better integrate regional and Sacramento Works websites. Are there opportunities to integrate further? <i>(A question for EMRL?)</i> • What is the Google AdWords strategy for targeting employers? • Search Engine Optimization opportunities 	Continue as is
			REFER TO SETA STAFF & NEW ED	
	(19) PR campaign conducted regionally or locally	B Refer to SETA staff and new ED	<ul style="list-style-type: none"> • Consideration of local PR media as well as electronic (e.g., <i>Business Journal, Billboards, Radio, etc.</i>) • Publicly/PR needs to consider everything we're doing. <p>Establish a lead communications person at SETA</p>	
	Uptown Studios (21) Social Media	Refer to SETA staff and	Uptown Studios recommends becoming more active on social media and creating a social media calendar on a monthly or bi-monthly basis to	

	Item	Init.	Comment	Investment/ Next Steps
		new ED, recommend Requesting a Quote	<p>plan content out in advance. Being active on social media will build brand awareness and drive conversions (i.e., get people to become a member of the committee).</p> <p>Best practices for social media</p> <ul style="list-style-type: none"> • Keep your audience at the forefront - focus on the pain points of the audience you are targeting when developing content. Build an emotional connection with them. <ul style="list-style-type: none"> ○ Share stories and testimonials. • Graphics should be tailored to the platform you are posting on • Create engaging content. • Post content regularly and at the right time • Use visual content for promoting events 	
			FOR REFERENCE	
	(22) Workforce Development Event <i>(Such an event would check off several SETA board strategic planning items.)</i>	Reference	<p>Summary of items from Sacramento Works Board Action Plan 2022-2023</p> <ul style="list-style-type: none"> • Hold summit of select public and private industries (B6) • Create a business support network (C1) • Develop a SETA virtual bootcamp for employers (C7) • Improve our story telling capability (D2) • Coordinate strategic outreach to small and medium sized businesses (E3) <p>Build partnerships around specific projects (E5)</p>	
			REFER TO SETA BOARD DEVELOPMENT	
	Uptown Studios (18) Intro. Packet	Refer Board	Board member Introductory packet vs. EOC Employer Introductory packet.	

	Item	Init.	Comment	Investment/ Next Steps
		Development	<p>Uptown Studios recommends re-designing the current introductory packet to give it a consistent look and feel throughout and to ensure it is ADA-compliant.</p> <p>Current 'SETA/SWI Into Package':</p> <ul style="list-style-type: none"> • Purpose, Mission & Vision • Services for Employers • What Employer's Say • Employer Experience <p>SETA/Sacramento Works 'Introductory Packet' for employers: https://www.seta.net/board/sacramento-works-inc (<-- Linked on this page at bottom-left)</p> <p><u>Response (RJE)</u> The current packet includes 4 pages that can be reviewed in about 90 seconds. The sample provided for our SETA Youth Committee seems more involved?</p>	
			ALREADY INCLUDED IN CURRENT SCOPE	
	Uptown Studios (6) Website - Board Operations landing page	Included current scope	<ul style="list-style-type: none"> • Add a headline that grabs the user's attention. <p>There is currently no header leading into the information on the page</p>	
	Uptown Studios (7) Website - Board Operations landing page	Included current scope	<ul style="list-style-type: none"> • Update the copy so that it both informs and entices the user to want to take action. <ul style="list-style-type: none"> ○ It's recommended to write at an eighth-grade level for all websites. ○ What are the benefits to an employer becoming a board/committee member? Those should be included directly on the page. <p><u>Response (RJE):</u> <u>Here's as close as we get to a statement on benefits currently</u></p>	

	Item	Init.	Comment	Investment/ Next Steps
			<h2 style="text-align: center;">Help Sacramento Employers Succeed</h2> <p>The Sacramento Employment and Training Agency (SETA) and Sacramento Works, Inc., want employers to succeed. SETA/Sacramento Works, Inc., the Local Workforce Development Board that oversees federal workforce programs and the network of Sacramento Works Job Centers, assist employers with valuable services. One of the Board's strategic objectives is to routinely and effectively conduct outreach to area employers. Recently the board committee that focuses on outreach has been fortunate to attract members from the Sacramento region's major business development organizations including the Sacramento Metropolitan Chamber of Commerce, the Greater Sacramento Economic Council, and Valley Vision.</p> <p><u>Are you the one?</u> We're looking for top-level hiring managers/executives who are interested in joining our committee and working with us to help other employers thrive. Ideal candidates will be engaged in industries we target (<i>Construction, Business Services, Manufacturing, Clean Economy, Food and Agriculture, and Health Care</i>) and in medium-sized (<i>25 to 150 employees</i>) organizations. If this is you or someone you know please contact Ron_Ellis@2SS.Com. To learn more about Sacramento Works, Inc., please visit www.sacramentoworks.org.</p>	
	Uptown Studios (9) Website - Board Operations landing page	Included current scope	Create a responsive design so a user viewing the page from their mobile device has a good viewing experience.	
	Uptown Studios (10) Website - Board Operations landing page	Included current scope	Include a direct link to the Sacramento Works website so a user can navigate to it easily to find out more information.	
	Uptown Studios (11) Website - Contact Page	Included current scope	Update the contact us form to collect more information including if the person is a job seeker or employer, and a checkbox to opt-in to receiving emails. If they are an employer, they should provide their title and organization name.	

	Item	Init.	Comment	Investment/ Next Steps
	Uptown Studios (12) Website - Events Page	Included current scope	<ul style="list-style-type: none"> • Include Sacramento Works meetings on the calendar If something else needed please quote	
			DONE	
	Uptown Studios (4) Website - Board Operations landing page	DONE	<ul style="list-style-type: none"> • This page is accessed through SETA.net, and looking at ways to improve functionality of these pages overall. (WW follow-up) <p><i>(Workgroup)</i></p> <ul style="list-style-type: none"> • Develop a clear objective for the page. <ul style="list-style-type: none"> ○ Is the goal of this page to get people to apply to be a board/committee member? YES, there is no information about applying to become a board/committee member until you scroll to the middle of the page, and it is not a direct call to action (ex. Apply to become a board/committee member). <p>Create a clear call to action which includes a direct link on the page Make it as simple as possible for a user to take action. Build a form on the page for people to apply to become a board/committee member instead of downloading a PDF and emailing it. The more steps a person has to take, the more it reduces the likelihood of them taking the desired action.</p>	
	Uptown Studios (5) Website - Board Operations landing page	DONE	Submitting a form on the website can still send that information directly to the appropriate person.	

RECOMMENDATION:

Approve this snapshot of these various items (*some completed, in-progress or pending a quote*) and in particular the recommended Investments/Next Steps as noted for each one.

ITEM 2-D-DISCUSSION/ACTION
DISCUSSION AND APPROVAL OF EOC PUBLICITY/PUBLIC
RELATIONS REQUEST FOR QUOTES (RFQ)

BACKGROUND:

At its October 10, 2023 meeting, the Employer Outreach Committee (EOC) discussed and approved the EOC Budget for Program Year 2023-2024, together with the attached Publicity and PR Guidelines.

Some EOC members have expressed concerns regarding the quality of employer outreach materials, and a desire to explore other options that may be more responsive to EOC priorities. In response, staff worked with the EOC Chair to develop the attached draft RFQ to solicit EOC-specific services including:

- Marketing, Advertising and Graphic Design Counsel
- Broadcast Commercial Production
- Media Buys
- Graphic Design
- Video Production
- Effective outreach campaign that includes emailing employers and collecting contact data

RECOMMENDATION:

Approve the RFQ for Publicity and Public Relations Services.

EOC Publicity and PR Guidelines

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*)

SETA Sacramento Works

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SETA/Sacramento Works · 925 Del Paso
Blvd. Suite 100

· Sacramento, CA 95815

www.SETA.Net and

www.SacramentoWorks.Org

· Phone (916) 263-3800

REQUEST FOR QUOTES

Marketing, Advertising, Graphic Design and Website Maintenance Services

PURPOSE:

The purpose of this RFQ is to solicit quotes from prospective marketing firms to work with the Sacramento Employment and Training Agency (SETA) and the Sacramento Works, Inc., Employer Outreach Committee (EOC) on an as-needed basis in managing the development and implementation of marketing, advertising, graphic design, and website maintenance services.

For more information about SETA/Sacramento Works Programs and services visit:

www.seta.net

www.sacramentoworks.org

Deadline And Submittal Procedure:

SETA must receive all quotes no later than 4:00 p.m. PST, Tuesday, January 30, 2024.

Quotes must be delivered or emailed to:

**Sacramento Employment and Training Agency
925 Del Paso Blvd., Suite 100
Sacramento, CA 95815
Attention: William Walker, Workforce Development Manager
Email: William.Walker@SETA.Net**

All quotes must be received by SETA no later than 4:00 p.m., PST, Tuesday, January 30, 2024. In accordance with SETA's procurement policies and procedures, quotes received after 4:00 p.m., PST, Tuesday, January 30, 2024 will not be considered—**NO EXCEPTIONS.**

To be considered for funding, submit ONE (1) reproducible copy of a quote developed in response to this RFQ.

This quote must be signed by a principal of the company (officer, director, manager or owner) who is authorized to submit the quote for the responding agency. The quote must also include documentation indicating by what authority the person(s) is/are authorized to negotiate and contractually bind the responding agency, if selected.

TERM OF CONTRACT:

The contract will be awarded for an initial term beginning May 1, 2024 and ending June 30, 2025. Subject to fund availability, SETA/Sacramento Works shall have the exclusive option to extend the contract for up to four

BOARD MEMBERS

Crystal Bethke
County of Sacramento,
Economic Development

Kyla Bryant
Sacramento Metro
Chamber of Commerce

N. Lisa Clawson
VICE CHAIR,
SECRETARY/TREASURER
Kaiser Permanente

Ronald J. Ellis
2SS.com

Kristin Gibbons
Department of
Human Assistance

David W. Gordon
Sacramento County
Office of Education

Mandi Higley
Tri-Tool, Inc.

Lynn Hosokawa
Villara Building Systems

Lisa M. Hutchinson
DigiStream Investigations

Michael Jasso
City of Sacramento

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Victor McGee
Sacramento Job Corps Center

Jamey Nye
Los Rios Community
College District

Sharon O'Sullivan
California Department
of Rehabilitation

Johnny Perez
Clutch Contracts & Consulting

Karl Pineo
Ironworkers Local 118

Laurie Rodriguez
SMUD

John Randall Rojas
District Council 16 of
Northern CA and
Nevada

Fabrizio Sasso
Sacramento Central
Labor Council

D'et Saurbourne
Sacramento
Employment and Training
Agency

Anette Smith
CHAIR
Smith Associates

Denise Tugade
SEIU
United Healthcare Workers

Shelly Valenton
Sacramento Regional Transit

additional one year terms.

SCOPE OF SERVICES:

Work with the SETA/Sacramento Works and SETA’s Workforce Development Department Management as needed, for:

- Marketing, Advertising and Graphic Design Counsel
- Broadcast Commercial Production
- Media Buys
- Graphic Design
- Video Production
- Effective outreach campaign that includes emailing employers and collecting contact data

Specific examples of expected deliverables include:

Service Category	Deliverable	Estimated Support Hours
Marketing, Advertising and Graphic Design Counsel - eNewsletter and Employer Meetings	10 to 12 monthly e-Newsletters (<i>Emailed</i>) with limited interest-generating content. Copywriting support for 6 employer meetings/stories (previous samples available here).	4 to 5 hours for the initial eNewsletter and 2 hours for subsequent monthly e-Newsletters. 1.5 to 2 hours for each employer meeting/story.
Broadcast Commercial Production	<i>To be determined.</i>	
Media Buying	To support priorities for ‘Promoting SETA/SWI Employer Services.	<i>We will request a detailed quote as priorities are finalized.</i>
Video Production	<i>To be determined.</i>	
Graphic Design - Seminars	4-5 different unique and topical seminars throughout the year. 4-5 SETA/SWI seminars alternating between two specific and well-defined topics (<i>PowerPoint slides are available to assist design</i>).	2 hours for each seminar flyer. 2 hours for the initial flyer and up to 0.5 hours for subsequent flyers with alternate dates and times.
Seminar/Event Registration	Assist SETA/SWI in selecting and implementing a registration management system that can be used by SETA/SWI staff (***See details below***)	Back-office services to assist SETA/SWI in managing signups and sending pre-defined Email follow-ups. Hours to be determined.
Contact management via a web-based Email tool (<i>Constant Contact, Mail</i>)	Use an Email management tool on SETA/SWIs behalf that can automate monthly Email	Back-office services to manage contact data and send Email blasts after SETA/SWI approval.

Service Category	Deliverable	Estimated Support Hours
Chip, etc.).	blasts. Maintain and accumulate contact data owned by SETA/SWI and potentially managed in future years by SETA/SWI.	Hours to be determined.

****Seminar Registration****

SETA/SWI would initially like to have a system selected and used on its behalf and may in the future transition this support activity to SETA/SWI staff. A satisfactory tool should include at least the following features:

- Contact data including name, phone, cell, Email, company, position, and the seminar/event being responded to.
- An immediate confirmation response and subsequent reminders and/or surveys as appropriate. (e.g. 1=Confirmation, 2=Next week, 3=Tomorrow, 4=Later today, 5=Survey follow-up to attendees).
- The ability to integrate data into a system for ongoing contacts, newsletters, seminars, etc.

EOC Publicity & PR Guidelines

The SETA/SWI EOC has also approved the following guidelines which provide additional clarification on expected deliverables.

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.



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· Sacramento, CA 95815
www.SETA.Net and
www.SacramentoWorks.Org
Phone (916) 263-3800

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*)

SETA/SWI is seeking a flat hourly rate for the scope of services listed above to be performed on a monthly basis as needed. The maximum hours per month required for these services should not exceed 40 hours.

SELECTION CRITERIA:

The criteria to be utilized in the selection of service providers shall be:

- The effectiveness of the agency or organization in delivering marketing, advertising graphic design, and website maintenance services based on demonstrated performance.
- The agency or organization responses to the **Response Section** of this RFQ.

PROTEST PROCEDURES TO RESOLVE PROCUREMENT DISPUTES:

All protests to resolve disputes concerning this RFQ shall be submitted in writing, must specify in detail the grounds of the protest, the facts and evidence in support thereof, and the remedy sought. The written protest must be delivered to SETA's Executive Director within the time outlined below. In the absence of a timely and properly submitted written protest, no party responding to this RFQ shall be eligible for any remedy.

Any applicant desiring to protest a determination concerning this RFQ must file a protest, in writing, with SETA's Executive Director no later than five (5) calendar days following the determination of contract award. The resolution of SETA's Executive Director shall be deemed final.

LIMITATIONS:

SETA/SWI shall not pay for any costs incurred by the responding agency in the completion of the response to this RFQ. Submission of a response to this RFQ does not, in any way, obligate SETA to award a contract.

SETA/SWI reserves the right to accept or reject any response, to negotiate with all qualified sources, or to cancel in part or in its entirety this RFQ, if it is in the best interest of SETA to do so.

SETA/SWI may require the successful respondent to participate in contract negotiations and to submit additional programmatic or financial information as a result of negotiations prior to contract finalization. SETA shall reserve the right to terminate, with or without cause, any contract entered into as a result of this RFQ process.

MODIFICATION OF THE CONTRACT:

Any contract awarded pursuant to this RFQ may be unilaterally modified by SETA/SWI upon written notice to the contractor under the following circumstances:

1. Contractor fails to meet performance and service expectations set forth in the contract, or
2. The Federal or State government increases, reduces or withdraws funds allocated to SETA/SWI, which impact services solicited under this RFQ, or
3. There is a change in Federal or State legislation and/or regulations, local laws, or applicable SETA/SWI policies or procedures.

RESPONSE SECTION:

Quote for Services to Be Provided

SETA/Sacramento Works, Inc. invites your agency to submit a quote to provide the services outlined above under Scope of Services.

The quote must contain the following information:

Fees:

1. Flat Hourly Rate for Scope of Services

2. Other costs which would not be included in hourly rate for Scope of Services
3. General Overview, including:
 - Company name, address, phone number, email address, and contact person
 - Agency history
 - Principals/Bios
 - Size of agency by billings and staff
4. Experience, including:
 - Current client list
 - Specific areas of expertise
 - In-house vs. outsourcing capabilities
 - Provide background on staff including an overview of requisite experience assigned to provide scope of services for identified projects.
5. Account Management System, including:
 - Staff Assignment - Methodology for meeting project deadlines
 - Process and Reporting practices - Methodology in reporting monthly hours on project activity
6. Agency's Approach, including:
 - Creative strategy
 - Media strategy
7. Creative Samples
 - Brief case study samples from at least three successful marketing/advertising and website development campaign.
(Ideally on no more than 3 to 5 pages)

Questions regarding this RFQ should be addressed to:
William Walker at (916) 263-4639 or email William.Walker@seta.net

Selection of Finalists:

All proposals will be evaluated for:

- Firm capabilities
- Cost effectiveness
- Proposed management team
- Reporting system used to document monthly project activity