

## AGENDA

**Sacramento Works, Inc.  
EMPLOYER OUTREACH COMMITTEE  
Regular Meeting**

**Tuesday April 9, 2024 3:00 p.m.**  
925 Del Paso Boulevard, Suite 100, Board Room,  
Sacramento, CA 95815

### PUBLIC COMMENT PROCEDURES

In response to AB 2449, the Sacramento Employment and Training Agency (SETA) Sacramento Works Employer Outreach Committee is conducting this meeting utilizing a hybrid approach, permitting members of the public to participate in person or via 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.

#### In-Person Public Comment

Members of the public are encouraged to participate in the meeting by completing a speaker card or submitting written comments by email to SETA's Clerk of the Boards, [Anzhelika.Simonenkova@seta.net](mailto:Anzhelika.Simonenkova@seta.net). Any member of the public who wishes to speak directly to the Board regarding any item on the agenda may contact Anzhelika Simonenkova at (916) 263-3753, or [Anzhelika.Simonenkova@seta.net](mailto:Anzhelika.Simonenkova@seta.net). Please include in your request the item(s) on which you would like to participate.

#### Zoom Public Comment

Members of the public may participate in the meeting via Zoom by clicking the [Zoom link](#), or listening to the meeting on one tap mobile +16699006833, 84000328589# US (San Jose).

Meeting ID: 840 0032 8589  
Passcode: 178894

[Find your local number](#)

During the meeting any questions or comments may be submitted via the chat features on Zoom.

#### Accommodations

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 visiting the SETA webpage: [www.seta.net/board/board-agendas](http://www.seta.net/board/board-agendas).

### BOARD MEMBERS

**Crystal Bethke**  
County of Sacramento,  
Economic Development

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

**Ronald J. Ellis**  
25S.com

**Kristin Gibbons**  
Department of Human  
Assistance

**David W. Gordon**  
Sacramento County  
Office of Education

**Vivian Hernandez-Obaldia**  
California Department of  
Rehabilitation

**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

**Dr. Jamey Nye**  
Los Rios Community  
College District

**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

**Shelly Valenton**  
Sacramento Regional Transit

**CALL TO ORDER**  
**ROLL CALL**

- Introduction of the New Members

**I. ACTION/DISCUSSION ITEMS:**

- |    |  |     |
|----|--|-----|
| A. | Approval of Minutes of the January 9, 2024 Regular Meeting<br><i>(William Walker)</i>  | 1-4 |
| B. | Approval of Funding Recommendation for EOC Publicity/Public Relations Contractor <i>(William Walker)</i>                       | 5   |
| C. | Consideration of Sponsorship for Construction Industry Education Foundation – Design Build Competition <i>(William Walker)</i> | 6   |
| D. | Approval of EOC Key Performance Indicators, PY 2023-2024<br><i>(William Walker)</i>  | 7   |
| E. | Approval of Business Workshops/Seminars <i>(William Walker)</i>  | 8   |

**II. INFORMATION ITEMS:**

- A. Special Guest – EMRL Agency *(Where to from here?)*
- B. Seminars Workgroup *(Spencer Hoke)*
- C. KPI Monitoring *(William Walker)*
- D. Promoting Employer Services Workgroup *(Ron Ellis)*
- E. 2024 Action Plan and Annual Program *(Ron Ellis)*
- F. Employer Meetings/e-Newsletter *(William Walker)*
- G. EOC Housekeeping *(Policies, Surveys, Membership, etc.)*
- H. References *(Census, Investments, Membership, Future Initiatives and More...)*

**III. OTHER REPORTS:**

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

**IV. ADJOURNMENT**

The next meeting will be held on Tuesday, July 9, 2024, at 3:00 p.m., in-person.

**Committee Members:** Jazmine Alop, Nneka Anderson, Ron Ellis, Linzie Fukushima, Spencer Hoke, Lynn Hosokawa, Lisa Hutchinson, Renee John, Kerri Kasper, Tegan Knifton, Denise Malvetti, Shane Snyder (12)

**DISTRIBUTION DATE:** Tuesday, April 2, 2024

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

**MINUTES/SYNOPSIS**

**Sacramento Works, Inc.  
EMPLOYER OUTREACH COMMITTEE  
Regular Meeting**

**Tuesday                      January 9, 2024                      3:00 p.m.**

925 Del Paso Boulevard, Suite 100, Board Room,  
Sacramento, CA 95815

**CALL TO ORDER**

**ROLL CALL**

Mr. Ellis called the meeting to order at 3:00 p.m. The roll was called; quorum was established.

Members Present:

Ron Ellis, Jazmine Alop, Tegan Knifton, Denise Malvetti, Renee John, Shane Snyder

Member(s) Absent: Linzie Fukushima, Spencer Hoke

Others Present:

Roy Kim, William Walker, Phil Cunningham, D'et Saurbourne, Victor McGee, Lisa Hutchinson, Kerri Kasper and Nneka Anderson.

**I. ACTION/DISCUSSION ITEMS:**

**A. Approval of Minutes of the October 10, 2023 Regular Meeting**

There were no changes or questions.

Moved/Knifton, second/Alop to approve the minutes of the October 10, 2023 Regular Meeting.

Roll call vote:

Aye: 3 (Alop, Ellis, Knifton)

Nay: 0

Abstention: 3 (Malvetti, Snyder, John)

Absent: 2 (Fukushima, Hoke)

**B. Discussion and Approval of the EOC 2024 Action Plan and Annual Program**

Mr. Ellis reviewed the EOC 2024 Action Plan provided as a handout.

Moved/John, second/Knifton to approve proposed EOC 2024 Action Plan and Annual Program.

Roll call vote:

Aye: 6 (Alop, Malvetti, Ellis, Knifton, John, Snyder)

Nay: 0

Abstention: 0

Absent: 2 (Fukushima, Hoke)

**C. Discussion and Approval of EOC Priorities for Promoting Employer Services**

Mr. Ellis reviewed the item and recommendations for promoting employer services. He advised that these suggestions could be revised later if needed.

Moved/Alop, second/Snyder to approve the snapshot of various items provided in the packet and in particular the recommended Investments/Next Steps as noted for each one.

Roll call vote:

Aye: 6 (Alop, Malvetti, Ellis, Knifton, John, Snyder)

Nay: 0

Abstention: 0

Absent: 2 (Fukushima, Hoke)

**D. Discussion and Approval of EOC Publicity/Public Relations Request for Quotes (RFQ)**

Mr. Ellis reviewed the item and provided his feedback. The item pertains to supporting the Employer Outreach Committee and exploring suitable options to meet the EOC's priorities.

Additionally, Mr. Ellis reviewed the EOC Publicity and PR Guidelines approved during the last EOC meeting and the draft Request for Quotes - Marketing, Advertising, Graphic Design, and Website Maintenance Services. The services specific to EOC include marketing, advertising, graphic design, broadcast commercial production, media buys, video production, and effective outreach campaigns that involve emailing employers and collecting contact data.

Mr. McGee asked for Job Corps to be highlighted on the SETA website. Mr. Walker suggested discussing offline a future story created on Job Corps and include the Job Corps events on the SETA website events page.

Moved/Knifton, second/Alop to approve the RFQ for Publicity and Public Relations Services.

Roll call vote:

Aye: 6 (Alop, Malvetti, Ellis, Knifton, John, Snyder)

Nay: 0

Abstention: 0

Absent: 2 (Fukushima, Hoke)

**II. INFORMATION ITEMS:**

**A. Discussion of Sacramento Works Board Action Plan**

Mr. Ellis reviewed the proposed 2024 Annual Program and calendar provided in the handout.

**B. Promoting Employer Services Workgroup**

Reference was made to the above approval of 'EOC Priorities for Promoting Employer Services'. The EOC plans to consider these with new resources at the next meeting.

**C. Seminars Workgroup**

Mr. Ellis reviewed the objectives of the seminars workgroup and the history of seminars for

the last three years. He touched on the EOC's approach to soliciting interest, surveying Board and Committee members for preferences and scheduling several of the top selections for the next 12 months.

**D. Employer Meetings/e-Newsletter**

Mr. Walker advised that starting in March, SETA will organize six (6) employer meetings. Each meeting will showcase an employer story from companies like SacRT, Kaiser Permanente, Resource Staffing Group, etc.

Mr. Ellis encouraged members of the Committee to participate in these meetings and noted it would involve attending roughly one meeting every 2 years.

**E. KPI Monitoring**

Mr. Walker reviewed the KPI Report provided in the handout. The average wage of the jobs posted category increased from \$28.71 a year ago to \$31.97 currently. Employer marketing needs are greater than they have been. The number of jobs posted decreased. Jobs are posted on CalJobs.

Mr. Walker suggested re-establishing the KPI Workgroup or assigning staff to work on recommended trackable items for future KPI reports.

**F. EOC Housekeeping**

Ms. Lisa Hutchinson and Ms. Kerri Kasper have expressed their interest in joining the EOC. Mr. Ellis appointed them as new members and welcomed them to the EOC. Both Ms. Hutchinson and Ms. Kasper introduced themselves and provided their background details.

**G. References**

Mr. Ellis reviewed the references provided in the handout.

**III. OTHER REPORTS:**

**A. Chair**

Mr. Ellis thanked the members of the Committee for their participation at today's meeting.

**B. Executive Director**

Ms. Saurbourne, Interim Executive Director, advised that SETA continues to work with a new PR company, Uptown Studios, to increase SETA visibility in the community. She encouraged the company selected to support the Employer Outreach Committee through its Publicity/Public Relations RFQ to work closely with Uptown Studios.

Ms. Saurbourne reported that SETA is currently looking at consultants for strategic planning; five (5) proposals have been received and are being evaluated. The process will include input from Boards, Committees, staff, and the community. She asked that EOC members get involved in strategic planning when the time comes.

**C. Deputy Director/Program Manager**

Mr. Kim pointed out a new Sacramento Works and SETA logo. He advised that SETA continues to work closely with Uptown Studios to re-vamp the SETA, SETA Children and Family Services, and Sacramento Works websites.

The recruitment efforts continue for the selection of the new SETA Executive Director.

There were no announcements to be made at this time.

- D. Members of the Committee: No report
- E. Public: None

III. **NEXT MEETING:** Will be held Tuesday, April 9, 2024 at 3:00 p.m., in-person.

IV. **ADJOURNMENT:** The meeting was adjourned at 3:50 p.m.

Note: The minutes reflect the actual progression of the meeting.

**ACTION/DISCUSSION ITEM I-B**  
**Approval of Funding Recommendation for EOC Publicity/Public Relations Contractor**

Presenter: William Walker

**RECOMMENDATION:**

Approve the recommendation of the EOC workgroup to contract with the Marketing Firm, EMRL, to work with SETA/Sacramento Works and the EOC on an as needed basis to manage the development and implementation of marketing, advertising, graphic design, and related services.

**BACKGROUND:**

A workgroup of the EOC reviewed quotes provided by three marketing firms:

- Crocker Branding-Communications
- Consortium Media & PR
- EMRL

The goal is to work with SETA/Sacramento Works and SETA's Workforce Development Department as needed, on the following areas:

- Marketing, Advertising and Graphic Design
- Broadcast Commercial Production
- Media Buys
- Video Production
- Effective Outreach Campaign (includes emailing employers and collecting contact data)

Proposals were evaluated based on the firm's capabilities, cost effectiveness, proposed management team, and reporting system used to document monthly project activity.

## **ACTION/DISCUSSION ITEM I-C**

### **Consideration of Sponsorship for Construction Industry Education Foundation – Design Build Competition**

Presenter: William Walker

#### **RECOMMENDATION:**

Discuss the sponsorship requests and take appropriate action. Staff recommends allocating a total of \$1,000 in EOC Initiative funds in collaboration with the Sacramento Youth Committee who is providing \$1,000 for sponsorship of the CIEF Design Build Competition. If approved, SETA/Sacramento Works total sponsorship will be \$2,000.

#### **BACKGROUND:**

The CIEF Design Build Competition® will be held May 1-2, 2024. It promotes career awareness of the construction industry among high school students through hands-on experience in the construction process and a first-hand look at future opportunities in the industry. As it recognizes student ingenuity and achievement, the competition allows the construction industry to support, partner with, and mentor schools, students, and career technical education programs. Each participating team is challenged to design, plan, and construct a 96 sq. ft. structure that meets a set of criteria established under the advisement of industry professionals. Through sponsorships and grants, teams compete at no cost to any student or school.

CIEF will be welcoming 44 high school teams, to build a structure such as a greenhouse, playhouse, micro-home, or shed-like structure. This workforce development program helps to educate and excite the next generation about careers in the industry while obtaining the skill sets for work in the field upon graduation. Many teams will donate their structure to a nonprofit in their community, utilize it on their campus, or sell it to fund their woodshop program.

Thanks to industry sponsors, CIEF can provide this event free of charge to all students and schools. All sponsorships and donations over \$500 will receive logo recognition. All sponsorships go to support event costs including safety gear and OSHA training, building materials, and scholarships.

**ACTION/DISCUSSION ITEM I-D**  
**Approval of EOC Key Performance Indicators, PY 2023-2024**

Presenter: William Walker

**RECOMMENDATION:**

Approve the continued use of Key Performance Indicator Goals to track significant progress met by the SETA/Sacramento Works' Employer Services Unit.

**BACKGROUND:**

Approve the KPI Workgroup report and the continued use of Key Performance Indicator Goals to track significant goals met by SETA/Sacramento Works' Employer Services Unit for PY 2023-2024.

**ACTION/DISCUSSION ITEM I-E**  
**Approval of Business Workshops/Seminars**

Presenter: William Walker

**RECOMMENDATION:**

Approve contracting with California Employers Association (CEA) and CPS HR Consulting (CPS) for the business workshops/seminars identified below in an amount not to exceed \$5,550.

**BACKGROUND:**

In February 2024, the Employer Outreach Committee approved the release of a Request for Information Business Workshops/Seminars. SETA/Sacramento Works received three information responses by the February 16<sup>th</sup> deadline - (1) California Employers Association (2) CPS HR Consulting and (3) Deirdre ORR CONSULTING [out of state].

The Employer Outreach Workshop Subcommittee short-listed the following topics and sent out a survey for committee members to rank these topics in order of the most beneficial to offer as webinars to employers:

- Emotionally Intelligent Leaders, CEA cost of \$995
- Creating a Culture of Civility, Professionalism and Respect, CEA cost of \$995
- Emotional Intelligent Leaders, CEA cost of \$995
- Strategic Hiring Solutions, CEA cost of \$995
- Strategies for Employee Engagement and Retention, CEA cost of \$995
- Better One-on-One, CPS, cost of \$575

Staff will be available to answer questions.