

AGENDA

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

Tuesday April 8, 2025 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. 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. 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, 84535976773# US (San Jose).

Meeting ID: 845 3597 6773

Passcode: 993388

[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-agendas.

BOARD MEMBERS

Crystal Bethke
County of Sacramento,
Economic Development

N. Lisa Clawson
CHAIR
Kaiser Permanente

Ronnie Cobb
SearchPros Staffing

Ronald J. Ellis
2SS.com

David W. Gordon
Sacramento County
Office of Education

Kim Gusman
VICE CHAIR
California Employers
Association

Vivian Hernandez-Obaldia
California Department of
Rehabilitation

Lynn Hosokawa
Villara Building Systems

Michael Jasso
City of Sacramento

Frank A. Louie
Sacramento Asian Chamber of
Commerce

Anita Maldonado
SECRETARY/TREASURER
Sacramento Employment
and Training Agency

Victor McGee
Sacramento Job Corps Center

Jamey Nye
Los Rios Community
College District

Johnny Perez
Clutch Contracts & Consulting

Karl Pineo
Ironworkers Local 118

Jeff Richard
Employment Development
Department

Laurie Rodriguez
SMUD

John Randall Rojas
District Council 16 of
Northern CA and Nevada

Jennifer Saetern
Department of Human
Assistance

Fabrizio Sasso
Sacramento Central Labor
Council

Shelly Valenton
Sacramento Regional Transit

CALL TO ORDER

ROLL CALL

1. ACTION/DISCUSSION ITEMS:

- | | |
|---|------|
| A. Approval of Minutes of the January 14, 2025 Regular Meeting | 1-15 |
| B. Approval of EOC 2025 Funding Request | 16 |

2. INFORMATION ITEMS:

- A.** Special Guest – *Kim Gusman* (California Employers Association President)
- B.** Seminars Workgroup (*Spencer Hoke*)
- C.** Staffing Firms Workgroup (*Ron Ellis*)
- D.** Employer Meetings/e-Newsletter Update (*William Walker*)
- E.** KPI Monitoring Workgroup (*Tegan Knifton*)
- F.** Promoting Employer Services Workgroup (*William Walker and Ron Ellis*)
- G.** 2025 Action Plan and Annual Program (Discussion/Survey)
(*William Walker and Ron Ellis*)
- H.** EOC Housekeeping (*Business Development Groups, Quorum Management*)
- I.** References (*Census, Investments, Membership, Future Initiatives and More...*)

3. OTHER REPORTS:

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

4. ADJOURNMENT

The next meeting will be held on Tuesday, July 8, 2025, at 3:00 p.m., in-person.

Committee Members: Nneka Anderson, Ron Ellis, Linzie Fukushima, Spencer Hoke, Lynn Hosokawa, Lisa Hutchinson, Kerri Kasper, Tegan Knifton, Denise Malvetti, Melissa De La Cruz, Ronnie Cobb, Jeff Richard (12)

DISTRIBUTION DATE: Wednesday, April 2, 2025

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 14, 2025 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, Spencer Hoke, Nneka Anderson, Lynn Hosokawa, Melissa De La Cruz, Tegan Knifton, Denise Malvetti (*arrived and seated at 3:02 p.m.*)

Member(s) Absent: Kerri Kasper, Linzie Fukushima, Lisa Hutchinson

Others Present:

Roy Kim, William Walker, Phil Cunningham, Jeff Richard

I. ACTION/DISCUSSION ITEMS:

A. Approval of Minutes of the October 8, 2024 Regular Meeting

There were no changes or questions.

Moved/Knifton, second/Hoke, to approve the minutes of the October 8, 2024 Regular Meeting.

Roll call vote:

Aye: 7 (Ellis, Hoke, De La Cruz, Hosokawa, Malvetti, Knifton, Anderson)

Nay: 0

Abstention: 0

Absent: 3 (Kasper, Fukushima, Hutchinson)

B. Approval of the 2025 Action Plan and Annual Program

Mr. Ellis reviewed the draft 2025 Action Plan provided in the handout and noted that a recent change is that there will no longer be sponsorship solicitation for seminars going forward.

Moved/Anderson, second/Hosokawa, to approve the 2025 Action Plan and Annual Program.

Roll call vote:

Aye: 7 (Ellis, Hoke, De La Cruz, Hosokawa, Malvetti, Knifton, Anderson)

Nay: 0

Abstention: 0

Absent: 3 (Kasper, Fukushima, Hutchinson)

II. INFORMATION ITEMS:

A. KPI Monitoring

Ms. Knifton reviewed the KPI Monitoring for the 2024-2025 program year, covering the first two quarters, which ends in June 2025. She was excited to announce that the goals for the Customized Recruitment/Job Fairs and Customized Recruitment Event Attendees categories were met. Additionally, the Job Posting Hires category has exceeded expectations, reaching 129%. Ms. Knifton noted that the size of employers still heavily favors medium and large businesses, indicating a need for more representation from small businesses. The Employer Newsletter Open Rate reached 1,120 in the second quarter, and the staff is particularly proud of the momentum this newsletter is gaining.

Mr. Walker introduced Ms. Cara Welch (present via Zoom) from the Employment Development Department to discuss the California New Employer Registry Report. She shared that approval has been granted to release this information to SETA every month moving forward. The report provides an overview of the progression of new employer registration rates in California. Ms. Welch presented graphs illustrating Sacramento County's new employer registration totals from 2019 to 2023 and totals for the first three quarters of 2024, which are attached to these minutes.

B. Seminars Workgroup

Mr. Hoke provided an overview of the seminars that took place from 2021 to 2024. He also mentioned that the seminars for 2025 have been scheduled as well.

Mr. Walker informed the Committee that the annual Request for Information to solicit vendors for future workshops and seminars will be released at the end of this month. He invited interested members to join a reading group to review various seminars/workshop proposals.

C. Seminars Sponsorships in 2025

Mr. Ellis reviewed the related section of the handout.

D. Promoting Employer Services Workgroup

Mr. Walker mentioned that the SETA Public Information Officer is currently reviewing the list of services being promoted to employers. This review aims to identify which services fall under the responsibility of the Sacramento Works, Inc. Board/Employer Outreach Committee (EOC) and which are the responsibility of the Agency. Further updates on the progress will be provided before the next EOC meeting.

E. Employer Meetings/e-Newsletter

Mr. Walker shared a success story with Search Pros Staffing LLC, emphasizing SETA's valuable services, including recruitment and training of employees through the Metrix Learning system.

Mr. Ellis reviewed the presentation from EMRL, which is attached to these minutes for reference.

Additionally, Mr. Walker supplied a printed copy of the Employer Newsletter Report

- F.** 2025 Action Plan (Draft) and Annual Program
The 2025 Action Plan has been approved at today's meeting under Action/Discussion Item I-B. Mr. Ellis reviewed the 2025 Annual Program, which provided information about the number of EOC meetings, seminars, employer meetings, and monthly e-newsletters.

- G.** EOC Housekeeping
Mr. Ellis shared that Ms. Hilary Tellesen recently resigned from the Committee as she moved on from Valley Vision and will not be replaced by the organization at this time.

Mr. Ellis reviewed the current quorum requirements and policies provided in the handout.

- H.** References
Mr. Ellis encouraged the members to review and utilize the information provided in the references.

III. OTHER REPORTS:

- A.** Chair: No report
B. Executive Director: No report
C. Deputy Director/Program Manager
Mr. Kim informed the Committee that SETA has released the WIOA Local and Regional Strategic Development Plans, which are now available for public comment online. These plans will be presented for approval at the Sacramento Works, Inc. Board meeting in March and the Governing Board meeting in April.

He also mentioned that Congress has passed a continuing resolution that does not include WIOA funding. The new pending legislation contains significant changes compared to the current system. SETA closely monitors the situation and will provide updates as they become available.

Mr. Walker announced that several events are scheduled this year, including job fairs and recruitment events at various locations. He invited the members of the Committee to join him on employer tours that were initiated this year. Recently, he had an informative visit to the Sacramento Area Sewer District facility located in South Sacramento, where staff learned about the water cleaning process and made connections for potential recruitment partnerships.

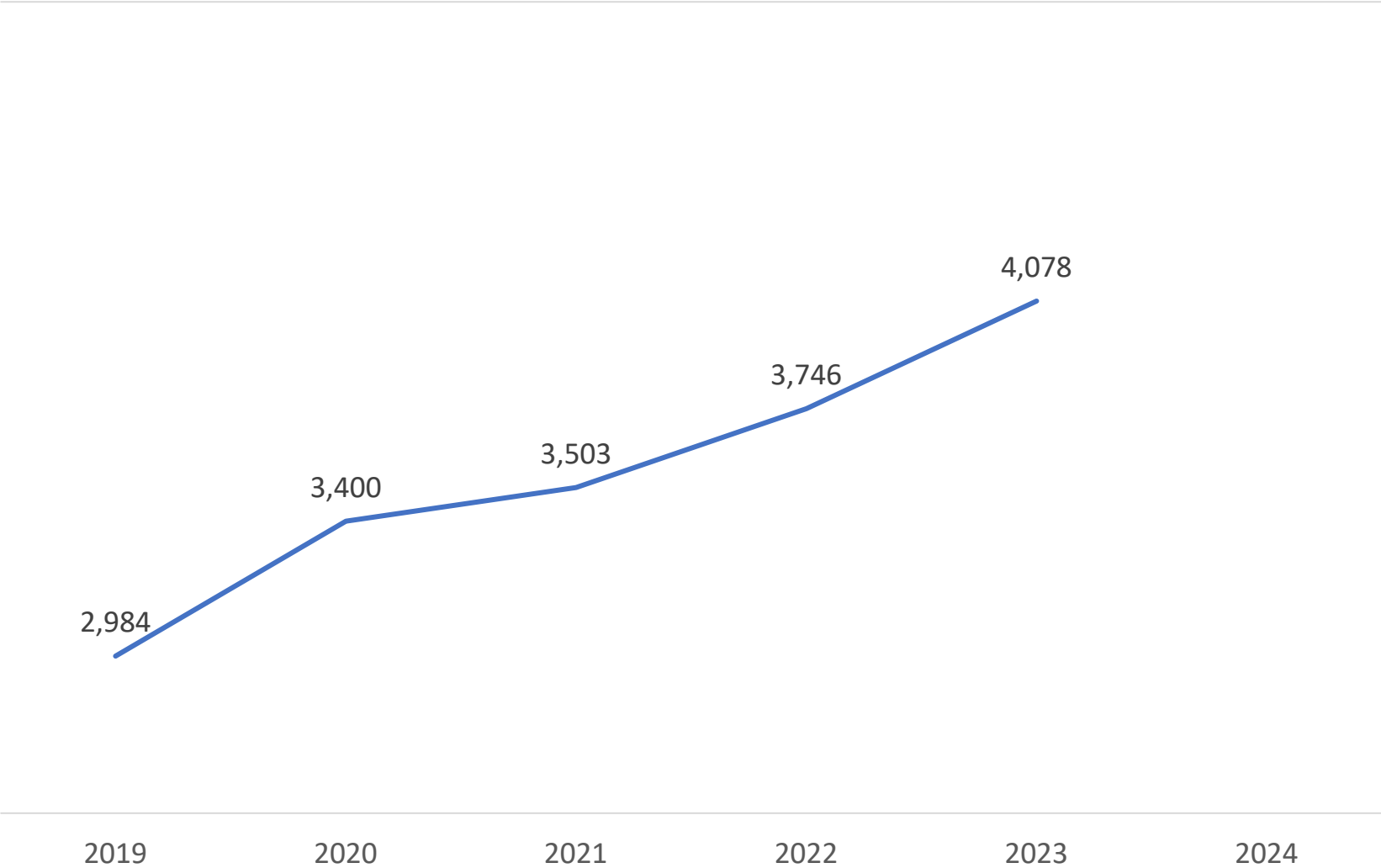
Mr. Walker also mentioned that SETA continues to collaborate with Villara Building Systems, as there is an Employment Training Panel (ETP) contract in place. He expressed hope to maintain this partnership moving forward.

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

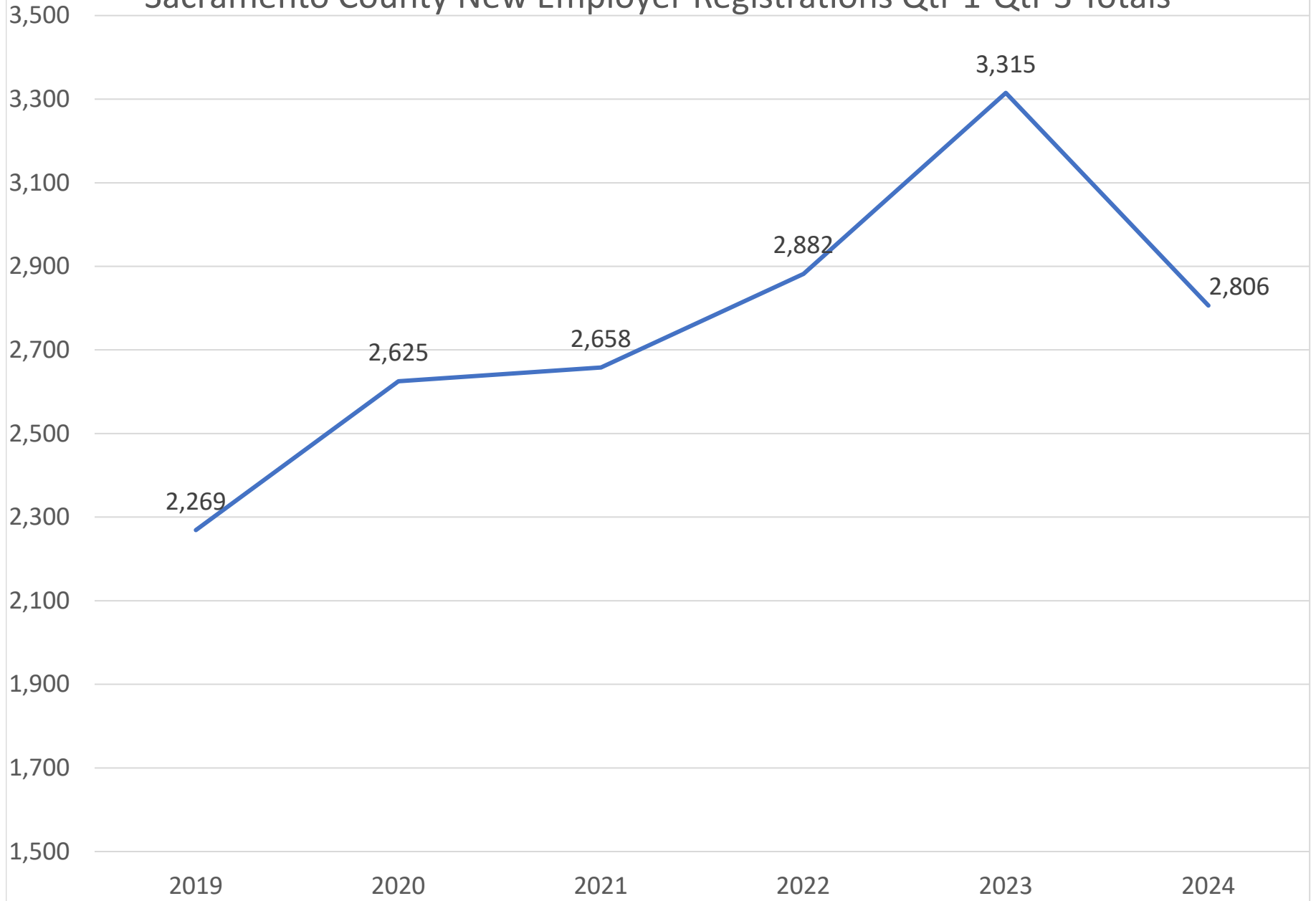
IV. ADJOURNMENT: The meeting was adjourned at 3:56 p.m.

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

Sacramento County New Employer Registrations Yearly Totals



Sacramento County New Employer Registrations Qtr 1-Qtr 3 Totals





Employer Outreach 2024 Recap

Presented by EMRL
January 14, 2025

2024 FOCUS

Monthly newsletters

Employer services campaign

Board recruitment campaign

Seminar registration and promotion

Monthly newsletters

Key highlights

- ✓ A/B straightforward vs. motivational subject lines. **Motivational subject lines outperformed in both open rates and click-through rates.**
- ✓ Attended employer interview sessions, and crafted articles spotlighting featured employers. This year's articles highlighted:
 - **Northern California Contact Center**
 - **CalHR**
 - **PRIDE Industries**
 - **SearchPros Staffing**
- ✓ Interviewed the SETA Sacramento Works team and wrote articles showcasing successful monthly events, including:
 - **Another Successful "Work4CA" Summer Career Fair**
 - **Connecting Talent and Businesses: October Events Recap**
 - **Veterans Job and Resource Fair at B.T. Collins Army Reserve Center**
- ✓ In December, we produced a video featuring an end-of-year message from SETA's Executive Director, Anita Maldonado.



Monthly newsletters

Analytics

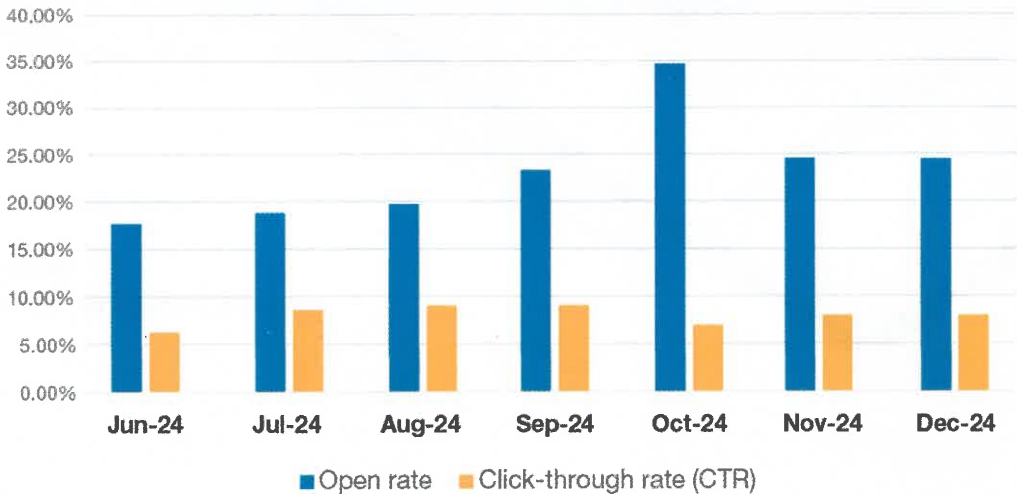
- ✓ Every newsletter has achieved **open and engagement rates that consistently exceed industry benchmarks.**
- ✓ Jumped from 4,015 to **4,291 employer contacts as a result of targeted research** and the acquisition of new contacts from local companies hiring.
- ✓ Original goal was reaching 100-150 new businesses, we have reached **276 new businesses.**

	Open rate	Click-through rate	Unsubscribe rate
Our open rate	23.30%	8.13%	0.116%
Industry Average	20%	3%	0.2%

16.5% ↑
ABOVE
INDUSTRY
AVERAGE

171% ↑
ABOVE
INDUSTRY
AVERAGE

42% ↓
BELOW
INDUSTRY
AVERAGE



Employer services campaign

Key highlights

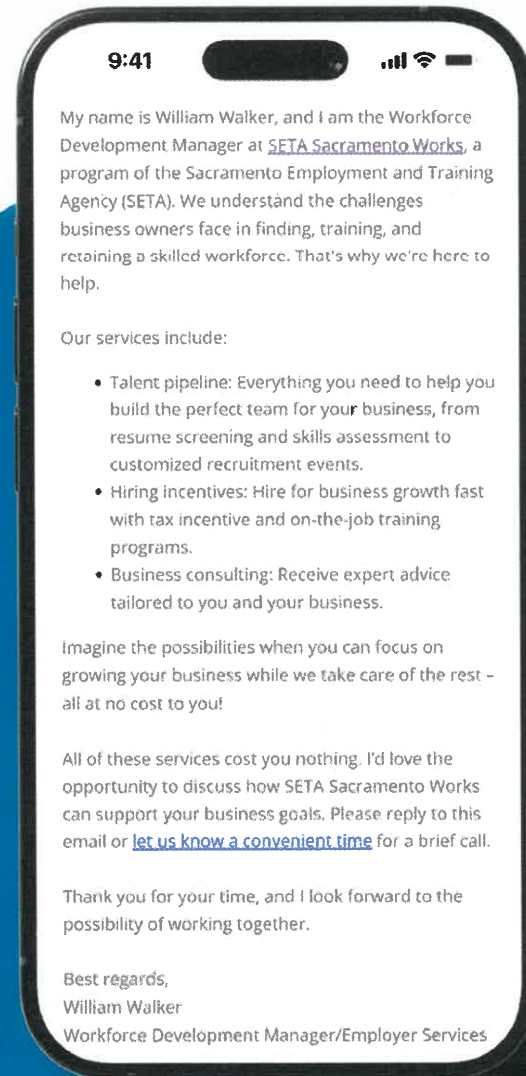
Theme: No cost. All benefit.

Targets: Sacramento County business owners and employers that have not previously used SETA Sacramento Works' services.

Key messages

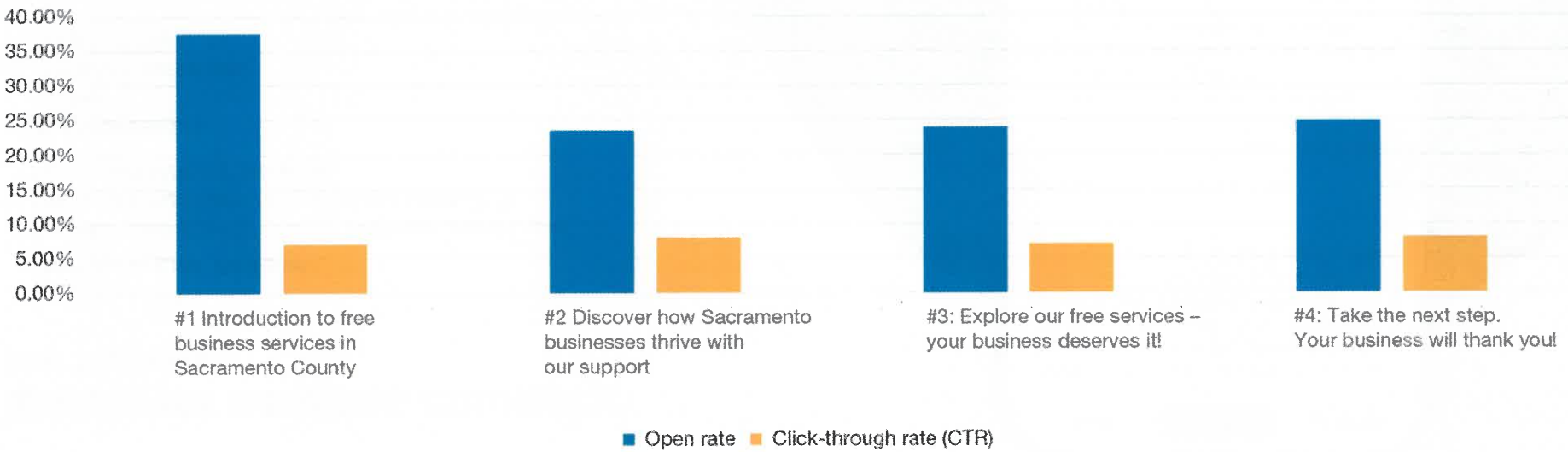
- Free
- Postive outcomes
- Partnership

- ✓ Launched campaign aimed at increasing awareness of SETA Sacramento Works' free services among local employers and **encouraging them to utilize these resources.**
- ✓ The emails **directed recipients to a landing page** with a contact form, offered the option to reply directly to the email, or call William for more information.
- ✓ The campaign consisted of **automated emails sent over a four-week period**, with one email delivered each week.



Employer campaign Analytics

	Open rate	Click-through rate	Unsubscribe rate
Our open rate	27.38%	7.5%	0.2%
Industry Average	20%	3%	0.2%
	36.9%↑ ABOVE INDUSTRY AVERAGE	150%↑ ABOVE INDUSTRY AVERAGE	0% = ALIGNS WITH INDUSTRY AVERAGE



Board recruitment campaign

Key highlights

Theme: Build the future

Targets: Local business owners, CEOs, HR directors, and community leaders

Key messages

- Impactful leadership
- Community investment
- Personal growth

- ✓ July campaign launch **focused on recruiting local business leaders** to join the SETA Sacramento Works board
- ✓ The emails directed recipients to a landing page where **48 people filled out the interest form**, and a number of people reportedly responded to William directly.
- ✓ Originally scheduled to run over five weeks with one email per week, the **campaign was paused after receiving an overwhelming response** to the first two emails.



Board campaign

Analytics

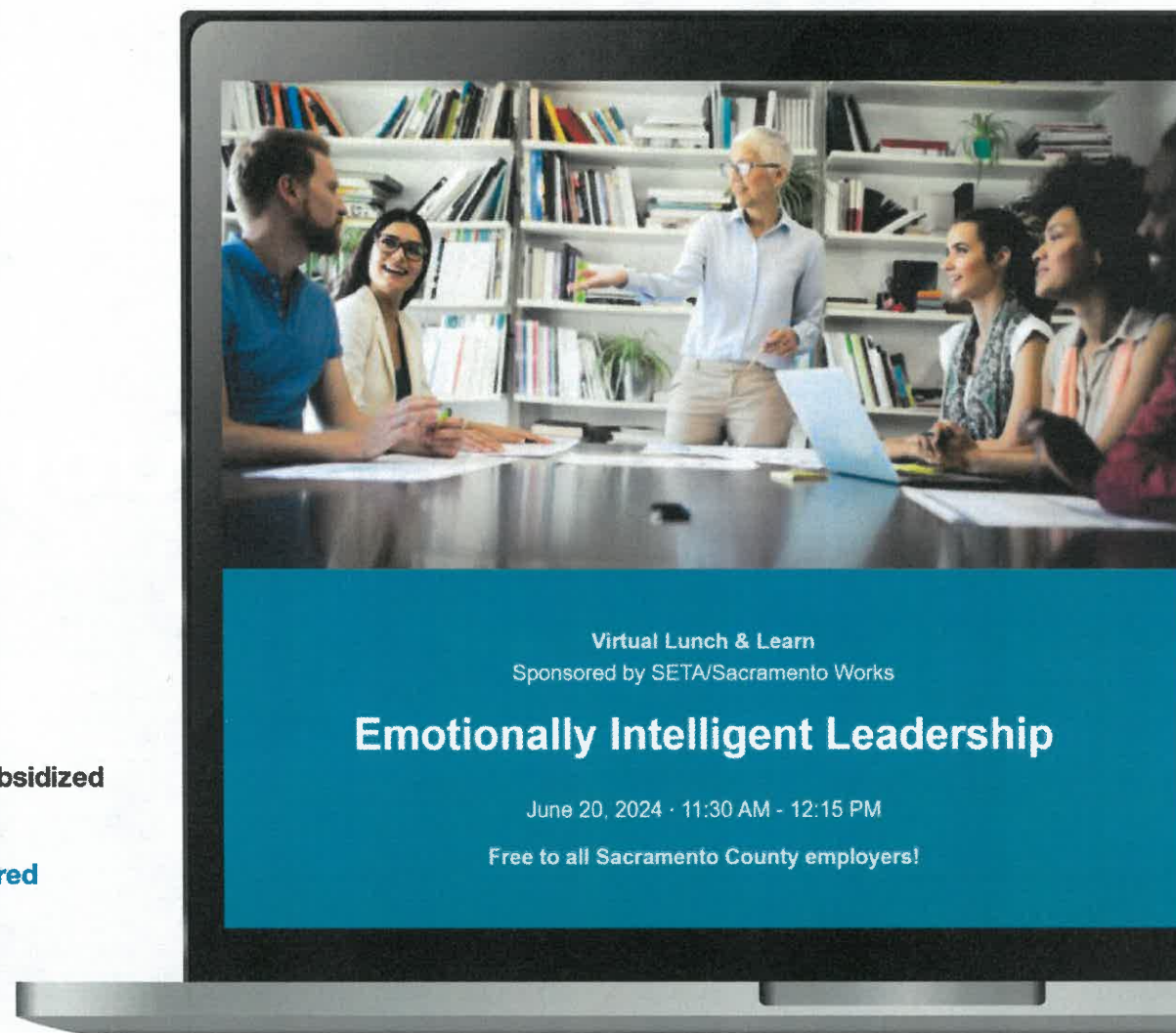
	Open rate	Click-through rate	Unsubscribe rate
Our open rate	31%	6%	0.6%
Industry Average	20%	3%	0.2%
	55% ↑ ABOVE INDUSTRY AVERAGE	150% ↑ ABOVE INDUSTRY AVERAGE	200% ↑ ABOVE INDUSTRY AVERAGE



Seminar registration and promotion

Key highlights

- ✓ Improved attendee experience by streamlining the registration process, sending invites and reminder emails, tracking registrations, and follow up emails
- ✓ Featured events in **monthly newsletters**.
- ✓ Created **targeted social media** posts.
- ✓ In June and August, **we collaborated with CEA** to invite employers to seminars via email, with registrations tracked directly by CEA.
- ✓ For other events we sent emails to employers directing them to a **custom registration page** we developed:
 - **July 18th: How to Access and Use SETA/SWI Services, 61 people registered**
 - **September 19th: How Employers Can Access Subsidized Employment Opportunities, 46 people registered**
 - **October 17th: Disability Awareness Webinar with Department of Rehabilitation, 143 people registered**



Looking forward to 2025

ACTION/DISCUSSION ITEM 1-B
Approval of EOC 2025 Funding Request

Presenter: William Walker/Ron Ellis

RECOMMENDATION:

Approve contracting with the California Employers Association (CEA), Cooperative Personnel Services Human Resources Consulting (CPSHR), and/or similar vendors for business workshops/seminars like those identified below in an amount not to exceed \$10,000.

BACKGROUND:

In February 2025, the Employer Outreach Committee approved the release of a Request for Information on Business Workshops/Seminars. SETA Sacramento Works received two information responses by the February 16th deadline.

(1) California Employers Association and (2) CPS HR Consulting.

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

Seminar Workshops	Organization	Cost
Managing Stress and Burnout in Our New World of Work	CEA	\$ 1,295
Why Trust Matters Today	CEA	\$ 1,295
High Engagement and Performance in a Remote World	CEA	\$ 1,295
Ideas for Motivating Your Remote Team	CPS HR	\$ 575
Trend That Changed Our Work What Employers Need Today	CEA	\$ 1,295
Emotional Intelligence	CPS HR	\$ 575
Lead with Intention	CEA	\$1,295

Staff is available for questions.