

AGENDA

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

Tuesday January 13, 2026, 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, ClerkoftheBoards@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 ClerkoftheBoards@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, 85951731494# US (San Jose).

Meeting ID: 859 5173 1494

Passcode: 377497

[Join Instructions](#)

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.

BOARD MEMBERS

Crystal Bethke
County of Sacramento,
Economic Development

N. Lisa Clawson
CHAIR
Kaiser Permanente

Ronnie L. 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

Jamey Nye
Los Rios Community
College District

Johnny Perez
Clutch Contracts & Consulting

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

May-Va Vang
Sacramento Job Corps Center

CALL TO ORDER
ROLL CALL

1. **ACTION/DISCUSSION ITEMS:**
 - A. Approval of Minutes of October 14, 2025, Regular Meeting 1-4
 - B. Approval of the 2026 Action Plan and Annual Program 5
2. **INFORMATION ITEMS:**
 - A. Staffing Firms Workgroup (*Ronnie Cobb*)
 - B. KPI Monitoring Workgroup (*Tegan Knifton*)
 - C. Seminars Workgroup (*Nneka Anderson*)
 - D. Promoting Employer Services Workgroup (*William Walker and Ron Ellis*)
 - E. e-Newsletter & Employer Meetings (*William Walker*)
 - F. 2026 Action Plan & Annual Program (*Discussion/Survey*)
 - G. EOC Housekeeping (*Business Development Groups*)
 - H. References (*Census, Investments, Members, 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, April 14, 2026, at 3:00 p.m., in-person.

Committee Members: Nneka Anderson, Ron Ellis, Linzie Fukushima, Vivian-Hernandez-Obaldia, Lynn Hosokawa, Lisa Hutchinson, Kerri Kasper, Tegan Knifton, Denise Malvetti, Melissa De La Cruz, Ronnie Cobb, Jeff Richard, Kyle Kuperus (13)

DISTRIBUTION DATE: Tuesday, January 6, 2026

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 October 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 3:01 p.m. The roll was called; quorum was established.

Members Present:

Ron Ellis, Vivian Hernandez-Obaldia, Lynn Hosokawa, Lenis McCalister, Tegan Knifton, Linzie Fukushima, Nneka Anderson (*arrived and seated at 3:08 p.m.*)

Member(s) Absent: Denise Malvetti, Melissa De La Cruz, Kerri Kasper, Ronnie Cobb, Lisa Hutchinson, Jeff Richard

Others Present: William Walker, Anita Maldonado, Elise Clark (via Zoom), Kyle Kuperus (via Zoom)

I. ACTION/DISCUSSION ITEMS:

A. Approval of Minutes of July 8, 2025, Regular Meeting

There were no changes or questions.

Moved/Hosokawa, second/Hernandez-Obaldia, to approve the minutes of July 8, 2025, Regular Meeting.

Roll call vote:

Aye: 5 (Ellis, Hosokawa, Hernandez-Obaldia, McCalister, Fukushima)

Nay: 0

Abstention: 1 (Knifton)

Absent: 6 (De La Cruz, Malvetti, Cobb, Kasper, Anderson, Hutchinson)

B. Approval of Key Performance Indicator (KPI) Goals, Program Year (PY) 2025-2026

Mr. Walker reviewed the item and mentioned that the KPI Monitoring Workgroup met last Friday and made some adjustments to the KPI Report based on recent federal incidents. A handout containing additional information on employer size and the percentage served was distributed to committee members and reviewed during the meeting.

Mr. Ellis pointed out that the numbers in the KPI report reflect data for private businesses; however, SETA equally supports government employees. Mr. Walker acknowledged that this situation is unavoidable in the Sacramento area, as many organizations seeking SETA's recruitment support are primarily composed of government employees.

The KPI Monitoring Workgroup reviewed the goals column and recommended it for approval.

Ms. Anderson arrived and was seated at 3:08 p.m.

Moved/Fukushima, second/Hernandez-Obaldia, to approve the KPI Goals for PY 2025-2026.

Roll call vote:

Aye: 7 (Ellis, Knifton, Hosokawa, Anderson, Hernandez-Obaldia, McCalister, Fukushima)

Nay: 0

Abstention: 0

Absent: 5 (De La Cruz, Malvetti, Cobb, Kasper, Hutchinson)

II. INFORMATION ITEMS:

A. Promoting Employer Services Workgroup

Mr. Ellis reported that the workgroup recently reconvened with several new members after a long break. During their meeting, they discussed various strategies to increase SETA's visibility and engage local businesses. These strategies included content creation, speaking opportunities, and media outreach.

The workgroup also explored branding and marketing approaches for SETA Sacramento Works, focusing on creating a unified identity that effectively communicates the range of services available to both employers and the community. Additionally, they recognized the need to review and update the targeted industries within Workforce Development initiatives. They planned to reconvene in a few months to develop these strategies further.

Mr. Ellis expressed his hope of bringing this group together two to three times a year and invited anyone interested in participating to attend these meetings.

B. Staffing Firms Workgroup

Mr. Ellis announced that Mr. Cobb has agreed to lead this workgroup. The group has identified approximately sixty staffing firms in the Sacramento area, some of which already have working relationships with SETA. The plan is to invite these firms to participate in a remote session once or twice a year. The objective of these sessions is to learn about the entry-level job opportunities these staffing firms offer and to gather their feedback on how SETA can improve its services and relationships with them.

Mr. Ellis reviewed the Staffing Agency Listing 2025 spreadsheet included in the handout. The target date for the first remote session is scheduled for November 13, 2025. Invitations and publicity efforts are currently being developed in preparation for this meeting.

C. KPI Monitoring Workgroup

Ms. Knifton pointed out that the average open rate for industry newsletters is 20%. In comparison, SETA's employer newsletter has a higher open rate of 22.2%. The average click-through rate in the industry is 2.5%, while SETA's rate stands at 3%. Furthermore, the industry average unsubscribe rate is 0.2%, but SETA has achieved 0%.

D. Seminars Workgroup

Mr. Ellis reviewed the information provided in the handout. He also noted that he was pleased to advise that Ms. Neeka Anderson had agreed to lead this workgroup. Mr. Walker stated that the Department of Rehabilitation (DOR) seminar is currently being planned, and 54 people have already signed up to attend.

E. e-Newsletter Update & Employer Meetings

Mr. Walker reviewed the employer newsletter data, which included information on emails sent, opened, and responded to.

F. 2026 Action Plan & Annual Program

Mr. Ellis reviewed the 2026 Action Plan and the 2026 Annual Program as outlined in the EOC handout. He encouraged members to refer both "small" and "medium"-sized companies to him, as the goal is to involve these businesses in working with this committee in addition to the fact that many of them are receiving SETA services. Additionally, he urged members to share ideas for promoting upcoming seminars.

Regarding the EOC Proposed 2026 Annual Program Summary, noted in the EOC handout, it was advised that the number of employer meetings be revised to 4 or 5. There were no questions from the members. This item will be included in the agenda for approval at the January meeting.

G. EOC Housekeeping

Mr. Ellis emphasized his desire for the Committee to expand to thirteen members, which would enable more members to participate in workgroups. Mr. Kyle Kuperus (via Zoom) expressed his interest in joining the EOC in the near future as he submitted his information for consideration.

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:

Ms. Maldonado mentioned that Valley Vision hosted the Secretary of the California Labor & Workforce Development Agency, Mr. Stewart Knox, at SETA yesterday. Along with Mr. Stewart, around twenty-five other workforce directors and representatives from state and community colleges attended the meeting. They discussed workforce issues, the impact of the current administration, and the challenges hindering progress toward the goals outlined in the state plan.

Ms. Maldonado shared that the government shutdown did not affect the Agency's ability to access funds forward-funded to SETA for this year. However, for the upcoming year, the funds have not yet been appropriated, and cuts are highly possible for Fiscal Year 2026.

C. Deputy Director/Program Manager:

Mr. Walker stated that SETA continues to work collaboratively with Capitol Impact, a consulting firm funded by SETA through Valley Vision, which focuses on strengthening Sacramento's biotech workforce through employer-led partnerships and training programs.

D. Members of the Committee: None

E. Public:

Ms. Elise Clark (via Zoom) announced that by tomorrow, EMRL will launch an outreach campaign to attract potential applicants for the Sacramento Works, Inc. Board membership. The campaign will specifically target individuals in leadership roles within private businesses in Sacramento County, with an emphasis on small and medium-sized companies. This initiative is scheduled to run for approximately one month.

IV. ADJOURNMENT: The meeting was adjourned at 3:51 p.m.

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

ACTION/DISCUSSION ITEM 1-B
Approval of the 2026 Action Plan and Annual Program

Presenter: William Walker

RECOMMENDATION:

Review and approve the 2026 Action Plan and Annual Program.

BACKGROUND:

Referred in the EOC Handout, Information Item 3-F on pages 8-9.

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