

**WORKFORCE DEVELOPMENT
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Villara Building Systems



SACRAMENTOWORKS

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

Date: Wednesday, June 13, 2018

Time: 3:00 p.m.

Location: SETA – Board Room
925 Del Paso Blvd.
Sacramento, CA 95815

AGENDA

1. Call to Order/Roll Call
2. **ACTION:** Approval of April 25, 2018 Minutes
3. **INFORMATION ITEM:** Regional Signature Business Event
4. **INFORMATION ITEM:** CalJOBS CRM update
5. **ADJOURNMENT**

Committee Members: Larry Booth, Dennis Canevari, Diane Ferrari, Troy Givans, Kim Gusman, Babette Jimenez, Fabrizio Sasso, Louise Stymeist, Sandra Waterhouse, Rick Wylie

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

DISTRIBUTION DATE: THURSDAY, JUNE 7, 2018

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

Wednesday, April 25, 2018
3:00 p.m.

1. **Call to Order/Roll Call:** Mr. Wylie called the meeting to order at 3:03 p.m.

Members Present: Diane Ferrari, Troy Givans, Kim Gusman, Babette Jimenez, Louise Stymeist, Rick Wylie

Members Absent: Larry Booth, Dennis Canevari, Fabrizio Sasso

Others Present: Terri Carpenter, William Walker, Phil Cunningham, Roy Kim, Kathy Kossick, Mary Ann Grant

2. **ACTION:** Approval of March 28, 2018 Minutes

The minutes were reviewed; no questions or corrections.

Moved/Ferrari, second/Gusman, to approve the March 28 minutes.

Roll call vote:

Aye: 6 (Ferrari, Givans, Gusman, Jimenez, Stymeist, Wylie)

Nay: 0

Abstentions: 0

Absent: 3 (Booth, Canevari, Sasso)

3. **ACTION:** Approval of the Employer Outreach Committee Goals

Mr. Wylie reviewed the EOC goals. Ms. Carpenter reviewed the revised goals noting the additional goal: *Partner with Regional WDB's to leverage employer outreach investments and fulfill regionalization goals of WIOA*. All of the previous goals were approved by the EOC years ago. Ms. Ferrari stated that all of the older goals are still relevant.

Moved/Ferrari, second/Gusman, to approve the Employer Outreach Committee goals with the addition of partnering with our regional partners.

Roll call vote:

Aye: 6 (Ferrari, Givans, Gusman, Jimenez, Stymeist, Wylie)

Nay: 0

Abstentions: 0

Absent: 3 (Booth, Canevari, Sasso)

Ms. Carpenter provided an update on the budget; staff will be looking at the availability of funds for the coming fiscal year. There will be a different budget for the signature event.

4. **DISCUSSION:** Regional Signature Business Event

Ms. Carpenter distributed a proposed budget for the signature event. Ms. Carpenter distributed two event lists: yellow is local and blue is events happening outside of the Sacramento region including Oakland and Los Angeles. Events that are outside of our region are idea percolators and generally different from what is being offered locally. Ms. Carpenter stated that we need a speaker that will resonate with the business community.

Ms. Gusman stated that 'Inclusion in the Work Place' would be a great topic.

There was discussion as to how long the event will be and whether it should be a morning or lunchtime event. If a lunch event, it should be from 11:00 a.m. to 2:00 p.m. including lunch. Breakfast is more economical than lunch.

Ms. Gusman introduced Ms. Mary Ann Grant a member of the CEA staff. Ms. Grant suggested some topics including work hours, lunch breaks, and the termination of employees correctly. These are compliance issues. The 'gig' economy is huge; what are we going to do when 'normal' jobs go away and everyone is a contractor?

Mr. Givans suggested addressing a laundry list of updates especially new legislation being voted in that will affect employers.

The Gig economy and diversity would be great topics.

Mr. Wylie stated that he wants to know how to be good at attracting a diverse workforce. ***How diversity benefits your bottom line. Retention of employees, how to keep your employees from being stolen in such a low unemployment rate.*** Mr. Wylie also stated that it is important to learn how to prevent employee theft.

Ms. Gusman suggested tasking Valley Vision to reach out to possible employer speakers.

March and September were suggested as possible months for the event.

Mr. Wylie agreed on a morning event with breakfast and maybe March or September, depending upon availability of facilities. Ms. Gusman suggested that Valley Vision be asked which is the best month to have an event. Ms. Gusman suggested to have the event before the convention center closes down; things

will be very tight for two years during the renovation. Mr. Wylie suggested that any topics or ideas should be sent to Terri Carpenter.

Ms. Kossick stated that we need input from our regional partners as well. Since it will be a regional event the directors from the three other regional Workforce Development Boards need to be involved.

Ms. Kossick stated that the original thought was to reach out to the business community and do a regional business event; it has not been clear what that event will be.

Mr. Wylie suggested including Valley Vision to discuss the details.

Mr. Givans asked for a list of our regional partners.

5. **INFORMATION**: California Employers Association (CEA) Business Services

Mr. Cunningham stated that Ms. Gusman has a potential conflict of interest and asked that she step out of the room.

Ms. Mary Ann Grant distributed information on CEA. CEA has been working in San Bernardino County; they have a hot line for employers to call for free human resources services. The idea is geared to the small business owner that cannot afford an HR staff.

Ms. Grant referred to the flyer and stated that CEA answers 12,000 questions a year. The idea is to help small businesses. This hotline is available Monday through Friday, from 8 a.m. to 5 p.m.

The San Bernardino Workforce Board also wants to educate their employers; a lot of them say they do not know there is an issue. CEA provides a list of trainings available to businesses that support the hotline.

Ms. Grant reviewed the price tag for the hotline. The cost would be \$9,999 plus \$24,995 per year. Ms. Grant suggested doing it for a year to see how it works out for our region. If it works out for Sacramento, the next year the regional partners could be added. CEA is a 501 (c) (6) organization.

Mr. Wylie asked that staff get feedback from San Bernardino County on how the hotline is working for their workforce area and provide a report out to the committee at the next meeting

Ms. Gusman returned at 4:32 p.m.

Ms. Jimenez distributed information to talk about an Educational Attainment Summit to be held May 23. They're working with Align Capitol Region on this

event. Dr. Jennie Murphy is working on bringing employers in to see what they are looking for. Many need employees with some education, but not necessarily 4 years; an AA or some certificate could be sufficient. This is an employer focused event and will include some education. Kansas City and Philadelphia have already done something similar.

6. **INFORMATION**: Employer Outreach Activity Summary: No report.

7. **INFORMATION**: 2017-2018 Employer Outreach Budget Update: No report.

8. **INFORMATION**: Cal JOBS CRM update

Mr. Walker reported that the state had CRM training. He met with the regional roundtable and all were in agreement that there does need to be additional CRM training. The CRM can provide whatever you need but the data needs to be manipulated. Mr. Walker stated that it is a matter of understanding what Geosolutions can do. What they do in California may be different from what they do in other states.

Mr. Wylie stated that we definitely need a CRM. Based on Mr. Walker's analysis, we already have access to what we need, with the exception of not being able to drop e-mails into the CRM.

9. **INFORMATION**: Update on Build Your Own Workforce: Tabled.

The next meeting is May 23 after the board meeting. After that, the next meeting will be June 25. The Clerk of the Boards will send out an Outlook meeting request to committee members.

10. **ADJOURNMENT**: The meeting was adjourned at 4:54 p.m.

Business Summit 2019 Planning Meeting

(Kick off meeting)

May 25, 2018

9 - 10 am

Attendees: Jason Buckingham, Terri Carpenter, Babette Jimenez, Roy Kim, Trish Kelly, Kathy Kossick, Elaine Lytle, Evan Schmidt, Marcy Schmidt, Lettie Seaver, William Walker, Rick Wylie

This is the kick off meeting for the Planning Committee for the Business Summit in Spring 2019.

Major Planning Movements

Date

- Considerations
 - Should be after April 15th
 - Should avoid spring break/easter vacation
 - Should check date for CWA conference
 - Avoid Cap to CAp (May 4-8)
 - Should be on a Tuesday, Wednesday, or Thursday
 - Will be morning, 7:30-11 am
 - April 30th or May 1st (first choice)
 - Weeks of May 13th and May 20th ok too

Venue

- Considerations
 - Large scale event (150-500 attendees),
 - Parking is important
 - Catering costs and restrictions is important
 - Cost of venue is important - maybe we can get in-kind, discount, or find sponsorship
 - Probably just need one big room, not break out spaces
- Some possibilities:
 - Bayside Church
 - Rocklin Event Center
 - Sac State Alumni Center or ballroom (Babette will investigate options)
 - William Jessup
 - Woodland Community Center
 - Placer County Fairground, Jones Hall
 - McClellan Park (first choice, but is expensive and must use their catering)

Audience

- Employers/business focused

- Cultivate invitees from SETA business list of 300, local Chambers, Valley Vision business outreach lists, regional Board members
- Consider charging a small amount for the event, \$25. This will help ensure that people follow through. Could use proceeds to fund internships.

Meeting Goals: what do we want to accomplish?

- Find common themes between business and our work - how can we best achieve results?
- Focus on workforce of the future - this is a unifying theme that needs attention
- Increase connections between business and workforce system/bringing different groups of people together. Both on an individual basis (networking) and for collective info sharing and more
- Promote and set context of the Workforce Boards. Who are we, why are we doing this, and how can business work with us?
- Gain input from business into workforce services - what is useful? What would they like to see? How do they react to what we are doing now?

Meeting Design

- Ideas and considerations
 - Ted style talks with a keynote speaker
 - Use live polling
 - Do “infomercials” between talks - could have demos like kids doing robotics
 - Could have a panel with the speakers
 - Have table centerpiece: FAQs
 - Make sure we have a good MC to pull everything together, maybe hire someone
 - Brand the event as Region Rising: Business Summit (or something to go along with Region Rising)
 - Future of work theme:
 - Check out Patrick Schwerdtfeger as a potential speaker:
 - His website: <https://www.patrickschwerdtfeger.com/>
 - His book: <https://www.amazon.com/Anarchy-Inc-Decentralized-Artificial-Intelligence/dp/1935953923>
 - A talk that he gave: <https://www.youtube.com/watch?v=3ngQkcaOZp0>
 - McKinsey report:
 - <https://www.mckinsey.com/featured-insights/future-of-organizations-and-work/jobs-lost-jobs-gained-what-the-future-of-work-will-mean-for-jobs-skills-and-wages>
 - Bring in speaker from Amazon or other company that is using automation
 - Bob Lanter of CWA could be on the panel
 - Have a panel with speakers + employers talking about workforce trends

- Demonstrate role of Workforce Boards
 - Storytelling: include an insert in program using storytelling to exemplify and show programs and impact of workforce boards
 - Produce a professional video to show workforce board role and impact

NEXT STEPS

- Babette will check on Sac State venues
- Marcy is checking on Rocklin, The Grounds, William Jessup
- Terri will check on McClellan
- Valley Vision will send out notes and set up Google docs
- Nancy from SETA will send out a doodle poll for next month's meeting
- Roy will email everyone to make sure we have email address
- Valley Vision will send out past REgion Rising brand materials so everyone can see how it looks
- Everyone will self-populate contact info in a contact sheet