

**JANUARY 24, 2012**

**WORKFORCE INVESTMENT BOARD**

**8:30 A.M. BORG WARNER ROOM – TC PUBLIC LIBRARY**

**PRESENT:** A. Bishop, B. Blanchard, R. Bohman, D. Bradac, M. Coldren, P. Gardner, C. Haynes, A. Hendrix, D. Herath, L. Holmes, L. Leonard, J. Little, J. Mareane, P. McKee, L. Patz, M. Stamm, M. Stazi, M. Talarski, M. Turnbull

**EXCUSED:** B. Bantle, T. Grippen, J. McPheeters, E. O'Donnell, A. Pedersen

**ABSENT:** L. Dillon, B. Pass, P. Stein

**GUESTS:** T. DiLucci, TST BOCES; C. Harris, NYSDOL Research and Statistics

**STAFF:** J. Mattick, Jennifer Luu

**CALL TO ORDER**

Chairman Coldren called the meeting to order at 8:31 a.m.

**ANNOUNCEMENTS/ADDITIONS TO AGENDA**

Add: Strategic Goals Revisit

Mr. Coldren announced and thanked Ms. Hendrix for assuming the role of Chair of the Youth Employment Council.

**APPROVAL OF MINUTES**

It was Moved by Mr. Bantle, seconded by Ms. Holmes and unanimously adopted by voice vote of members present to approve the minutes of October 25 and November 15, 2011.

**EXECUTIVE COMMITTEE ACTIONS**

Mr. Coldren reported the due to time constraints the following action was taken by the Executive Committee at their meeting on January 3, 2012:

**AUTHORIZATION TO RELEASE REQUEST FOR PROPOSALS FOR WORKFORCE INVESTMENT ACT YEAR ROUND YOUTH PROGRAM**

The current contract with the Office of Employment and Training to operate the Workforce Investment Act WIA Youth program ends on June 30, 2012. As it is required that the WIA Youth program be competitively procured it is the recommendation of the Youth Employment Council that a Request for Proposals be issued by the WIB for operation of the WIA Youth program from July 1, 2012 – June 30, 2014 with an option for a further one year renewal at the discretion of the Workforce Investment Board.

Upon recommendation of the Youth Employment Council, the Executive Committee, on behalf of the WIB, approves the release of a Request for Proposals to operate the WIA Youth Program.

**ECONOMIC DEVELOPMENT IN TOMPKINS COUNTY**

Mr. Stamm provided an overview of economic development in Tompkins County. He reported 4.3 billion in services was produced in Tompkins County with half sold within the County. Educational services are the leading industry with manufacturing second. Trends within Tompkins County include a decline in low-tech manufacturing, an increase in the number of high tech start-ups, and Cornell expanding their tech transfer efforts. Looking ahead there is movement with the redevelopment of the Emerson complex, JumpStart New York will be launched and the expansion of funding programs for start-ups will continue to be areas of focus.

**STATE/COUNTY BUDGET UPDATE**

Mr. Mareane provided a recap of the County's 2012 process. The tax levy increased by 3.99% or \$1.6 million. County employment has gone down 8.7% since 2009, and most services were maintained with the exception of the Home Health Agency being cut and road paving being reduced.

He reported that the County has many mandates that it must fund and there have been large increases in welfare programs the County operates. For example, welfare cases have gone up 12% since 2006, Safety Net increased 21%, and children in placement increased 83% over the same time period. In addition, pension costs have doubled since 2006 and are expected to continue to rise. Pension and Medicaid growth alone will put the County past the tax CAP and there is no real State commitment to mandate relief. On the positive side, sales tax receipts have increased 12% since 2006, there are discussions about the possibility of long-term pension relief, and the County continues to trim its employment roster, but maintain the same level of high quality service.

#### **WIB/SUPERINTENDENTS/PRINCIPALS MEETING**

Mr. Coldren and Ms. Mattick have met with Dr. O'Donnell to discuss hosting a meeting with local school superintendents and principals. A similar meeting was held in September 2008 to discuss how schools and the WIB could collaborate more closely to develop a pipeline of youth locally and keep young people in the area. Since that time, the WIB has been working to build off what they learned. A second meeting is being scheduled for March to reconvene the WIB and schools and a draft agenda has been created. At that meeting there will be work groups who will be asked specific questions; what are the skills and competencies businesses are looking for, what is the role of education in the development of these skills, what can businesses do to help the schools, and how are the schools preparing students for higher education and the workforce.

#### **STRATEGIC GOALS REVISIT**

There was discussion about looking at the number of work ready basic skilled workers and also looking at specialized occupations. The framework will be put together and brought to a future meeting.

#### **ONE-STOP OPERATORS REPORT**

Ms. Bradac's report is attached along with information about the National Worker Readiness Credential she reported on.

#### **WIB DIRECTOR'S REPORT**

Ms. Mattick announced that the Biocareer Connections event will be held at Emerson Suites at Ithaca College on April 3, 2012.

#### **ADJOURNMENT**

The meeting adjourned at 9:53 a.m. The next meeting is scheduled for April 20, 2012 at 8:15 a.m. at the Ithaca Country Club.

**Tompkins Workforce New York  
One Stop Career Resource Center Report, Jan 2012**

**NY Job Bank: ny.jobs ny.us.jobs universe.jobs (no WWW)**

The New York State job bank is on a new universe (.org .com .edu) **.JOBS**

Why? After extensive analysis of data on how people search for jobs, it was showing small number of people accessing the NYS Job Bank and Job Central (100,000 daily - compared to 1 million daily using Google or other larger search engines ie: nursing jobs in Ithaca, NY), new universe will expand access and options for job seekers, will expand contacts and visibility for employers, it will use current technology options better, also a high priority was to increase security for reputable sites and legitimate jobs

- ◆ Launched on 1/17/2012 – will continue to grow
- ◆ Job seekers and employers shouldn't experience major changes
- ◆ All current URLs and websites will be re-directed
- ◆ Provides keyword (titles, occupations, industries)
- ◆ Provides location search options (New York, large cities, etc)
- ◆ Similar links to other major job search engines as before (Simply Hired, NACElink, etc)
- ◆ Chrome and Mozilla browsers work best (Internet Explorer will be slower)
- ◆ Provides immediate social media links (Linkedin, Facebook, Twitter, etc)
- ◆ Each job will be listed as a separate URL
- ◆ Accessibility is improved (languages, size fonts, etc)
- ◆ Site also has active blogs and videos (can sign up to add or comment)
- ◆ Still working to make it look and function better from tablets and smart phones

**Food Stamps Employment and Training Program (Venture II):**

Newly received New York State Office of Temporary Disability Assistance grant shared by Challenge, Women's Opportunity Center and TST BOCES; offers educational, training and job placement services to residents of Tompkins County who receive Food Stamps

Ex: development of career plans, job readiness training, ABE, ASE, GED Prep, ESL, GED or High School equivalency preparation and job search support

**National Work Readiness Credential:**

Starting January 25th, we are reserving Wednesday afternoons for National Worker Readiness Credential training. Janie and Diane (or various other resource staff) will be available to help participants with work readiness training on-line tutorials, one on one support and classroom training leading to the on-line credential exam.

**Dates:**

NYATEP Youth Academy: March 6-7, 2012, Syracuse  
Bio-Career Connection: April 3, 2012, Ithaca College  
Entrepreneurship Conference: April 19-20, 2012, Cornell  
World of Skills: April 26, 2012 (prep workshops prior to event)  
Hospitality STAR: June 19-20, 2012

Prepared by Diane Bradac, Manager of Tompkins Workforce New York  
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## **NATIONAL WORK READINESS CREDENTIAL**

### **History**

The National Work Readiness Credential was developed through a five-year, national consensus-building process that included businesses, unions, chambers of commerce, education and training professionals, and state workforce investment boards in the founding states of Florida, New Jersey, New York, Rhode Island, Washington, the District of Columbia, as well as JA Worldwide. The goal is to assure excellence and inspire innovation in the entry-level workplace by producing quality work readiness standards and assessments.

### **The National Work Readiness Assessment (Based on Equipped for the Future Skills)**

To measure value creating relationship skills, our web-based assessment uses real world scenarios in four modules:

- Situational judgment**
- Oral language**
  - Read with understanding**
  - Use math to solve problems**

### **What is a Work Readiness Credential?**

The WRC is a certification of an individual's readiness for entry-level work as defined by employers. It is the first assessment for entry-level workers to provide a universal, transferable, national standard for work readiness.

### **What are considered entry-level jobs?**

Entry-level jobs are defined as non-supervisory, non-managerial, non-professional positions. These may be unskilled positions, or they may be skilled positions where the required job-specific skills can be learned while on the job.

### **Who delivers and manages the assessment?**

The National Work Readiness Council contracted with CASTLE Worldwide and Steck-Vaughn to manage and distribute the assessment.

CASTLE Worldwide manages the assessment via its secure, web-based system. Steck-Vaughn, a division of Houghton Mifflin Harcourt, has developed study materials and is the contact for learning how to become a test site certified to administer the Work Readiness Credential assessment. Tompkins County Workforce New York is now a registered test site.

### **How long will it take an individual to complete the assessment?**

An individual is able to complete the assessment within 2 1/2 hours.

### **What is the composition of the assessment?**

The assessment includes four modules—situational judgment, active listening, reading with understanding, and using math to solve problems—which can be completed separately or all together.

### **What skills are measured in the situational judgment assessment?**

- The ability to cooperate with others
- Conflict resolution and negotiation
- The ability to observe critically
- Problem solving and decision-making
- Taking responsibility for learning

**Which skills are assessed?**

The Work Readiness Credential assessment has four modules that assess whether the test-taker can use eight (8) skills well enough to carry out critical entry-level tasks and responsibilities. Businesses from across industry sectors identified these skills as critical for entry-level workers to succeed in today's workplace and global economy:

1. **Listen actively**
2. **Solve problems and make decisions**
3. **Cooperate with others**
4. **Resolve conflicts and negotiate**
5. **Observe critically**
6. Take responsibility for learning
7. **Read with understanding**
8. **Use math to solve problems**

**What does the score on the Work Readiness Credential assessment mean?**

An individual's "score" on this assessment will indicate whether an individual is "work ready" or "needs more skill development to be work ready."

**What will happen if an individual finds out he/she is in need of more skill development to be work ready?**

The individual will be referred to an appropriate education and training provider for skill development. The specific test module(s) may be taken again.

[www.workreadiness.com/](http://www.workreadiness.com/)