

Tompkins County Workforce Development Board

DRAFT MINUTES

Tuesday, May 23, 2023 | 121 E. Seneca Street, Ithaca, NY 14850

Present: K. Babuka, T. Bruer, K. Cerasaro, J. Cometti, K. Franzese, D. Harrington, C. Malcolm, J. Matteson, H. McDaniel, R. Olson, S. Pennell, K. Shanks-Booth, T. Tarshus, A. Tunison, S. Waight, C. Whitmore, B. Nugent, M. Caci

Excused: S. Pronti, S. Cerquone, K. Kephart, K. Kersey, P. Levesque, J. Tavares, D. Vreeland

Staff: C. Sponn, D. Achilles

Guest: S. Paczkowski, New York State Department of Labor; C. Harris, New York State Department of Labor; J. Palladino, TST BOCES; D. Szabo, Ithaca Area Economic Development; Aloja Airewele, Cornell Cooperative Extension, C. White, New York State Department of Labor

In Mr. Pronti's absence, Ms. Franzese, Vice Chairperson will act as Chairperson

Call to Order

Ms. Franzese, Board Vice Chairperson called the meeting to order at 8:33 a.m.

Board Action Items

Approval of Minutes - April 25, 2023

It was moved by Mr. Tunison, seconded by Ms. McDaniel, and unanimously adopted by voice vote of members present to approve the minutes of April 25, 2023, as written.

Approval Authorizing Director to Transfer up to \$40,000 in PY22 Funding between Adult and Dislocated Worker Program

Mr. Sponn requested a transfer of funds from DW to Adult. With Adult funds almost spent, this allows room to ensure all participants can be served. This is a routine transaction conducted typically on an annual basis. The definition of DW is more difficult to meet than the Adult definition, which is basically any person over the age of 18. Adults have several eligibility factors that must be met in order to be classified as DWs. The transfer of funds will not impede the ability to serve DWs if the need arises during the grant year. Diane and Chris were in discussions with NYS DOL and it will allow the WDB to move up to 40k.

It was moved by Mr. Bruer, seconded by Mr. Matteson, and unanimously adopted by voice vote of members present to approve to Authorize the Director to Transfer up to \$40,000 in PY22 Funding between Adult and Dislocated Worker Programs.

Presentation

Chris White, Deputy Commissioner of Workforce Development, New York State Department of Labor (NYSDOL) presented data on the Workforce and survey results from Businesses and job seekers. (Presentation attached)

WDB Director Update

WDB Director's Job Posting

Mr. Sponn reported the full legislature approved the restructure. Ms. Pulliam, the HR Commissioner, is putting the final touches on the Director position description and it is anticipated being posted in the next few days.

Tompkins Workforce Strategy

Mr. Sponn reported the Tompkins Workforce Strategy will continue to be discussed and once the new Director is in place the strategy will begin to move forward.

BorgWarner

Ms. Pennell thanked Ms. Tavares for help in communicating with the community that Borg Warner is not closing and that Borg Warner is hiring for all positions.

Success Coach/Career Navigator

Mr. Sponn reported that he is working with Ms. Tavares and are in discussion with ERN about the success coach/career navigator. The WDB does not have flexible funds and would have to pursue grants to fund this project. Jennifer has most of the money to start this up assuming ERN comes back with a reasonable proposal to work with.

Tourism Budget

Mr. Sponn reported that Diane and himself presented to the STBP committee for the WDB Tourism budget and it was recommended the WDB receive \$40,000, which was \$5,000 more than last year and above the average of what WDB has gotten in the past. WDB requested \$44,000 and received 90.9% of the request.

Budget

Mr. Sponn reported that Ms. Achilles has been working on the WIOA budget and County budget.

Grants

Mr. Sponn reported that several grants are being explored. Ms. Caci, Ms. Johanson, and Mr. Sponn have been in talks with Unbroken Promises Initiative for an OSWD grant. Ms. Whitmore, Ms. Szabo, and Mr. Sponn discussed the JFF grant and an application was sent in by IAED. The WDB has the intention of applying for the WORC grant.

Disability Summit

Mr. Sponn reported that he attended the Disability Summit outside of Albany. This summit was hosted by the Columbia Greene Workforce New York office in collaboration with Columbia-Greene Community College and the New York State Department of Labor (NYSDOL) Special Populations Disability Unit (SPDU) as part of the NY Systems Change and Inclusive Opportunities Network (NY SCION) initiative.

Micron Future Rady Workforce Consortium

Mr. Sponn's presentation is attached.

NYS Labor Report

Mr. Sponn's presentation is attached.

Career Center Update

Ms. Caci reported she has hired Mr. Brooks for the Transitional Workforce Specialist position and he started on May 1, 2023.

Ms. Caci reported that Ms. Basilius has accepted the Youth Workforce Development Coordinator position.

Ms. Caci reported that she is collaborating with creating a micro credential training program.

Mr. Cerasaro reported that the Career Center will be receiving 2 virtual reality headsets for customers to use.

Mr. Cerasaro reported that the NYSDOL staff is working to build relationships with customers since the pandemic.

Mr. Cerasaro reported that the NYSDOL staff are visiting businesses to learn firsthand what the business does to relate to customers that are interested in a certain skill set.

Committee Reports

Executive Committee

Ms. Franzese reported the Executive Committee last met Tuesday, May 2, 2023 and discussed the restructure of WDB/OET.

Ms. Franzese reported that the Committee is in conversation of filling the vacant Treasurer Board member position.

Ms. Franzese reported the Committee will meet on Tuesday, June 6, 2023

One Stop Operations and Oversight Committee

Ms. Franzese reported the One Stop Committee last met Tuesday, May 9, 2023 and received an update on the Office of Employment and Training/Carer Center and the WDB/OET restructure.

Ms. Franzese reported that the Committee toured the Career Center and will have further discussion in the upcoming meeting.

Ms. Franzese reported the Committee will meet next on Tuesday, July 11, 2023

Youth Oversight Committee

Ms. Shanks-Booth reported the Committee is in discussion about 2023 SYEP contract amounts with Ithaca Youth Bureau and the Office of Employment and Training.

Ms. Shanks-Booths reported that the Committee had a presentation from the Office of Employment and Training. Ms. Basilius' presentation was very well done and comprehensive. Due to this, the Committee will be having reports on a quarterly basis moving forward.

Governance and Membership Committee

Ms. Babuka reported the Governance and Membership Committee is discussing the 2023 Board Retreat that will be in September at Coltivare.

Ms. Babuka reported reaching out to Board members whose terms will be expiring in June and will need to be re-appointed.

Ms. Babuka reported the Committee is in discussions about a replacement for the Treasury position.

Services to Individuals with Disabilities

Mr. Matteson reported the Committee had a guest speaker - Mr. Seekins, Director of Employment & Vocational Services, at Challenge. Mr. Seekins presented about the services that Challenge provides to individuals in the Tompkins County community.

Closing

Ms. Franzese reviewed the importance of full attendance at the next Workforce Development Board meeting Tuesday, June 27, 2023 due to approval of the fiscal budgets that will start July 1, 2023.

The meeting adjourned at 09:55 a.m.

WE ARE YOUR DOL



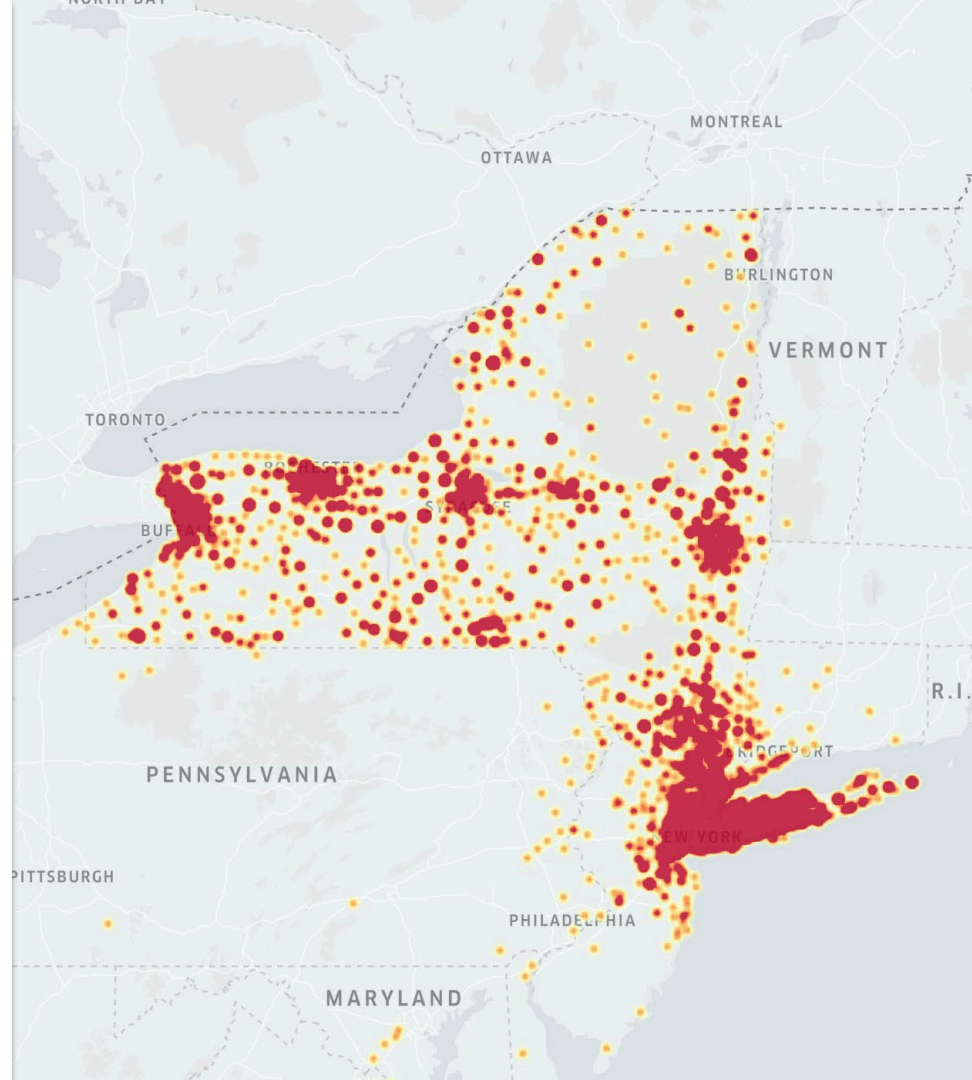
WORKFORCE DATA

Survey Results

2021, 2022 & 2023

Business Surveys:
8,500 responses

Job Seeker Surveys:
20,200 responses



Business Surveys

Businesses are still struggling to attract workers

Competition for limited talent pools is driving the market

Major need for skilled trades awareness and training



Rank your top **business challenges**

Challenge (statewide, 2023)	%
Attracting new workers	76%
Inflation	54%
Retaining current workers	49%
Government regulations	37%
Hiring / Maintaining a diverse staff	31%
Supply chain challenges	29%
Quiet quitting	27%
Keeping up with customer demand	23%
Training current staff	22%
Staying competitive compared to other states	19%

Finding Talent: Hard to Fill Positions

All Industries/Statewide (2022)

1. Laborer
2. Administrative
3. Direct Support Professional
4. Registered Nurse
5. Maintenance
6. CDL Driver
7. Licensed Practical Nurse
8. Warehouse Worker
9. Carpenter
10. Social Worker
11. Housekeeper
12. Teacher
13. Sales
14. Machine Operator
15. Driver
16. Accountant
17. Mechanic
18. Cook
19. Engineer
20. Waiter
21. Customer Service Representative
22. Manager
23. CNC Machinist
24. Electrician
25. Welder
26. Project Manager
27. Front Desk
28. Dishwasher
29. Teaching Assistant
30. Security

Common **skills lacking** among job applicants and new employees

Non-Technical Skills (Statewide, All industries)	2021	2022	2023
Self-motivation	64%	70%	61%
Communication skills	66%	52%	56%
Problem-solving/critical thinking	63%	48%	52%
Timeliness/attendance	51%	55%	51%
Attention to detail	58%	50%	46%
Time management	44%	32%	32%
Ability to take criticism	40%	31%	27%
Personal awareness	34%	27%	26%
Teamwork	31%	24%	21%
English skills/grammar	31%	19%	21%
Customer service	24%	19%	20%
Conflict management	33%	17%	18%
Basic math skills	30%	15%	17%

Common **skills lacking** among job applicants and new employees

Technical Skills (Statewide, All industries)	2021	2022	2023
Basic computer use/computer literacy	47%	44%	48%
Software proficiency in Excel	39%	32%	34%
Email	19%	19%	22%
Mechanical technical / engineering	23%	19%	22%
Software proficiency in Word	23%	17%	19%
Data analysis	15%	16%	19%
Typing	19%	16%	18%

Barriers that prevent you from hiring a candidate or prevent them from taking a job

Barrier (statewide, 2023)	%
Lack of experience	52%
Self-motivation, initiative	45%
Gap in salary and wage expectations	43%
Transportation	35%
Insufficient education/training	35%
Scheduling	28%
Child care	26%

Finding Talent

Popular Recruitment Tools (Statewide, All industries, 2023)

	%
Word of mouth / Networking through current employees / Referrals	78%
Indeed	73%
Company website	63%
NYS Dept. of Labor/NYS Job Bank	52%
Facebook	45%
LinkedIn	40%
Third-party recruiter / staffing firm / head-hunter	32%
In-person career fairs	32%
Direct campus recruiting/college fairs	27%
Handshake	21%

Most Successful Recruitment Tool (Statewide, All industries, 2023)

	%
Word of mouth / Networking through current employees / Referrals	56%
Indeed	52%
Company website	20%
Third-party recruiter/head-hunter/staffing firm	15%
Facebook	13%
LinkedIn	12%

Training Desired, but Not Provided

Training Desired, but Not Provided (Statewide, All industries, 2023)	%
Management/leadership development or training	28%
Mentoring/coaching	26%
On-the-job training	24%
Technical training	24%
Job shadowing	18%
In-house online learning/professional development	15%
Third-party online learning/professional development	14%
Lunch-and-learns or similar programs	14%
Registered Apprenticeship programs	13%

Job Seeker Surveys

Workers' needs and expectations have shifted

Industry redeployment continues

Significant need for training and upskilling



What **work options/incentives** would you like employers to offer?

Incentive (statewide, 2023)	%
Ability to work remotely full-time	36%
Paid time off	35%
Higher pay / higher starting pay	33%
Health insurance	33%
Ability to work remotely some of the time	33%
Flexibility to choose my own hours	30%
Ability to only work during the week	27%
Fewer days of work per week with same overall pay	24%
Ability to work early in the morning	21%
Retirement account	17%

Barriers to employment

Barrier (statewide, 2023)	Mild	Severe
I don't have enough experience in the field	29%	10%
I don't have a large professional network	29%	18%
I don't have the right degree, certificate or credential	28%	16%
I don't have enough modern / digital skills	27%	10%
I face discrimination due to my age	27%	21%
I have insufficient education or training	27%	10%
I have gaps in employment	25%	10%
I'm unable to practice for potential job interview questions	19%	6%
I'm unable to create cover letters and resumes	18%	6%
I'm unable to access technology to work remotely	16%	7%
I don't have access to reliable transportation	15%	7%
I have a disability	13%	5%
I'm unable to access the Internet to search for jobs	11%	3%
I don't have a driver's license	10%	11%

Barriers to education

Barrier (statewide, 2023)	Mild	Severe
I don't know where to start	26%	16%
I don't know what I need	22%	13%
Lack of available programs	20%	14%
I'm worried it will be too difficult	20%	10%
Cost	19%	37%
Current loan debt	13%	19%
Child care / family obligations	12%	9%
Don't want to commit the time	12%	4%
Can't give up job at this time	11%	14%

2023 Priorities

2023 Goals

- Share 2023 workforce survey data
- Reconstitute the SWIB
- Expand use of Virtual Career Center for business customers
- Continue expanding partnerships

2023 Goals

- Launch the Teacher Residency Program
- Hire teacher ambassadors
- Hire inclusive internship coordinator
- Initiate a new Career Center scheduling and video conference tool

2023 Goals

- Reimagine CareerZone
- Health care apprenticeship programs
- Grow digital literacy initiative in Career Centers
- More division hiring

VR Headsets & CDL Simulators





Supporting infrastructure investments & microchip manufacturing

\$100
BILLION

Investment by Micron
over 20 years

50,000

new manufacturing jobs

\$500
MILLION

for our Great
Community Investment
Fund

A worker wearing safety glasses and a dark vest is kneeling on a roof, focused on installing a solar panel. The panel is held in place over a row of dark roof tiles. The background is bright and slightly blurred, showing a window with horizontal blinds. The overall scene is overlaid with a semi-transparent white filter.

Office of Just Energy Transition

Expanding partnerships with BOCES



Thank You!



INTERIM DIRECTOR'S UPDATE

**Tompkins County Workforce
Development Board May Meeting**

May 23, 2023



*Workforce
Development
Board*

INTERIM DIRECTOR'S UPDATE

- WDB Director's Job Posting
- Tompkins Workforce Strategy
- BorgWarner
- Success Coach/Career Navigator
- Tourism Budget
- Budget
- Grants
- Disability Summit
- Micron Future Ready Workforce Consortium
- NYS Labor Report

MICRON FUTURE READY WORKFORCE CONSORTIUM

VISION

Building a better ecosystem to support a multifaceted approach to talent and workforce development in Central New York

MISSION

To train, attract, retain, and advance more diverse people in high-quality manufacturing and construction careers at Micron and other industry partners in CNY

STRATEGY & APPROACH

Collectively develop and support multiple pathways to degree and non-degree programs, technical training, certificates, and specialized credentials



TASK-FORCE TEAMS

K-12 & CTE TEAM

**COMMUNITY
COLLEGE &
APPRENTICESHIP
TEAM**

CONSTRUCTION

**ADULT LEARNING
&
CERTIFICATIONS
TEAM**

**OUTREACH AND
CAREER
EXPLORATION
TEAM**

TOP WORKFORCE CHALLENGES



**TALENT SHORTAGE
COMPETITION**



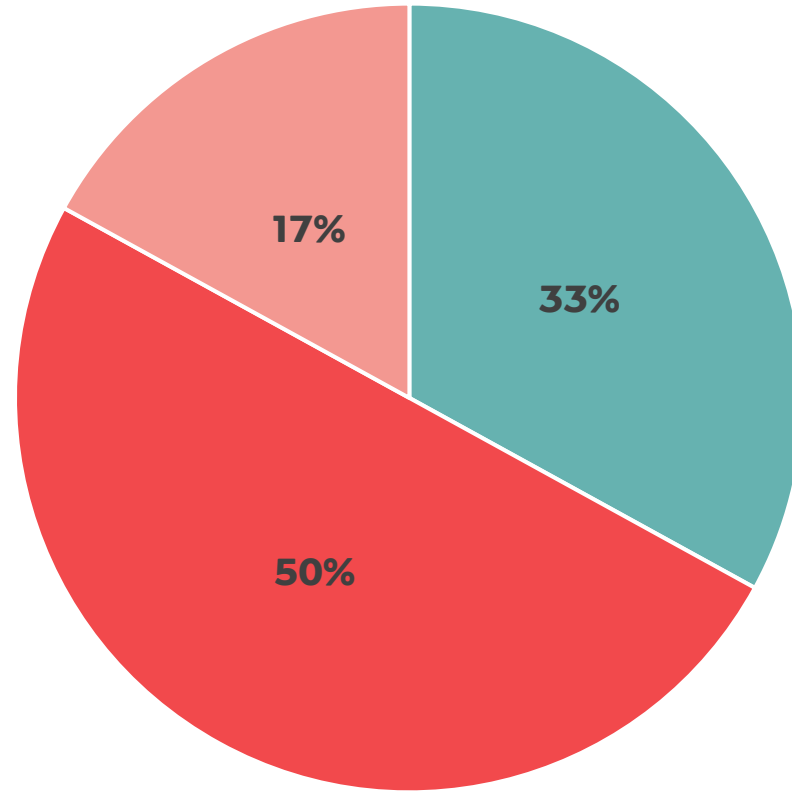
**LACK OF AWARENESS
OF SEMICONDUCTOR
INDUSTRY & CAREER
PATH OPTIONS**



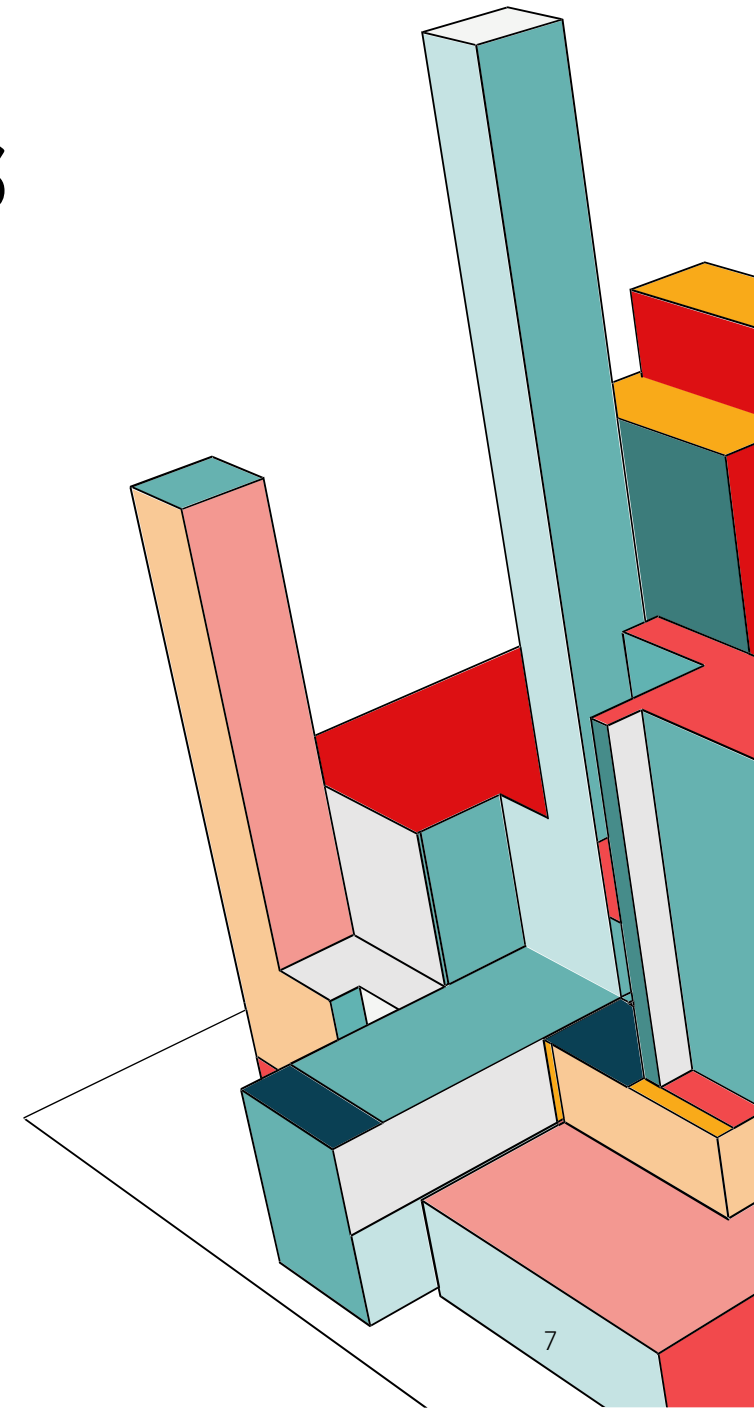
WORKFORCE DEVELOPMENT STRATEGIES

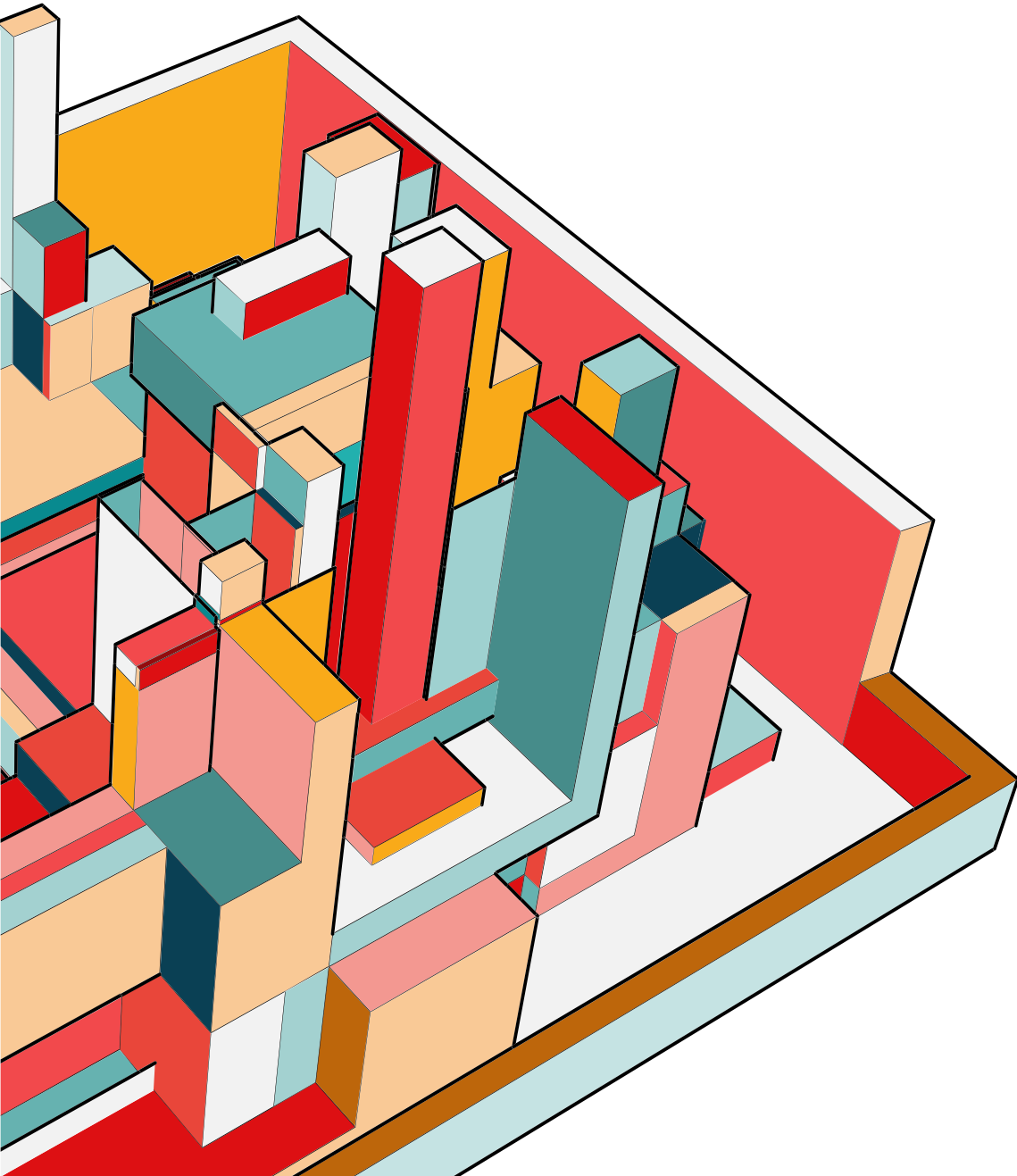
- Expand Talent Pipelines
- Promote STEM, K-12 programs
- Build Academic Partnerships
- Invest in Community Ecosystems

FORECASTED TECHNICIAN JOBS



■ Entry-Level Technicians ■ Engineers
■ Experienced Technicians





NEXT STEPS

- Collect and aggregate information from institutions about current training programs in the region, mapped against the skills required for Micron jobs
- Phase 1 will be focused on building a baseline of the regional workforce development and training programs
- Phase 2 (and beyond) will focus on the specific skills needed for Micron jobs and construction workforce needs
- June 16th Zoom Meeting: Share initial results of survey, engage taskforce teams
- July 19th In-Person Meeting

LABOR MARKET REPORT



LABOR MARKET PROFILE FOR ITHACA MSA MARCH 2023

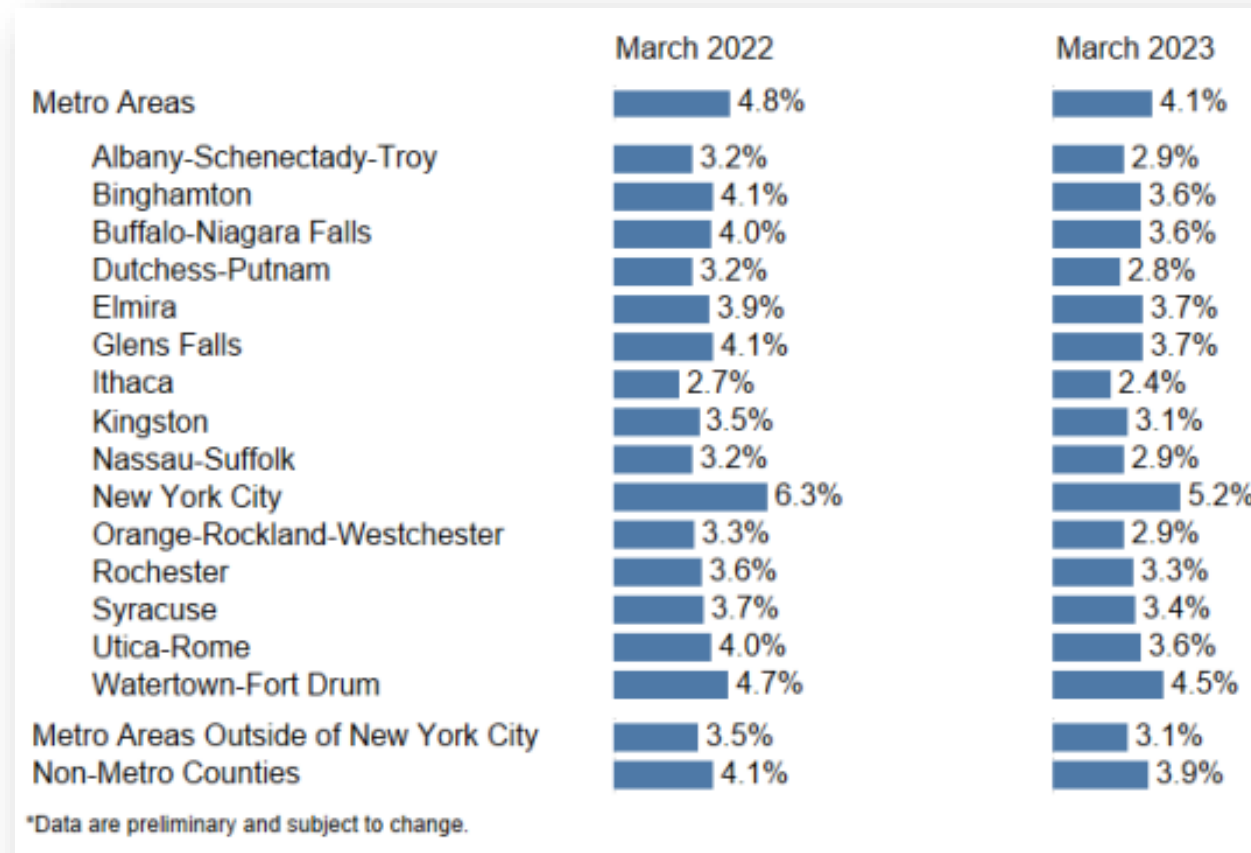
Labor Force Notables

- Total Nonfarm – **63,900**
 - Total Private – **55,400**
 - Government – **8,500**
- Service Providing – **60,100**
 - Educational and Health Services – **33,500**

Category	March 2023	March 2022	Net Year
Resident Civilian Labor Force	50,900	51,800	-900
Employed	49,700	50,500	-800
Unemployed	1,200	1,400	-200
Unemployment Rate	2.4%	2.7%	-0.3
NYS Unemployment	4%	4.7%	-0.7
US Unemployment	3.6%	3.8%	-0.2

LOCAL AREA UNEMPLOYMENT RATES (%)

MARCH 2022 AND MARCH 2023

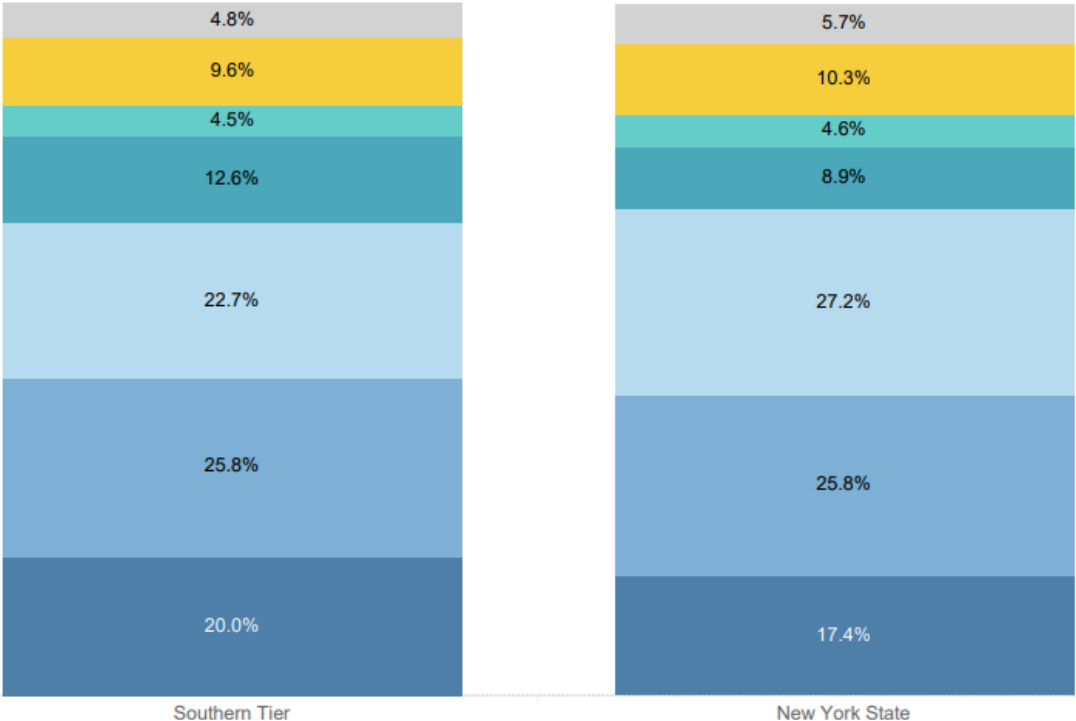


COUNTIES RANKED BY UNEMPLOYMENT RATE MARCH 2023

RANK	COUNTY	RATE	RANK	COUNTY	RATE
1	Tompkins County	2.4	32	Broome County	3.7
2	Rockland County	2.6	32	Chemung County	3.7
3	Nassau County	2.7	32	Madison County	3.7
3	Putnam County	2.7	35	Franklin County	3.8
3	Saratoga County	2.7	35	Otsego County	3.8
6	Albany County	2.8	37	Delaware County	3.9
7	Columbia County	2.9	37	Warren County	3.9
7	Dutchess County	2.9	39	Niagara County	4.0
7	Westchester County	2.9	39	Orleans County	4.0
10	Orange County	3.0	39	Steuben County	4.0
10	Rensselaer County	3.0	42	Cortland County	4.1
12	Onondaga County	3.1	42	Oswego County	4.1
12	Schenectady County	3.1	42	St. Lawrence County	4.1
12	Suffolk County	3.1	45	Allegany County	4.2
12	Ulster County	3.1	45	Chautauqua County	4.2
16	Monroe County	3.2	47	Cattaraugus County	4.3
16	Sullivan County	3.2	47	Essex County	4.3
16	Yates County	3.2	47	Herkimer County	4.3
19	Ontario County	3.3	50	Fulton County	4.4
19	Tioga County	3.3	50	Montgomery County	4.4
21	Clinton County	3.4	50	Schoharie County	4.4
21	Wayne County	3.4	50	Wyoming County	4.4
23	Chenango County	3.5	54	Jefferson County	4.5
23	Erie County	3.5	54	New York County	4.5
23	Genesee County	3.5	54	Schuyler County	4.5
23	Livingston County	3.5	57	Queens County	4.6
23	Oneida County	3.5	58	Richmond County	4.9
23	Washington County	3.5	59	Lewis County	5.3
29	Cayuga County	3.6	60	Kings County	5.4
29	Greene County	3.6	61	Hamilton County	6.2
29	Seneca County	3.6	62	Bronx County	6.9

SOUTHERN TIER AGE BREAKDOWN

The Southern Tier is older than New York State as a whole
Distribution of Population by Age Group, 2020



Source: Population Estimates Program-Annual County Resident Population Estimates by Age, Sex, Race and Hispanic Origin; July 1, 2010 and July 1, 2020

- Under 5 Years
- 5 to 13 Years
- 14 to 17 Years
- 18 to 24 Years
- 25 to 44 Years
- 45 to 64 Years
- 65 Years and Over

COLLEGE BREAKDOWN

Ithaca City – **51%** of the population between 18-24 are going to college

Tompkins County – **25%** of the population between 18-24 are going to college

Broome County – **10%** of the population between 18-24 are going to college

United States – **5%** of the population between 18-24 are going to college

