

WORKFORCE INVESTMENT BOARD

JANUARY 25, 2011

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

PRESENT: B. Bantle, R. Bohman, D. Bradac, D. Chadwick, M. Coldren, P. Gardner, C. Haynes, A. Hendrix, L. Holmes, P. McKee, J. McPheeters, E. O'Donnell, M. Stazi, M. Turnbull

EXCUSED: A. Bishop, B. Blanchard, T. Grippen, D. Herath, D. Huston, J. Little, L. Patz, A. Pedersen, M. Stamm, M. Talarski

ABSENT: P. Carey, L. Dillon, L. Leonard, B. Pass

GUESTS: Al Smith, Short Stop Deli; P. Stein, Tompkins County Legislature

STAFF: J. Mattick, Jennifer Luu

CALL TO ORDER

Chairman Coldren called the meeting to order at 8:35 a.m.

MEMBERSHIP CHANGES

Mr. Coldren welcomed Amie Hendrix, Youth Services Department Director to the Board. Ms. Hendrix is replacing Nancy Zahler who retired after 25 years of County service.

ANNOUNCEMENTS

Mr. Gardner reported that Transonics has received a 13N Regional Transformation Strategies Incumbent Worker Training Grant in record time. The grant provides funding to train Transonics current workforce. This is the second round of funding the company has received for a total of \$15,000 for the two rounds.

Mr. Bohman announced that VESID has been reorganized resulting in a change to their organization name to ACCESS VR.

REPORT OUT ON COMMISSIONER STEINER, REGENT TALLON MEETING, DECEMBER 6, 2010

Mr. Bantle reported out on the visit from Education Commissioner Steiner and Regent Tallon on December 6th. The Commission believes it is necessary to turn how the education system is calibrated upside down, starting at the top and working backwards. Standards are too low, school has too few hours in a day, and accountability is lacking. He also stated that attracting new people into education is lacking a sense of urgency and schools are being built for social and community purposes, not education. Over the next four years, Steiner said, the state will:

- Develop common curricula for key academic subjects that all schools across the state can use: The optional curricula, the first of their kind, will eliminate instruction gaps, or repetitions, if students move from district to district.
- Work with a consortium of other states to redesign state tests so they test higher level skills and measure student progress through the year: The new tests will be used for everything from teacher assessments to graduation requirements to school accountability measures.
- Implement a new accountability system for teachers and principals that will rate them highly effective, effective, developing or ineffective: Part of the evaluation will use student test scores.
- Implement a new data system that will better track the progress of each student through the grades.

Mr. Bohman stated he also attended the meeting and he was disappointed that more employers didn't speak about kids not being ready for work upon graduation from school.

Dr. O'Donnell stated a forum is being held February 17, 2011 at 5:30 p.m. at TST BOCES for Regent Tallon/Commissioner Steiner/Deputy Commissioner King to discuss New York State's high school graduation requirements and how to prepare New York State students for college and careers. She will get the information out to Board members and all are welcome to attend.

Mr. Coldren welcomed Tompkins County Legislator Peter Stein to the meeting. Legislator Stein will be replacing Legislator Chock on the Board when her term expires in June.

BOARD WORKGROUPS

RETENTION AND ATTRACTION WORKGROUP

The group has been focusing on getting information together to survey young professionals in the region. They are also reviewing the previous Chamber internship program to see what might still be usable so an internship program can be implemented.

BABY BOOMER WORKGROUP

The group discussed how baby boomers are heading toward a phase of ignorance and fear and how they are unaware of how to connect to the community. They also have been discussing ways for people to reinvent themselves at this phase in life. In February the group will have a presentation from Lilly Hartman who is the coordinator for the Retired and Senior Volunteer *Program (RSVP)* in Tompkins County. Ms. Hartman will talk about what the program offers and what options exist, and how to build bridges within the community.

APPROACHES/MENTORING FOR ENTRY-LEVEL EMPLOYMENT

Mr. Coldren welcomed Al Smith from the Shortstop Deli. He stated that the WIB has been discussing what can be done to support entry-level employment in the community and Mr. Smith has been able to make entry level work successful within his organization.

Mr. Smith provided an overview of the organization stating he has been in business since 1978 and went to a 24/7 operation in 1980. The majority of employees are entry-level; however, his night manager has worked for him for 12 years, and his day manager for 15 years. He stated he believes he has been successful because mentoring is very much hands-on and there is a tolerance as employees develop their skills. He noted that an employee's success translates into business success.

He stated that he employs a very diverse workforce as it is very important that people who shop at his business feel comfortable coming in and the employees reflect the community. He currently employees 25 employees of which 2/3 are full-time and 1/3 part-time. He noted it is not uncommon for individuals to start in high school, graduate and go to college, and then return to work on breaks. Turnover rate is less than the industry average and he would estimate 50% of his employees are successful in their employment.

Ms. McPheeters stated Mr. Smith has done a remarkable job with diversity and asked how he has been able to accomplish this. Mr. Smith stated people are aware that he has diverse workforce and they know they have a chance at employment if they apply.

The video produced by the Workforce Diversity Think Tank was shown. The Think Tank is trying to talk about connections in community and their connections to employers and how to build those relationships. This will take time. The young lady in the video has obtained employment at Ithaca College in a temporary position and this has grown into additional opportunities. Ithaca College began a new program last year that provides reception duties in the Peggy Williams building using students from IC. The model has since been changed and is now staffed using a full-time temporary position and from there individuals can move into the

temp pool and then into permanent status if jobs become available. This allows the individual to gain valuable skills and receive mentoring. Mr. McKee stated that Challenge can provide supports to individuals who are entering the workforce.

CENTER MANAGER'S REPORT

Ms. Bradac distributed her report (included at end of minutes) and provided highlights.

WIB DIRECTOR'S REPORT

Ms. Mattick stated the WIB offices will be moving at the end of the week to 401 East State Street, Suite 402B.

It is unknown if there will be summer youth employment funds in the Governor's budget, but she hopes to know more in February. She is not hearing that there will be any funding available at the federal level.

ADJOURNMENT

The meeting adjourned at 9:53a.m. The next meeting is scheduled for Tuesday, March 22, 2011 at 8:30 a.m. at the Tompkins County Public Library.

**Workforce Investment Board Meeting
Tompkins Workforce New York One Stop Report
Tues, Jan 25, 2011**

1. Collaborative Programs / Staff Updates:

Loss of funding for the DPN program, Challenge/WIB/State funded through Dec 2010, TC selected for Disability Employment Initiative, DRC (Disability Resource Coordinator), Kevin Nickerson

Coordinator of LEAP, TC3 collaboration with Job LINK providing more intensive services for high school students transitioning to TC3, ongoing support (2 years), Frieda Zuckerberg

2. LEAN training: Tompkins County Initiative

Proposal – Training Procedures (from marketing to job placement, WIA, TAA and OJT) (Bud, Harold, Diane, Michael, Ramona, Jackie, and Jacqui)

3. Annual Report: (draft circulating)

4. Business Services Team: meeting now, greater emphasis in 2011 shifting staff priorities

**Employer Sessions
Re-emphasis for OJTs (On the Job Training)**

5. One Stop Facility Update: we're getting a face-lift

**Feb focus: readiness for these transitions (March/April), part of renewed DOL contract
New desks
New carpet
Walls and wood finishes improved
Ceiling tiles replaced
Some new furniture (break room, conf rooms)
Wiring for phones and computers (adjusted)**

6. Federal Research Project: REA (Reemployment and Eligibility Assessment):

Grant funded Federal program with two staff on site in the One Stop providing intensive services for customers “most likely” to return to work. Program began 7/26/2010, 162 customers, all enrolled in SMART, 107 active job seekers, 33 found work, 2 moved out of State, average time REA customers between initial assessment and starting a position: 5.7 weeks, funding available through 3/31/2011, hoping for an extension through the end of 2011

**Please contact the Tompkins Workforce New York Career Center
for additional resources, help and support; 607-272-7570**

**Tompkins Workforce New York is an Equal Opportunity Employer/Employment Program
Auxiliary aids and services are available upon request to individuals with disabilities.**

