

WORKFORCE INVESTMENT BOARD

JANUARY 26, 2010

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

PRESENT: B. Bantle, R. Bohman, D. Bradac, C. Chock, M. Coldren, L. Dillon, P. Gardner, T. Grippen, C. Haynes, L. Holmes, L. Leonard, J. Little, J. McPheeters, B. Myers, M. Opperman, R. Pass, L. Patz, M. stamm, N. Zahler

EXCUSED: B. Blanchard, D. Huston, P.McKee, E. O'Donnell, A. Pedersen

ABSENT: P. Carey, D. Chadwick, D. Herath, D. Marsh, M. Talarski

GUESTS: M. Armstrong, TCAD, T. Dilucci, TST BOCES, M. Hughes, NYSDOL

STAFF: J. Mattick, Jennifer Luu

CALL TO ORDER

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

ANNOUNCEMENTS

None

APPROVAL OF MINUTES

It was Moved by Mr. Pass, seconded by Mr. Bohman, and unanimously adopted by voice vote of members present to approved the minutes of October 20, 2009, as submitted.

UPDATES

BIOCAREER CONNECTIONS CAREER FAIR

The second annual Biocareer Connections Career Fair will be held at TC3 on March 16, 2010 from 12:45-5 p.m. The event is targeted toward college and graduate students to provide a opportunity for job seekers and bioscience related companies in Upstate NY to connect with one another, share their expectations and opportunities, network and form business relationships, and increase awareness of what type of bioscience careers exist in this area. The event is being sponsored by Tompkins Workforce NY, the New York State Department of Labor, Tompkins Cortland Community College, Cornell University Center for Life Science Enterprise, Cornell Center for Technology Enterprise & Commercialization, and Med Tech.

TEACHER IN THE WORKPLACE

We continue to meet with various partners to discuss youth pipeline development and are developing a teachers' in industry project for Summer 2010. The focus of the project will be around STEM Jobs.

DEMAND OCCUPATIONS

Ms. Mattick stated it has been several years since the demand occupations list has been updated and she will begin reviewing the list with assistance from NYSDOL Research and Labor Statistics. We will be recruiting Board members and other interested entities to assist with refining the list. The list helps prioritize funding for job training activities. Once she has more information she will bring it to the Executive Committee and Board for consideration.

CENTER MANAGER'S REPORT

Ms. Bradac distributed her report and it is included at the end of the minutes.

Workforce Investment Board
January 26, 2010

ADJOURNMENT

The meeting adjourned at 8:45 a.m., and a work session was held with board members to discuss the workforce strategy (those notes are attached). The next WIB meeting is scheduled for Tuesday, March 26, 2010 at 8:30 a.m. in the Borg Warner Room at the Tompkins County Public Library.

Minutes prepared by Jennifer Luu.

**Tompkins Workforce New York
One Stop Center Report, 1/14/2010**

**1. New York State's Unemployment Rate Climbs to 9.0 Percent in December
Decembers Unemployment Rate Matches 26-Year High**

January 21, 2010 - New York State's seasonally adjusted unemployment rate climbed over the month from 8.6 percent in November to 9.0 percent in December 2009, matching a 26-year high, the State Labor Department reported today. The number of unemployed state residents increased from 832,200 to 868,600 over the same period. Since the state went into recession in August 2008, it has lost 263,500 private sector jobs, or about two-thirds of the employment added during the state's 2003-2008 economic expansion. The statewide total nonfarm job count (private plus public sectors) also decreased over the month - by 5,900, or 0.1 percent, to 8,544,900 in December 2009.

"In December 2009, New York State's unemployment rate remained well below the nation's rate, while employers in the state cut jobs over the past year at a more modest pace than those in the U.S. Experience suggests that the unemployment rate may continue to increase in the early stages of an economic recovery as some firms are slow to hire new workers and job seekers re-enter the labor force," said Peter A. Neenan, Ph.D., Director of the Division of Research and Statistics.

Unemployment Rates (seasonally adjusted):

New York State's seasonally adjusted unemployment rate climbed from 8.6 percent in November to 9.0 percent in December 2009. In December 2008, the state's rate was 6.6 percent. The U.S. rate held steady at 10.0 percent in December 2009. In December 2008, the nation's rate was 7.4 percent. New York City's rate increased from 10.0 percent in November to 10.6 percent in December 2009. In December 2008, the city's rate was 7.0 percent. The rate outside of New York City increased from 7.6 percent in November to 7.8 percent in December 2009. In December 2008, the rate outside of New York City was 6.2 percent.

	12/2009	11/2009	12/2008
New York State	9.0	8.6	6.6
United States	10.0	10.0	7.4
New York City	10.6	10.0	7.0
NYS, excluding NYC	7.8	7.6	6.2
Tompkins County *	5.3	5.2	4.6

(* Not seasonally adjusted)

2. Regular Unemployment Insurance, Emergency Unemployment Compensation (EUC08) and Extended Benefits (EB) data (not seasonally adjusted):

Under the regular Unemployment Insurance (regular UI) program, individuals who are involuntarily unemployed through no fault of their own may be eligible for up to 26 weeks of benefits as long as they remain ready, willing and able to work, and are actively seeking employment. Under the temporary federal Emergency Unemployment Compensation (EUC08) program, enacted on June 30, 2008 as part of the Economic Stimulus Act of 2008, claimants who have exhausted their 26 weeks of regular benefits are eligible to receive up to 13 weeks of additional benefits. Federal legislation signed into law on December 21, 2008 added up to 20 more weeks to the original 13 weeks of EUC08 benefits.

State legislation signed on May 20, 2009 provides additional weeks of Extended Benefits (EB) for individuals who have exhausted their EUC08 benefits. Currently, up to 20 weeks of EB are available because the State's three-month average seasonally adjusted unemployment rate exceeds 8.0 percent (the thresholds for 13 weeks and 20 weeks of EB are three-month average seasonally adjusted unemployment rates of 6.5 percent

and 8.0 percent, respectively). Reference week beneficiaries data for these programs are noted below. (Note: The reference week refers to the week containing the 12th day of the month.)

Federal legislation signed on December 19, 2009 extends the deadline for which an individual may initially establish eligibility for EUC benefits from December 31, 2009 to February 28, 2010. The December 31, 2009 deadline for individuals collecting EB was also extended to February 28, 2010. Finally, the deadline for individuals moving from one EUC tier to the next was extended to February 28, 2010. A total of 53 weeks of EUC are now available to individuals who exhaust their third tier of EUC benefits by February 28, 2010 and can enter the last tier, for a grand total of 99 weeks of regular UI/EB/EUC benefits.

3. Job Growth and Unemployment Rates (not seasonally adjusted):

Ithaca: Since December 2008, the number of nonfarm jobs has decreased by 100, or 0.2 percent, and the number of private sector jobs has decreased by 400, or 0.7 percent. The area's unemployment rate was 5.3 percent in December 2009, compared with 5.2 in November and 4.6 in December 2008.

Binghamton: Since December 2008, the number of nonfarm jobs has decreased by 2,900, or 2.5 percent, and the number of private sector jobs has decreased by 3,300, or 3.7 percent. The area's unemployment rate was 8.7 percent in December 2009, compared with 8.2 in November and 7.1 in December 2008.

Syracuse: Since December 2008, the number of nonfarm jobs has decreased by 4,600, or 1.4 percent, and the number of private sector jobs has decreased by 4,500, or 1.7 percent. The area's unemployment rate was 8.2 percent in December 2009, compared with 7.8 in November and 6.9 in December 2008.

4. Impact on Tompkins Workforce New York One Stop Center:

			2009 over or under 2008	2009 over or under 2008
	7/1/09 to 12/31/09	7/1/08 to 12/31/08	Number	Percent
Active Participants	2,143	1,406	737	52.42
New Registrations	1,224	1,003	221	22.03
Exiters in Period	803	848	(45)	(5.31)

Additional Program Highlights:

5. NYS Long Term Care Workforce and Training Grant: The Tompkins County Office for the Aging, in partnership with Workforce New York, TST-BOCES, local home health agencies, and the Health Planning Council, was awarded a grant focusing on entry level community wide training and to develop a long term retention strategies for long-term care workers. TST BOCES is hosting certification training for CNAs (4 courses; Oct, Jan, March and May) and Comfort Keepers is hosting training for HHAs (4 courses; Oct, Jan, March and May). The training costs for both courses are being covered by WIA and SUNY funding. We are continuing to research various options for a comprehensive retention program for long-term care workers.

6. Educational Resources/Adult Literacy Grant: Educational Resources is a milestone based OTDA grant that was awarded to TST BOCES and was launched February 2009. The partners of this grant include TST BOCES, Tompkins Workforce NY, Tompkins County Department of Social Services, and Challenge Industries. This program's focus is to assist eligible participants with educational plans, GED or ESL classes, job readiness, and eventually employment. Thirty-two customers are enrolled in this program. The Case Manager, Corinda Clark, provides direct support, information and resources for the customers. The Case Manager is also responsible for organization and records, introductions to local agencies, recruitment, outreach/marketing,

participant updates for vouchers and necessary paperwork for claims and submissions for milestones. 607-220-9701

7. Emerson Update: Emerson filed a WARN notice in Nov 09 anticipating plant closure 9/30/2010 and began plant closing preparation. There are 232 employees (74 salaried, 158 hourly) that will be laid off over 12-14 months. Emerson has consolidated employee shifts and space in their three remaining divisions; roller bearings, mounted bearings and chain. Some employees have taken relocation options, some early severance packages but most will gradually be phased down through the end of Sept 2010. On behalf of Emerson and IAM (International Association of Machinists), Workforce New York filed a TAA-TRA petition. Action and decisions are pending.

David Croston, Regional Response Coordinator, RR Team and seven Workforce New York staff have begun to offer re-employment services based on a generated survey on their interests, skills, employment and/or training needs. Five rapid response sessions were conducted, individual appointments held, plans developed as well as we opened an on-site computer lab for resumes, on-line applications and computer training. Some employees are being provided remedial training and individuals are strongly encouraged to consider further education or college.

8. Metrix and Prove It! E-Learning: *Metrix* is an online skill and job related training program that contains over 6,000 courses. *Metrix* is intended to be used as both refresher courses for people looking to get back into an industry and as a jumping-off point for those working towards a career in a new industry. Courses include both English and Spanish instruction and range in topics from accounting, leadership, healthcare, workplace safety, early childhood education and basic, intermediate and advanced computer, etc. Once registered and oriented, customers have accounts with unlimited access for 90 days.

Prove It! is an online self-assessment which users may take assessments rating their knowledge and/or skills in over 90 areas. The intent is to gain a better understanding of where an individual's skills are compared to the market and where they could be with additional training. *Prove It!* provides recommendations for related coursework in *Metrix*.

From 9/27/08–10/29/09, 235 participants were provided *Metrix* accounts and 279 *Prove It!* exams were taken. Starting in January, we will have an IC student, Brian Stewart, 20 hours a week for training lab and computer assistance.

9. WIA Youth Program - Job LINK:

Office of Employment and Training has been contracted to operate the year round WIA youth program, 2009-2010. Three staff; Janie Bellis, Cecelia Behar and Amy Brown are currently serving 63 WIA youth, ages 16-21. The staff and youth together complete comprehensive assessments, develop educational and employment plans, participate in worker readiness training (this year lead by Nancy Zook and Karen Coleman, TC Youth Services), are provided accounts for on-line *Metrix* training, matched to subsidized job placements in various fields such as healthcare, customer service, technology, construction, auto mechanics, etc or assisted in finding full time employment. Some out-of-school youth may be placed in a work team or provided assistance with transitioning to college.

In June 09, 15 youth graduated from high school and 9 participants are now students at University of Buffalo, SUNY Albany, Seton Hall, Syracuse University, Cortland State, Alfred State, and Tompkins Cortland Community College.

10. Civil Service Test Preparation Sessions: In October, Tompkins County Personnel, TC Public Library, DSS and Tompkins County Diversity Consortium piloted two civil service test preparation sessions. Both were well received and attended and we anticipate additional sessions in 2010.

11. LEAP College Support: Tompkins WIB and Cayuga Cortland WIB are co-sponsoring an educational pilot support program for eligible youth transitioning to TC3. Frieda Zuckerburg, Case Manager has been actively engaged with 29 students providing one on one guidance, group meetings, tutoring, supportive services (bus passes, funding for books/materials, transportation assistance, etc), career exploration, etc. Students are enrolled based on WIA guidelines with financial support by ARRA funding. The Case Manager is also responsible for organization and records, introductions to local resources, recruitment, outreach/marketing, etc. Feedback has been extremely positive. 607-844-8222, Ext. 4525

12. Upcoming Outreach/Community Involvements:

April 29, World of Skills Job Fair, 9:00-12:00, Holiday Inn
May 4, Skilled Trades Construction Fair (Green, HVAC, Construction, Electrical Tech, etc)
October 14, Health Careers Expo, 9-1:00, Ithaca College

Next month's report may cover:

Borg Warner Morse Trade Adjustment Petitions, 599 Waivers
NYS Gas Card Initiative
CNYAHEC/Healthcare Grants
Green / Energy and Older Worker Initiatives; CU ENCORE
BOCES EvenStart and Immigrant/Refugees connections
Disability Program Navigator and
Performance Monitoring Summary

Workforce Strategy Work Session Notes

GOAL 1 – INCREASE THE NUMBER OF WORK- READY, BASIC-SKILLED WORKERS

What are some new activities, or changes to current activities that would help accomplish this goal (near-term and long-term)?

- Close connection to what employers need – information needed
- Identify demand occupations
- Basic soft skills continue training
- Focus – Summer youth employment – practice

What are some metrics of accomplishment for this goal's activities?

- Survey of employers regarding new employee of basic skills readiness
- Tracking of civil service
- Repository of workforce standards
- Do job seekers meet employer standards
- Teach jobseekers to ask employers about office work standards

What can the WIB do to inspire accomplishment of this goal?

- Focus on youth employment.
- Deal with underlying issues of poverty by partnering with agencies that specialize on this issue.
- Help employers articulate their standards of performance.

GOAL 2 – RETAIN AND ATTRACT MORE YOUNG ADULTS

What are some new activities, or changes to current activities that would help accomplish this goal (near-term and long-term)?

- Summer youth employment – ensure funding & excellence
- Existing youth are familiar with local employment opportunities? Promote internships, summer/year-round opportunities
- Support for college students – online info
- Youth summit for high school –used to have them
- Career fairs – “home for the holiday” college level all major industries
- Expand areas for non-college bound, BOCES, trades
- Housing – too expensive – barrier
- Nighttime activities – bars close at 1 a.m. – problem – quality of life is essential to people staying – creating the right environment
- Diversity –what attracts and retains them? How do we define? How do we track?
- 30% of TC3 – are looking for local industry jobs – how do we connect with them?

What are some metrics of accomplishment for this goal's activities?

- # of jobs or career fairs scheduled
- How many students come to job fairs

- How many businesses/organizations participate in fairs
- # of internships
- WIB website for internships – get established
- Statistics on number of young professionals in job market (25-40) – census figures
- Americajobs.com website – more linkages
- Americas Job Exchange – 400 jobs on site
- TC3 students who only seek two-year degrees (35%) looking for local opportunities

What can the WIB do to inspire accomplishment of this goal?

- Expose kids who are in high school and leaving for college re: the job opportunities here for summers and later
- Open bars past 1 a.m.
- Have jobs available
- Type of opportunities at appropriate levels
- Promote the match-make sure info gets to right people
- Website – make sure people know about Chmura website
- Look at how we are web posting and how kids get to them (e.g., WebMD and others) and have the media promote it
- Colleges
- America's Job Exchange
- Monster
- Where are the TC3 students looking for work – 30% are not going to four-year schools.

Summary Discussion: What are the most important things about this goal?

- Better environment for young professionals: housing, arts, night life, etc., cost is too high
- Need jobs here
- Holiday internship fair
- Bar hours – extend them
- Kids in school not learning about jobs here – high school & college
- Internships – jobs for those not going on to colleges – local opportunities – work on eliminating stigma
- Web connections – Ithaca Interns
- Work closer with career service grants
- Metrics – deciding what to measure and doing so
- Creating a “Working Class Hero” campaign for non-college jobs

GOAL 3 – PREPARE FOR THE WAVE OF BABY BOOMER RETIREMENTS

What are some new activities, or changes to current activities that would help accomplish this goal (near-term and long-term)?

- Part-time
- Job-share
- Phased retirement
- Succession Planning
- Offer incentives – benefits
- Seasonal
- Flexible work
- Overcoming barriers of space/working remotely/web security
- Accommodations for physical disabilities

What are some metrics of accomplishment for this goal's activities?

- Measure retention numbers
- Number of part-time positions made available (professional) – annual survey of employers
- Numbers of flexible work arrangements – do employers have policies re: flexible work arrangements?
- Number of positions that are job-shared

What can the WIB do to inspire accomplishment of this goal?

- Promotion of part time, flexible work arrangements
- Clearinghouse of info – policies that membership use
- Recent retiree mentoring program
- Employers –share data about skill-sets of recent retirees – different category within job-bank system for retirees
- Apply lessons learned from women in professional workforce transitioning in and out; daycare; elder care

Summary Discussion: What are the most important things about this goal?

- Promote part-time & flexible work arrangements.
- Create clearing house of policies successfully used by WIB members re: job-sharing, phased retirement, succession planning
- Share data about skill sets of recent retirees among employers
- Create recent retiree mentoring program.

GOAL 4 – FACILITATE AND ENABLE THE RECRUITMENT OF WORKERS FOR SPECIALIZED OCCUPATIONS RECRUITMENT

What are some new activities, or changes to current activities that would help accomplish this goal (near-term and long-term)?

- Identify professional associations
- Regional recruiting – challenge of selling homes
- Less formal gathering of jobs for trailing partners/dual careers – distribution list of WIB members to share openings
- List serve for sharing resumes of trailing partners
- Flexible work arrangements-core hours
- Marketing Ithaca – bundle in one website
- Tradeshow

What are some metrics of accomplishment for this goal's activities?

- Statistics around flexible work arrangements
- “Bundling” recruiting – listings, teams
- Statistics around where people have gone (they want to come back) – school alumni (data mining)
- Statistics around openings, time to fill
- “Adjustment” checklist (to make connections – Wegmans, haircut, sports, music, churches, etc.)

What can the WIB do to inspire accomplishment of this goal?

- Recruiting to the area – list serve for dual careers
- Create a central place to bundle all jobs of WIB (helps dual careers and Market Ithaca)
- Recruiting checklist – help recruits plug into the community
- Involve WIB in IC, Cornell, & TC3 alum days – recruit prior area residents and students
- Explore opportunities for working in depth of job opportunities

Summary Discussion: What are the most important things about this goal?

- Recruitment to Tompkins County –specialized occupations - List serve – central place to bundle jobs (help dual careers and market Ithaca)
- Recruiting checklist
- Involve WIB in Ithaca College, Cornell, TC3 alumni days. Recruit alums to come back.
- Explore opportunities for working with alums – lists at institutions above.

GOAL 5 – REDUCE UNDEREMPLOYMENT AND ITS ACCOMPANYING UNDERUSE OF TALENT

What are some new activities, or changes to current activities that would help accomplish this goal (near-term and long-term)?

- There is a concern these numbers are going up – trailing spouse issue
- How to market service and one stop to develop fragments of jobs
- Change culture of one stop to include underemployed not just unemployed and professional jobs
- Focus on services that meet their needs-job search, develop skills, resume
- Role of community college in helping develop new skills/careers (stronger link with WIB)
- Should be mission not funding driven

What are some metrics of accomplishment for this goal's activities?

- Look at number of one-stop participants – count those seeking, unemployment; part-time, underemployed
- Based on profile of clients – analysis of their needs then introduce new services and re-branding
- Need new metrics on training and job growth – create baseline, then 3-4 years re-measure the clients to see who is using one-stop and whether it's meeting their needs.

What can the WIB do to inspire accomplishment of this goal?

Summary Discussion: What are the most important things about this goal?

- Build a cohesive, articulated network of resources – business, providers, chamber, agencies, colleges, schools....
- Re-brand the One-stop for a continuum of support from unemployed, underemployed, professional
- Support HR needs for all employers including resources, training, development and problem solving
- Reassess existing services and map them to the goals, what is working ex., 2-1-1 (is 211 working)

GOAL 6 – INCREASE THE WORKFORCE SYSTEM CAPACITY TO MANAGE NEAR-TERM CHALLENGES AND OPPORTUNITIES

What are some new activities, or changes to current activities that would help accomplish this goal (near-term and long-term)?

- Society of Human Resource Managers action team – do they have time?
- Cross training
- In-house expertise ok, but need help
- Start a SCORE chapter

What are some metrics of accomplishment for this goal's activities?

- Creation of SCORE chapter
- ENCORE- Job sharing/splitting at Cornell
- Maximize summer youth money

What can the WIB do to inspire accomplishment of this goal?

- WIB – develop linkages with local partners and resources

- Working class hero campaign
- Talk to County government about use of excess capacity
- Develop linkages to other community-based organizations
- Be in the know about State and federal funding opportunities
- “Working class hero”
- Summer Youth – pursue more money

Summary Discussion: What are the most important things about this goal?

- Create something close to SCORE and develop linkages with Encore at Cornell – duplicate for rest of county
- Create a working class hero concept
- Leverage limited resources

Brainstorming – What is the role of the WIB members in achieving these goals

- Connections to the community – make them publicly/structurally recognize them
- Wiki Ithaca
- Lobbying youth employment as a critical part of the community
- PR strategy – media strategy – column
- Exposing high school youth to opportunities
- Linkage – letting people know what is available
- WIB structure around goals – standing subcommittees
- WIB members can be a model for providing young people employment opportunities