

WORKFORCE DEVELOPMENT BOARD

JULY 27, 2004

8:30 A.M.

TOMPKINS COUNTY PUBLIC LIBRARY

PRESENT: R. Bohman, D. Czerwonka, L. Dillon, D. Herath, J. Little, J. McPheeters, M. Opperman, L. Patz, A. Pedersen, J. Rossi, C. Sowards, J. Wesche

EXCUSED: B. Blanchard, T. Colbert, A. Edelman, C. Haynes, J. Maglione, R. Pass, M. Stamm, I. Stein, M. Turnbull

ABSENT: P. Carey, B. Cooke, P. Gardner, L. Leonard, T. Mallinson, K. Mann, D. Marsh, N. Meacham, P. McKee, T. O'Neill, S. Pronti, S. White, N. Zahler

GUESTS: B. Fuller, TC3: M. Hall, PFA Consulting; B. Heath, Tompkins County Office of Employment and Training

STAFF: Debra Giordano, Jennifer Luu

CALL TO ORDER

Vice-Chairman Czerwonka called the meeting to order at 8:33 a.m.

ANNOUNCEMENTS

Ms. Giordano announced Ms. Sowards is leaving her position as Employment and Training Director on August 3, 2004 as she has accepted the position of Administrator for the Village of Seneca Falls. She stated a few of Ms. Sowards' accomplishments as E&T Director include the opening of the first certified One-Stop in New York State, creation of the Professional Opportunity Developers (POD) group for high-end job seekers, implementation of the Sales and Service Training Center, and applying for and receiving numerous grants on behalf of the partnership and the One-Stop Center.

Ms. Sowards thanked the Board for their support. Ms Sowards stated that without the experience she gained while working here she wouldn't have had the confidence to apply for her new position. She stated Tompkins County is held in the highest regard throughout New York State because of the leadership the Board has provided.

Mr. Giordano reported the State Legislature has approved a bill increasing minimum wage and it has been forwarded to the Governor for signing. She stated the increase will occur over three years and will reach \$7.15 by 2007. She also reported on an article in the New York Times, which spoke about more jobs being created; however, the work is worse and the pay lower. She will forward the article to board members. Mr. Little stated it would be very helpful if the information could be localized. Ms. Giordano stated anecdotally that the article is consistent with what is occurring locally. Mr. Rossi stated it may be possible to localize the information and he will pursue this. He noted some job recovery is being seen within the high-end job seeker sector, but more mid-level jobs are needed. Ms. McPheeters suggested utilizing Cornell University and Ithaca College to see what the best way would be to track the data locally and provide a better analysis.

REVIEW OF ITEMS ON THE CONSENT AGENDA

Due to lack of quorum, no action was taken. Officer nominations and ballots will be provided via email and the minutes were deferred to the next meeting.

1. May 18, 2004 Minutes

2. Officer Nominations for September 2004 through August 2005

Chairperson.....Martha Turnbull (2nd Term)

Vice-Chairman.....Doug Czerwonka (2nd Term)

Secretary.....Lee Dillon (2nd Term)

Treasurer.....Jean McPheeters (2nd Term)

EXECUTIVE COMMITTEE ACTIONS (Information Only)

1. TANF Summer Youth Program

The State Legislature authorized the allocation of \$15 Million in TANF Summer Youth funds effective June 14, 2004, resulting in an allocation to the Tompkins County Workforce Investment Area in the total amount of \$105,300; and

The Executive Committee of the WIB, o/b/o the WIB, and due to the late date of appropriation and prior performance of TC Action, authorized a sole source contract with Tompkins Community Action for the program funds of \$89,505; and

The WIB authorized the Executive Director to negotiate a contract in the amount of \$89,505 with Tompkins Community Action for provision of TANF Summer Jobs services.

2. Youth RFP Priorities

Tompkins County's allocation of Workforce Investment Act Youth funding is in the total amount of \$412,267, an increase over last year of 433%. The Executive Committee, on behalf of the full WIB, determined the following:

- Youth admin (10% or 41,208) will be used to offset related administrative costs for the WIB and WIB staff
- The Office of Employment and Training will provide at least the following under separate contract: youth eligibility certification; Youth contractor staff training; on-site space and related overhead costs; and consultation on performance related issues
- The RFP will be issued in the total amount of \$310,000 (40% Out-of-School; 60% In-School). Remaining funds will be utilized for special projects or retained to offset potential decreases in 2005 funding.
- Priorities identified in the Skills Grants, State of The Workforce Report 2003, YEC and Board meeting discussions, Best Practices, and the Summit shall be included in the RFP
- "Grow Our Own" priorities shall be the Skilled Trades and Healthcare sectors for the purpose of this RFP.
- The Worker Readiness Credential and Youth Passport must be integrated in the program models developed.

STRATEGIC PLANNING PROCESS AND FACILITATED DISCUSSION

The strategic planning process began with TCAD's Economic Development Strategy where the role of workforce and importance of human capital was identified. The State of the Workforce 2003 Report outlined current workforce trends and a summit and focus groups were held in 2004 to discuss current and potential future issues and strategies to address them. The State of the Workforce 2004 Report will present a community strategy.

Three themes were identified at the workforce summit and the focus groups:

1. Lack of coordination in each business sector regarding that sector's needs. Each sector needs to develop a mechanism to coordinate its members so they can discuss common needs and identify solutions.
2. There is a need for better communication between the business community and educators regarding employers' needs.
3. There is a need to establish coordination and communication to take advantage of existing community assets, New York State funding, and adapt local and state programs to local needs.

There was discussion about identifying which sectors need better coordination and also seeing if there is a need for more local education in some sectors. Is there more of a regional need versus a local need? It was also noted that more effort is needed to educate the community about job opportunities? Sectors need to be targeted so people find value and are willing to engage in conversations about solutions. This approach has been used in the past and has worked well.

A lack of coordination has been identified in the retail, food service, and hospitality industries, and the sales and service training center was formed to assist those sectors and their needs.

Addressing youth services is critical and needs to occur with or without public funding. Public funding is inadequate for administration and targets specific youth; perhaps private business could contribute financially. The WIB should foster

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better communication with school boards. More marketing also needs to occur about Tompkins County being a great place to live.

A suggestion was made to have board members provide Op-ED articles to the Ithaca Journal. This would provide more exposure. Ms. McPheeters agreed to contribute an article and other members were encouraged to do so as well.

ADJOURNMENT

The meeting adjourned at 9:47 a.m. The next meeting is scheduled for September 28, 2004, at 8:30 a.m. in the Borg-Warner Room at the Tompkins County Public Library.

Minutes prepared by Jennifer Luu.