

## WORKFORCE INVESTMENT BOARD

OCTOBER 25, 2011

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

**PRESENT:** B. Bantle, A. Bishop, R. Bohman, D. Bradac, M. Coldren, T. Grippen, C. Haynes, A. Hendrix, D. Herath, L. Holmes, L. Leonard, J. Mareane, P. McKee, M. Stazi, P. Stein

**EXCUSED:** B. Blanchard, P. Gardner, J. McPheeters, E. O'Donnell, L. Patz, A. Pedersen, M. Turnbull

**ABSENT:** L. Dillon, J. Little, B. Pass, M. Stamm, M. Talarski

**GUESTS:** T. Dilucci, TST BOCES; M. Armstrong, TCAD

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

### CALL TO ORDER

Chairman Coldren called the meeting to order at 8:33 a.m.

### ANNOUNCEMENTS/ADDITIONS TO AGENDA

None

### APPROVAL OF MINUTES

It was Moved by Mr. Bohman, seconded by Ms. Leonard and unanimously adopted by voice vote of members present to approve the minutes of May 24, 2011 as submitted.

### EXECUTIVE COMMITTEE ACTIONS

#### EXTENSION OF WIA YOUTH CONTRACT

Upon review, the Executive Committee on behalf of the WIB, authorized the extension of the WIA Youth Contract. The Tompkins County Youth Employment Council reviewed the performance and expenditures for the current contractor, Tompkins County Office of Employment and Training, and is pleased with contractor performance. The Youth Employment Council recommended the contract extension for nine months to June 30, 2012. A new Request for Proposals for WIA Youth Program Services will be issued in January 2012 for services to begin July 1, 2012. The Executive Committee, on recommendation of the Youth Employment Council, authorized extension of the WIA Youth Contract to June 30, 2012 for an amount of \$245,000 and authorized the WIB Director to negotiate contract amendments with the Office of Employment and Training accordingly.

#### ONE STOP OPERATOR AGREEMENT/CENTER RECERTIFICATION APPROVAL

During the months of July, August and September the Executive Committee reviewed and approved a process for recertification of the Tompkins Workforce New York Career Center. The Career Center Management/Consortium and WIB Director completed an evaluation process for the Career Center and set goals for 2011-2012. At its October 2011 meeting the Executive Committee authorized the Board Chair and Executive Director to enter into a One Stop Operator Agreement with the Tompkins County Workforce Development One Stop Operator Consortium.

### BOARD WORKGROUP UPDATES

#### BABY BOOMER WORKING GROUP

Mr. Bantle reported the group held an event in conjunction with the Tompkins County Society for Human Resource Management and JSEC last week that provided information to employers about the changing landscape of the area workforce where more individuals are working well beyond retirement age.

The session provided resources, demographic research, best practices, and a panel of local employers to discuss how they are managing mature workers today and in the future.

Mr. Coldren, who was a panelist at the event, noted the event went very well, and was a great partnering opportunity. He thanked Mr. Bantle for bringing this forward.

### **ATTRACTION AND RETENTION WORKGROUP**

Ms. Patz was unable to attend today's meeting. IN her absence, Ms. Mattick reported the survey has been completed and the data analyzed. The group has met with internship coordinators at the local colleges and universities as well as BOCES. In 2012, the group will be working to educate students about what opportunities are available locally.

### **ECONOMIC DEVELOPMENT VISIONING**

Ms. Armstrong, from Tompkins County Area Development, reported that TCAD is in the process of updating the Economic Development Strategy and the Economic Development Collaborative, which was formed as part of the Strategy, has decided that a more detailed vision is needed of where they want the economy to go in the next 10-15 years. She has been meeting with various community groups to get their feedback to help with this process.

Some of the suggestions that were made by Board members included:

- Greater transportation options and access to the area
- Using local colleges and universities to connect economic and workforce development
- Providing options to start-ups to retain them In the area
- Provide greater promotion opportunities to business, so they will be able to increase their business and pay employees more than minimum wage
- Focus on the arts and provide venues that will help to bring people downtown and keep them in the area

Additional suggestions and questions may be sent to Ms. Armstrong at [marthaa@tcad.org](mailto:marthaa@tcad.org)

### **REGIONAL LITERACY INITIATIVES**

Ms. Mattick reported that Tompkins County is part of a regional 13N initiative across 12 counties. One of the issues the group is looking at is career literacy because statistics have shown that over 56% of first time, full-time community college students in the Southern Tier require at least one non-credit bearing remedial class; nationally less than 25% of community college students who enroll in remedial education complete a degree or certificate within eight years of enrollment of college, and over 30% of people taking required pre-employment math and reading tests at local companies fail to pass. An application has been submitted to the Appalachian Regional Commission for \$450,000 that if approved will be used to replicate best practices and train literacy staff across the Southern Tier. For more information please contact Ms. Mattick at [jmattick@tompkins-co.org](mailto:jmattick@tompkins-co.org).

### **ONE-STOP OPERATOR REPORT**

Ms. Bradac provided an overview of her report; included at the end of the minutes.

## **WIB DIRECTOR'S REPORT**

Ms. Mattick reported Challenge Industries recognized the Board at their annual dinner as the Collaborative Partner of the Year and she thanked Challenge Industries for their recognition.

## **UPSTATE NY BIOCAREER CONNECTION EVENT**

Ms. Mattick reported the Biocareer Connection Event that began three years ago is being held again on April 3, 2012 at Ithaca College. The event provides attendees from across the region with the opportunity to find out what Upstate New York has to offer in the field of bioscience. Individuals representing various sectors of life sciences share their experiences and advice during panels and attendees have the opportunity to ask questions, network, and gain an idea of what the future holds for them in the bioscience industry.

## **ADJOURNMENT**

The meeting adjourned at 9:57a.m. The next meeting is scheduled for November 15, 2011 at 8:30 a.m. at the Tompkins County Public Library.

**Tompkins Workforce New York**  
**One Stop Career Resource Center Report, Fall 2011**

- 1. Facility Facelift and Flood/Water Damage Completed:** carpet, ceiling tiles, painting, wood repair, door and door trims, new desks, storage rooms, equipment replacement in motion
- 2. Challenging Financial Times:** advocacy is critical, County budget submitted for 2012, WIA funding delayed three months, sharing success stories and seeking grant opportunities
- 3. Rapid Response Services:** Borders, School Districts and K-mart in process
- 4. Employer Recruitment Sessions:** Wegmans, Cornell, Ithaca College, Cayuga Medical Center, CBORD, Franziska Racker Center, Tim Hortons, BJ's Wholesale, Alto-Tech, Performance Systems, Birnie Bus, Manley's Mighty Mart, Maguire
- 5. PESH Safety and Health:** Ned Schwab, Retired

**Tompkins Workforce New York Career Center contributions toward Strategic Goals:**

**1. Increase the number of work-ready, basic skilled workers**

- ◆ **Job LINK program:** year round, worker readiness training, case management, unpaid and subsidized work experience, career exploration, academic intervention and support etc
- ◆ **TANF Summer Employment Program:** served 69 youth, sub-contractor along with Y.E.S.
- ◆ **National Worker Readiness Credential Testing Site:** officially!
- ◆ **Monthly Center Workshops:** averaging 8-10 workshops a month with 7-10 individuals in attendance. Here are a few examples: Civil Service, Employment Transitions, Green Jobs Panel, Green Jobs, Interviewing Tips and Techniques, Resume Critique, SSA and Benefits (for Individuals with Disabilities), Older Worker Workshop, POD (professional opportunity development), Effective Cover Letters, Linked In, Social Media, Moving Forward, etc.
- ◆ **Educational Resources:** intensive educational and employment readiness support, GED preparation, collaboration of Challenge, TST BOCES and DSS, Corinda Clark, Coordinator
- ◆ **REA program:** funding continued to provide basic one on one enrollment, orientation and intensive services for select UI customers (Re-Employment Assistance)
- ◆ **Mentoring:** IC and CU students and interns
- ◆ **Community Involvement:** participation in the Diversity Think Tank and Diversity Consortium
- ◆ **Youth Leadership Series:** collaborative with Youth Employment Service

**2. Retain and attract more young adults**

- ◆ **Tourism and Hospitality STAR Initiative:** recruitment, curriculum development and training, career ladders and exploration, training for supervisors and managers
- ◆ **LEAP:** intensive services and extra support for first year, at-risk college students at TC3
- ◆ **Internet Networking Sites:** launched a Facebook page, Twitter and Blog <http://fistfulofhired.wordpress.com> and expanded our LinkedIn account and use
- ◆ **Increased Community Outreach:** FLEF, Women's Business Institute, Human Services Coalition, Ithaca College, Leadership Tompkins, etc

**3. Prepare for the wave of baby boomer retirements**

- ◆ **Mature Workshops and Outreach:** "Workforce 2020; Baby Boomers and Beyond" SHRM/JSEC and Mature Worker WIB group co-sponsored session, continuing collaborations with CU Encore, Lifelong and Work Experience programs, continuing Mature Worker workshops monthly facilitated by Jacqui Benedict

- ◆ **Workplace Flexibility:** Involvement with Tompkins County Workplace Flexibility Initiative and ongoing discussions with businesses and job seekers

#### 4. Facilitate and enable the recruitment of workers for specialized occupations

- ◆ **Monthly Green jobs panel and workshops:** average attendance 30, list serve established
- ◆ **“Green/Energy” community involvement:** Jackie MG, local “green” employer panels, videotaping interviews with employers, creating web presence soon
- ◆ **NYSWDA Regional Conference:** presentation (green and energy jobs, local happenings)
- ◆ **Building Bridges Summit:** Will be attending 11/15 and 11/16
- ◆ **POD:** (professional opportunity development) average attendance 30, use of Linked In and local guests, group training assessment and facilitation
- ◆ **SMART:** expanding “job lead” service for job seekers, a computer software system that matches skills and experiences of job seekers to jobs posted on Job Central
- ◆ **Business Services:** meeting regularly and moving forward with ITAs, OJTs and outreach opportunities (NY State re-shifting emphasis “on-the-job” funding for training/placements)

#### 5. Reduce underemployment and it’s accompanying under use of talent

- ◆ **DEI Initiative:** Kevin Nickerson, Jason Harriott and Shammi Carr, on-site team serving customers and the Southern Tier workforce areas (WIB/Challenge)
- ◆ **ACCES-VR:** active referrals and support while job seekers are enrolled and served
- ◆ **NYS Job Talent Bank - Job Central:** Increased business postings and matching for employers, more actively recruiting and screening
- ◆ **Training and Re-Training:** Large Investment  
Adults and Dislocated PY 2010 = 98 individuals (unduplicated), \$93,247.79  
TAA Total Funding Obligated = 70 individuals, \$235,909.53
- ◆ **Resource Room:** bank of computers, telephone, fax, copier, adaptive equipment, newspaper advertisements, directory information available in the resource center for business calls and job search or training program inquiries, interview and conference rooms available for businesses
- ◆ **Veteran’s Services:** increased visibility and use, intensive support during transitions

#### 6. Increase the workforce system’s capacity to manage near-term challenges and opportunities

Prepared by Diane Bradac, Manager of Tompkins Workforce New York  
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