

## YOUTH EMPLOYMENT COUNCIL

APRIL 10, 2012

2:00 P.M.

ONE-STOP CONFERENCE ROOM

**PRESENT:** A. Hendrix, N. Zook, L. Schoffel, D. Bradac, J. Bellis, K. Lind

**GUESTS:** Judy Drake, Town of Ithaca

**EXCUSED:** V. Zeppelin, R. Pollack, S. Tabor, H. Cooper

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

### CALL TO ORDER

The meeting began at 1:30 p.m. and introductions followed.

### WORKER READINESS – SHRM-TC

Ms. Bradac explained that Tompkins County initially had a local worker readiness credential that was a stamp on youth working papers that attested that youth had met certain entry-level job criteria. In the past several years, there has been a push to move to the National Worker Readiness Credential and the One-Stop has begun using this with some youth. Locally, there are many groups in the community that are having discussions around the skills gap and how this problem can be addressed.

The following activities are on-going workforce readiness initiatives coordinated by the 12 chapters of the New York State Society for Human Resource Management.

The creation of partnerships with New York State's colleges and high schools for numerous workforce readiness presentations to students, educators, parents, employers. Activities include but not limited to:

- Representation at career fairs, internship fairs, and resume reviews.
- Classroom speakers
- Employability skills seminars - job interviews, resume reviews
- Active membership at Business/School Advisory Boards
- Role playing and judges in real world educational endeavors
- Job Shadowing

The creation of a partnership with the New York State Department of Labor's Workforce Investment Boards and One Stop Employment Centers for the purpose of assisting veterans and adults to re-enter the workforce.

SHRM membership participation at Junior Achievement and Virtual Enterprises events.

Creation of NYS SHRM Workforce Readiness website as a location to share printed and visual resources for use in presentations.

Participation in the initial steps of the national and the statewide workforce readiness initiative for workforce readiness certification. Program vision and goals address the "Certificate of Employability" and the "College and Career Ready" initiatives.

Conducted Workforce Readiness awareness presentations at monthly SHRM dinner meetings and the yearly regional SHRM Conferences for the purpose of recruiting and educating new SHRM members for the national initiative.

Active participation at the SHRM State Leadership Conference at which all 12 chapter representatives gather to work collaboratively.

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Locally, the Tompkins County chapter is working to promote and educate professionals and the community. There is a sense that many employers are not aware of the opportunities that exist. A combination of efforts will be needed to get information down to local level and SHRM-TC will be looking for opportunities to promote the credential to employers. A kick-off campaign is expected through the WIB in the fall with schools and youth serving agencies.

There was discussion about the cost of the National Work Readiness Credential exam and the need to find additional funding to offset those costs before going to youth providers.

### **SUMMER YOUTH EMPLOYMENT PROGRAM UPDATES AND RECOMMENDATION**

Ms. Mattick reported the initial allocation that was expected for summer youth employment was thought to be \$190,000. This was a miscalculation, and the funding will go up considerably to approximately \$320,000. Final allocations are expected within the next two weeks and she expects 180-190 youth to be served this summer. There was consensus of the group to move this item forward to the Executive Committee to authorize the Executive Director to negotiate contracts with the City of Ithaca Youth Employment Service and the Tompkins County Office of Employment and Training.

### **OTHER**

Ms. Mattick reported a community conversation will be held with the Workforce Investment Board and high school superintendents and principals on April 20, 2012 at the Ithaca Country Club. She extended invitations to all Council members and will send the flyer out to the group.

### **ADJOURNMENT**

The meeting adjourned at 2:40 p.m. The next meeting will be held April 10, 2012 at 1:30 p.m. at the One-Stop Center.