

## WORKFORCE INVESTMENT BOARD

January 27, 2015

8:30 A.M.

SOUTH HILL BUSINESS CAMPUS

**PRESENT:** A. Bishop, D. Bradac, D. Burrows, M. Coldren, L. Dillon, A. Hendrix, L. Holmes, J. Mareane, L. Patz, K. Smith, M. Solomon, M. Stamm, J. Tavares

**EXCUSED:** B. Blanchard, C. Haynes, L. Leonard, J. Little, P. Levesque, J. Matteson, A. Pedersen, S. Pronti, M. Rubino, M. Stazi, M. Talarski, M. Turnbull

**ABSENT:** B. Allen, J. Dennis, J. Lance

**GUESTS:** C. Harris, New York State Department of Labor, D. Goodness, Workforce Development Institute, D. Hessler, TST BOCES

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

### CALL TO ORDER

Chairman Patz called the meeting to order at 8:33.a.m. Introductions followed.

### CONFLICT OF INTEREST FORMS

The annual Conflict of Interest form was distributed with the agenda materials. Folks were requested to complete the form and return it to the WIB office.

### WIOA IMPLEMENTATION UPDATE

Ms. Mattick reported the tentative plan discussed at the November meeting has essentially imploded. The United States Department of Labor has indicated they will not comply with issuing regulations by the January 19<sup>th</sup> deadline and will make them available sometime in the spring. Ms. Mattick reported that it is important to proceed with what is known because we will be required to comply with the July 1<sup>st</sup> implementation deadline. Several things will need attention before that time and it will be necessary to have a longer than usual meeting in March to discuss these items. The March 24<sup>th</sup> meeting will be held at the Public Library from 8:30-11 a.m.

### APPROVAL OF MINUTES

The November 18, 2014 meeting minutes were deferred to the March meeting due to a lack of quorum.

### EXECUTIVE COMMITTEE ACTIONS

Ms. Patz reviewed Executive Committee actions since the November Board meeting.

At their December 2, 2014 meeting the Executive Committee on behalf of the board established a minimum funding requirement of 65% of overall budget for participant costs within the Request for Proposals for the Summer Youth Employment Program.

At their January 6, 2015 meeting the Executive Committee on behalf of the board authorized the release of a Request for Proposals to operate the 2015 Summer Youth Employment Program

### PRESENTATION: TOMPKINS CONNECT

Mr. Burrows provided a presentation on Tompkins Connect. Tompkins Connect is a young professional group focused on 25-40 year olds that was formed to enhance the social and community service opportunities of young professionals in Tompkins County. The group is the descendant of Ithaca Forward with the Tompkins County Chamber of Commerce and United Way their parent organizations. The no-fee

organization has a current membership of 800 and provides a no-pressure environment that does not have any formal requirements for participation.

Mr. Burrow stated Tompkins County has a population of 102,000 with 18 percent or 19,000 people between ages 25-40. This number well exceeds the national average based on education. However, this percentage has declined from four years ago, down from 23 percent and this is a real concern within the County.

The benefits of Tompkins Connect are many. Members assist employers in understanding the young professional community beyond the workplace. They drive business to establishments, improve the perception of the social environment in the community and work towards better connecting talent with employers. Future plans of the group include continuing community service and social events, establishing an infrastructure that provides for long-term stability of the organization, continues work to improve interaction with the business community, and reaching out to the graduate student population to highlight benefits of living in Tompkins County.

## **HOT TOPICS IMPACTING THE WORKFORCE**

Several members brought up the way they are changing their job postings to enhance their recruitment process. In the past, experience was typically listed first, but they realized they were missing a portion of the population who would be appropriate to fill vacancies. This has meant a culture shift for managers. Ms. Dillon stated her organization is looking at what minimum qualifications are needed and then making the commitment to train. Ms. Tavares stated organizations need to invest in a sales pitch to market jobs better to attract people to the area.

## **WIB DIRECTOR'S REPORT**

The January workforce dashboard was distributed and can be accessed on the WIB's website at [www.tompkinsworkforceny.org](http://www.tompkinsworkforceny.org).

## **ONE-STOP OPERATOR REPORT**

Ms. Bradac reported new registrations at the Center continue to decline; however, the number of active participants remains on par with the same time last year as individuals are accessing services for a longer period of time. The unemployment rate also continues to decline. Ms. Bradac's report is attached at the end of the minutes.

## **ADJOURNMENT**

It was Moved by Mr. Stamm and unanimously seconded to adjourn the meeting at 10:02 a.m. The next meeting will be held March 24, 2015 from 8:30-11 a.m. at the Tompkins County Public Library.

**Workforce Investment Board  
Tompkins Workforce New York  
Career Center Report, January 2015**

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

- ◆ **WIA Job LINK program:** serving 57 youth year round, worker readiness training, case management, subsidized work experience, assistance with job search (non-subsidized work experience), career exploration, academic intervention and support, etc
- ◆ **SYEP Summer Employment Program:** 2014 summer sub-contractor along with City of Ithaca Y.E.S. and Challenge Workforce Solutions, WFNY served 94 youth with first time work experience and support
- ◆ **Monthly Workshops:** averaging 8-10 workshops a month with 7-10 individuals in attendance; Example; Civil Service, Employment Transitions, Labor Market Information and Job Search Tips, Interviewing Tips and Techniques, Resume Critique, SSA and Benefits (for Individuals with Disabilities), Older Worker Workshop, Effective Cover Letters, Linked In, Social Media, Moving Forward, Bridging the Gaps with Training, etc
- ◆ **Community Involvement/Collective Impact:** connecting with local programs and local leaders to recruit, engage and support youth of color and disconnected young adults
- ◆ **TST BOCES Adult Education Orientation and Classes at WFNY:** providing space, referrals and support to young adults wishing to complete their high school equivalency
- ◆ **Hospitality STAR and HETP Partner:** helping young adults interested in hospitality attain work readiness, obtain industry recognized credentials and better understand career pathways in hospitality; HETP referrals, support and direct training

**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
- ◆ **Internships and Mentoring:** providing support, placement and mentoring for TC3, IC and CU student interns; currently hosting an AmeriCorps volunteer
- ◆ **Internet Networking Sites:** Facebook, Blog and expanded our Linked In account and use
- ◆ **Increased Community Outreach:** Tompkins Connect, SHRM TC, Women's Business Institute, Human Services Coalition, Leadership Tompkins, local community events and career and job fairs, etc

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

- ◆ **Mature Worker Workshops and Outreach:** Continuing partnerships with CU Encore, United Way/Volunteer Opportunities and Experience Works (SCSEP) programs
- ◆ **Mature Worker workshops:** monthly sessions facilitated by Jacqui Benedict
- ◆ **Workplace flexibility:** encouraging ongoing discussions with businesses and job seekers to better meet growing interest

**4. Facilitate and enable the recruitment of workers in high demand occupations**

- ◆ **Employer Recruitment Sessions:** monthly outreach and recruitment sessions with local businesses; for example CBORD, Comfort Keepers, Cornell, Express Employment Professionals, Fairfield Inn, Home Instead Senior Care, Ithaca College, JATC/IBEW (trades), Marietta, Premier Technologies, Re-Use Center, Sodexo, Therm, Tompkins Trust and Wegmans
- ◆ **Industry Sector Series:** collaboration series with local employers; launch with Martha Armstrong with Labor Market Information and Trends in January then five additional industry focused workshops/panel sessions follow on Health Care and Social Assistance; Educational Services; Retail Trade; Accommodation and Food Services; Manufacturing; and Professional, Scientific and Tech Services. **The**

**Sector Series will run the following Thursdays, from 9:00-11:00am: February 19, March 19, April 16, May 14 and June 11 at the Tompkins County Public Library**

- ◆ **Professional Opportunity Development (POD):** average attendance 24, enhanced use of Linked In and local guests, group training assessment and facilitation
- ◆ **Business Services:** meeting regularly and moving forward with high demand occupations with ITAs, OJTs and outreach opportunities (NY State re-shifting emphasis “on-the-job” funding for training/placements)
- ◆ **Tourism and Hospitality STAR Series:** hospitality ambassador and customer service training series

**5. Reduce unemployment and its accompanying under use of talent**

- ◆ **Career Center Resource Room and One Stop Center:** served 2,000 customers in 2014, average visits 5.6, 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
- ◆ **NYS Job Talent Bank:** business postings and matching for employers, more actively recruiting and screening, monthly employer recruitment sessions <http://newyork.us.jobs/>
- ◆ **Training Investments: \$217,249.00**
  - Adult and Dislocated programs: 58 individuals, \$68,300.88 (1/14-12/14)
  - TAA Obligations: 13 individuals, \$93,592.93 (10/12-9/14)
  - NEG OJT: 5 individuals, \$51,755.19 (11/13-6/14)
  - Metrix E-Learning: 71 accounts, \$3,600.00 (5/14-1/15)
- ◆ **Re-Employment Assistance (REA) program:** providing basic one-on-one enrollment, orientation and intensive services for select UI customers
- ◆ **ACCES-VR:** active referrals, IRT meetings and support
- ◆ **DEI Initiative with Challenge Workforce Solutions:** Jason Harriott and Shammi Carr, on-site team serving customers with disabilities (WIB/Challenge EN Network)
- ◆ **Veteran’s Services:** increased visibility and use, intensive support during transitions