

**WORKFORCE DEVELOPMENT BOARD**

**JANUARY 27, 2004**

**8:30 A.M.**

**TOMPKINS COUNTY PUBLIC LIBRARY**

**PRESENT:** B. Blanchard, L. Dillon, B. Fortier, P. Gardner, C. Haynes, L. Leonard, J. Little, T. Mallinson, D. McDonald, P. McKee, J. McPheeters, T. O'Neill, M. Opperman, R. Pass, L. Patz, A. Pedersen, S. Pronti, C. Sowards, M. Stamm, I. Stein, M. Turnbull, J. Wesche

**EXCUSED:** R. Bohman, P. Carey, D. Czerwonka, D. Herath, J. Maglione, J. Rossi

**ABSENT:** W. Cooke, A. Edelman, K. Mann, D. Marsh, N. Meacham, S. White, N. Zahler

**GUESTS:** R. Sibley, Franziska Racker Centers; C. Usefara, Women's Opportunity Center; D. Chodan, NYSDOL; B. Heath, Tompkins County Office of Employment and Training; M. Curtis, Challenge Industries; T. Joseph, Tompkins County Legislature; M. Hall, PFA Consulting; J. Stuart, VESID

**STAFF:** Debra Giordano, Jennifer Luu

**CALL TO ORDER**

Chair Turnbull called the meeting to order at 8:33 a.m.

**ANNOUNCEMENTS**

NONE

**APPROVAL OF ITEMS RESOLUTION(S) UNDER THE CONSENT AGENDA**

It was Moved by Ms. McPheeters, seconded by Mr. Pedersen, and unanimously adopted by voice vote by members present, to approve the following items under the Consent Agenda:

- 1. APPROVAL OF 11/18/03 Minutes**
- 2. AUTHORIZE WIB EXECUTIVE DIRECTOR TO NEGOTIATE CONTRACT FOR STRATEGIC PLANNING PROJECT COORDINATOR**

Explanation: The WIB (Joint Planning Committee) issued a Request For Qualifications for a consultant(s) to provide leadership and expertise on the strategic planning project. The Joint Planning Committee is comprised of board members from the WIB, Chamber, and TCAD and has been charged with overseeing the Strategic Planning Grant and Process to include: planning and executing the Workforce Summit; developing a community workforce strategy (State of The Workforce 2004); and planning and executing a community Rollout Meeting. This process will involve: meeting with key leaders: gathering, analyzing, and displaying data (in partnership with existing experts and sources); planning and conducting focus groups; developing a public relations campaign to build awareness and participation.

The Joint Planning Committee and the County Risk Management Office will advise and assist the Executive Director in negotiating final terms.

- 3. AUTHORIZE WIB EXECUTIVE DIRECTOR TO NEGOTIATE CONTRACT FOR KEYNOTE SPEAKER AT APRIL'S WORKFORCE SUMMIT**

Explanation: The Joint Planning Committee has selected and tentatively scheduled Ed Barlow, Creating The Future, Inc. as the keynote speaker at April's workforce summit. Several committee members have seen Mr. Barlow speak, most recently at the Chemung-Schuyler-Stueben Summit in early January. The WIB will contract for Mr. Barlow's services via the New York Association of Training and Employment Professionals as NYATEP was able to negotiate a block of dates at a reduced rate. The rate and travel expenses do fall within the budget of the Strategic Planning Grant, which is the funding source for the Summit.

**COMMITTEE UPDATES**

**JOINT PLANNING COMMITTEE**

Mr. Little reported the Committee is working towards the Workforce Summit that will be held on April 22, 2004. PFA Consulting was the successful bidder to the RFP and the contract is being finalized. He introduced Mike Hall from PFA Consulting. Mr. Hall stated PFA is very happy to be involved with the project and he believes there will be some very exciting outcomes for the community.

**\*\*\* Board members were asked to mark their calendars for April 22, 2004 for the Summit.\*\*\***

## **FEATURED GUEST – ROGER SIBLEY, EXECUTIVE DIRECTOR, FRANZISKA RACKER CENTERS**

Mr. Sibley provided an overview of the Franziska Racker Centers. They have been in business for 25 years. He stated that his organization is at 20 different locations and the employees are diversified in what they do and where they do it. The culture of the organization begins at orientation, which is conducted every two weeks. The history, mission and guiding principles of the organization along with an understanding of the “Circle of Courage” are provided to each employee. He explained that the “Circle of Courage” is portrayed on the traditional Native American medicine wheel representing the wholeness of life. It is based on four core values: belonging, mastery, independence, and generosity. Belonging encompasses our relationships and human interdependence; mastery is success, achievement, and motivation; independence is the power to make decisions, to problem solve, to be responsible, and to grow; and generosity is compassion, empathy, and altruism, the truest form of caring for others.

An individual staff development plan is provided for each employee and covers things such as the skills needed on the job, training opportunities and a leadership group consisting of program and support individuals. There are self-directed teams in the residential programs, which teach people to make decisions and be responsible as a whole. Each employee completes a staff survey consisting of 12 questions. He stated that recognition and support are available every day and this helps to keep morale steady. Individuals are also taught to “seek to understand” during difficult times. He stated society has made a lot of progress in valuing differences in individuals, but there is still work to be done.

### **Follow-Up Discussion**

Mr. Weshe asked if the “Circle of Courage” works with employees. Mr. Sibley stated that it helps energize employees and it is something that applies not only to business, but life as well. He stated that BOCES is also using it. Mr. O’Neill stated BOCES formally adopted it two years ago, but they have been using it for six or seven years. He stated that there are over 100 faculty and 200 students at the special education site at BOCES and the “Circle” keeps the focus on the students and is a very powerful tool.

Ms. Turnbull stated that supervisors often feel that operational obligations hinder supervision. Mr. Sibley stated that this is true and everyone has a threshold. Ms. Giordano stated that the most common element of successful employers is their employees are seen as their number one asset. She asked what the Board could do to support and move this philosophy along.

Ms. McPheeters stated there is a high number of independent workers nationally who do not help build the business because the job isn’t satisfying. They form fluid networks, but leave gaps in organizations.

Ms. Opperman stated what is working in organizations needs to be looked at when trying to bring a satisfied workforce forward.

Mr. Joseph stated that people who are treated respectfully are loyal, but what is different is the conscious recognition that has occurred. He stated that only after common respect was lost have employers needed to be retrained.

Ms. Opperman stated that the needs of employees have changed and have become more complicated. Some of the things employees are looking for are more flexibility, childcare, elder care, etc.

Mr. Pedersen stated that when employees feel respected, employers have good retention rates. As a Board, assistance can be provided to businesses to help them become better employers. Mr. Gardner stated that the process begins with the leadership in an organization and unless that occurs, employees won’t change.

Mr. Joseph stated that Wegmans is a great employer and they have institutionalized the way their employees are treated. This is something that will carry on even if their leadership changes.

## **ADJOURNMENT**

It was Moved by Ms. McPheeters, seconded by Mr. Little and unanimously adopted by voice vote of members present to adjourn the meeting at 9:58 a.m. The next meeting is scheduled for February 24, 2004 at 8:30 a.m. in the Borg-Warner Room at the Tompkins County Public Library.