

WORKFORCE INVESTMENT BOARD

SEPTEMBER 24, 2013

8:30 A.M.

TOMPKINS COUNTY PUBLIC LIBRARY

PRESENT: B. Allen, A. Bishop, D. Bradac, D. Burrows, M. Coldren, C. Haynes, A. Hendrix, L. Holmes, P. Levesque, J. Little, J. Mareane, P. McKee, J. McPheeters, L. Patz, S. Pronti, M. Solomon, M. Stamm, M. Talarski, M. Turnbull

EXCUSED: B. Blanchard, J. Dennis, L. Dillon, D. Herath, J. Lance, L. Leonard, A. Pedersen, M. Rubino, M. Stazi

GUESTS: C. Harris, NYSDOL

STAFF: J. Mattick, Jennifer Luu

CALL TO ORDER

Chairman Coldren called the meeting to order at 8:34 a.m.

APPROVAL OF MINUTES: MAY 28, 2013

It was Moved by Ms. McPheeters, seconded by Ms. Patz and unanimously adopted by voice vote of members present to approve the minutes of May 28, 2013 as submitted.

ADDITIONS/DELETIONS TO THE AGENDA

None

OFFICER ELECTION RESULTS

Ms. McPheeters announced the following officers for 2013-2014:

Chairman - Lisa Patz, The CBORD Group
Vice Chairman – Mark Coldren, Ithaca College
Secretary – Michael Stamm
Treasurer – Jean McPheeters

YOUTH EMPLOYMENT COUNCIL UPDATE

Ms. Henrix's report is included at the end of the minutes.

Mr. Pronti reported that Tompkins Trust had two students working with them through the Summer Youth Employment Program this summer and it was a great experience.

AFFORDABLE CARE ACT UPDATE

Ms. McPheeters provided an overview of the Affordable Care Act. New York will have two exchanges, the "Marketplace" and the "Shop." Currently there are 9,000 individuals who are uninsured in Tompkins County not including children. Ms. McPheeters has been trained as a navigator to help individuals and businesses navigate the process. There is also a navigator at the Human Services Coalition.

The NY State of Health helps individual consumers, families and small businesses and their employees apply for affordable health coverage such as:

- **Qualified Health Plans (QHPs)** - Licensed, commercial health plans that have been approved by The Marketplace to provide comprehensive coverage, follow limits on out-of-pocket expenses (such as deductibles, co-payments, and out-of-pocket maximums) and meet other requirements.
- **Advance Premium Tax Credits** - Lowers the cost of monthly health insurance premiums.
- **Cost Sharing Reductions** - Reduce out of pocket costs such as co-payments, deductibles and co-insurance.
- **Medicaid and Child Health Plus** - Public insurance programs that make insurance more affordable to low-income individuals and families and low to middle income children.

- **Small Business Marketplace** - Can compare basic information on plans, premiums, co-pays, deductibles, and coverage information for small businesses and their employees.

Ms. McPheeters' presentation can be found at the end of the minutes for further reference.

SUMMER YOUTH EMPLOYMENT BENCHMARKING AND PRIORITY SETTING

Ms. Mattick provided an overview of the Summer Youth Employment Program, outlining the numbers of youth served and the average costs per youth and staff. She provided a cost comparison of other Workforce Investment Areas. She stated that the programs around the state are very similar but the costs vary and Tompkins has some of the highest costs by comparison. Some of this is attributable to higher wages and fringe rate costs than other places but there the Tompkins program has a higher ratio of staff to participants.

Several questions were asked about the program, for example, with the increased costs, do we have a better product; if administrative costs are capped, would providers still respond; and if the more intensive services for youth that are provided were to be provided by others, would this provide a greater work experience to the youth. Ms. Mattick stated there isn't a substantial difference among programs operated around the state. Capping administrative costs would allow the opportunity for more negotiating with providers. Ms. Hendrix noted that work is being done to find ways to help infuse career readiness into the school curriculum, but it is unclear how long this process will take.

Mr. Coldren suggested setting a standard for the number of youth served, the amount of the budget that must be directed toward paying participant wages and the number of hours participants work per week. Ms. Bradac stated that first time workers require far more intensive services and developing new worksites takes a considerable amount of time for staff. Ms. Patz asked if there are collaborative opportunities within the community. Ms. Mattick stated that the program is operated on a cost reimbursement basis and this can prevent providers from responding. Mr. Pronti asked if we could chart out who is who in terms of the agencies and entities involved in the Summer Youth Employment Program and the Youth Employment Council. Ms. Mattick stated that she would provide an overview of the entities involved at the next board meeting.

Next steps will involve the Youth Employment Council and Executive Committee bringing back suggestions for staffing ratios and fte's as well as ideas for benchmarking.

Center Manager's Report/ WIB Director's Report/

Ms. Bradac report is available at the end of the minutes.

Ms. Mattick reported that the Connecting Educators to the Workplace initiative this summer resulted in nine teachers participating. The thought is to have the teachers and administrators attend the WIB meeting in February 2014 for a presentation and discussion.

Planning is underway for the Upstate NY TechCareer Connection. The event has become a regional initiative and will be held at LeMoyne College in 2014. The Health Career Expo will once again be held at Ithaca College in April 2014.

ADJOURNMENT

It was Moved by Mr. Little, and unanimously seconded to adjourn the meeting at 9:45 a.m. The next meeting is scheduled for November 26, 2013 at 8:30 a.m. at the Tompkins County Public Library.



▶ HELPING PARENTS TO LEARN ABOUT THE CAREER OPPORTUNITIES FOR THEIR NON-COLLEGE BOUND KIDS



▶ INFUSING CAREER READINESS PROGRAMMING INTO OUR STUDENT'S CLASSROOMS



▶ IMPLEMENTATION OF THE NATIONAL WORK READINESS CREDENTIAL IN TOMPKINS COUNTY

Fall 2013

Youth Employment Council Updates

ADDRESSING THE NEED FOR YOUTH EMPLOYMENT AND CAREER READINESS IN TOMPKINS COUNTY

In the Spring of 2013 the Youth Employment Council broke into three task groups based on identified priorities from the 2012 joint meeting of WIB members and School Leaders. Below is a synopsis of the work completed by these subcommittees.

Team One is focused on providing further information for parents and caregivers on careers for their children. Through Newfield's Night Out and the Enfield Harvest Festival Team One is sharing information with the community about careers young people can take on with out a college education. Beyond the community events Team One will be hosting a parents educational night in Newfield on November 21st at 6pm. This team may be in contact with WIB members to attend this session and share with parents and youth the careers in Tompkins County that one can create right out of high school.

Subcommittee Two is working to help teachers infuse career information into their curriculums. Aiming to roll out a professional

development day on March 21, 2014 this committee is hoping to host a panel of educators as they share with their colleagues their best practices to infuse career paths into their elementary curriculums. A second development day for educators is being planned for Middle and High school educators in October 2014.

The National Work Readiness Credential committee is focused on continuing the roll out of the National Work Readiness Credential while hoping to hire a staff member to help students prepare for the NWRC testing. This committee has also focused on ways to reach out to employers so that they can further understand NWRC.



OTHER UPDATES

This summer the Educator in the Workplace program successfully matched teachers with businesses. Teachers are now tasked with implementing the lesson plans created during their summer experience which will showcase to their students how classroom skills can be applied to the "real world."

The Health and Careers Expo planning team is diligently working in preparation of the October 2014 Health and Career Expo for high school students hoping to enter a field in health care.



Understanding the Health Care Exchanges Under The Affordable Care Act

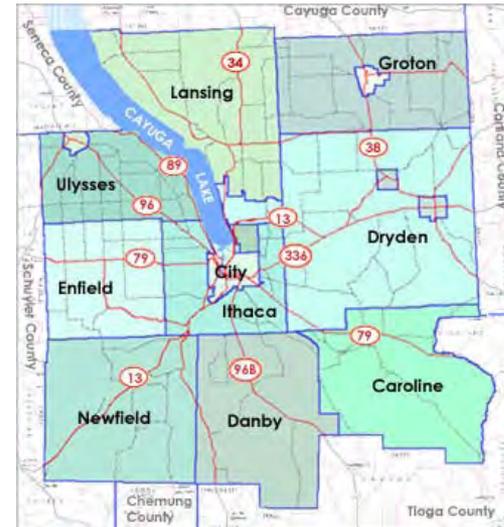
Cassandra Aikman & Beverly Chin,
Human Services Coalition

Jean McPheeters,
Tompkins County Chamber of Commerce

WHAT is the ACA?

- The Affordable Care Act was passed in 2010 and has been upheld by the Supreme Court.
- Coverage Crisis: 2.8 million New Yorkers lack health insurance. 50 million in the US. Half of these people work full-time jobs.
- Employers have barriers to supplying health insurance.
 - High cost of premiums.
 - Complexity of shopping for insurance.
- Approximately 9,000 people in Tompkins County don't have insurance.

WHAT is the local impact?



Non-elderly	Baseline Uninsured	Baseline Uninsured Gaining		Remaining Uninsured
	Total	Medicaid Or CHIP	Private Coverage	
Tompkins	8,721	1,918	2,006	4,797

What are the Mandates?

- Every **person** must be covered by health insurance. This is the individual mandate.
- Every **business** with **50 or more employees** must provide access to health insurance for its employees.
 - The insurance must be affordable. Not costing more than 9.5% of gross family income.
 - The plan must cover at least 60% of an employee's cost of benefits. (Bronze level)

WHAT are Essential Health Benefits?



WHAT are the benefits for businesses?

- Tax credits for businesses if:
 - Fewer than 25 employees
 - Offer coverage and pay 50% of premium
 - Average salary less than \$50,000
- Credits have been available since 2010:
 - 35% tax credit for for-profits; 25% for not-for-profits. Increasing in 2014.
- Starting in 2014 the business must purchase through the exchange to get the tax credit.
- Buying through the Exchange provides more choice for small businesses. Can offer more plan choices to employees.

WHAT are benefits for individuals?

- Tax credits will be available for individuals who purchase through the exchange marketplace. Starts in 2014.
- Tax Credit is based on income.
- Tax Credit is not available to those who could have purchased insurance through their employer.
- **THERE WAS SOMETHING ELSE. CASSANDRA DO YOUR REMEMBER**

WHERE to get insurance:

- **Through employers**
 - Via the exchange
 - Through insurance agents and brokers
- **Through the health plan marketplace.**
 - In New York State this is called the **ny state of health**
 - Sole proprietors will get insurance through the individual exchange.
 - Brokers and agents will also be able to help people purchase insurance through the exchanges.
 - By phone through state call centers, online, or in person with assistance from a navigator.

www.nystateofhealth.ny.gov



WHEN does this start?

- NY State of Health, the official health plan marketplace, will open on **October 1, 2013**.
- Local navigators will have office hours starting on October 1.
- Individuals can register to get insurance through **ny state of health** between **October 1, 2013 and March 31, 2014**, but the insuring period doesn't begin until January 1, 2014.

WHAT is the insurance like?

- Very similar to plans available outside the marketplace and available now.
- Approved by NYS Department of Financial Services (Insurance Department).
- Available in Platinum, Gold, Silver, Bronze and catastrophic levels. But all plans not offered in all levels.

WHAT's offered in Tompkins?

Individual Marketplace

- American Progressive Life & Health Insurance Company of New York
- Excellus BlueCross BlueShield
- MVP Health Plan

Small Business Marketplace

- Excellus BlueCross BlueShield
- MVP Health Plan

HOW much will it cost?

- Tax Credit & Premium Rate Estimator
 - Your premium through the marketplace may be reduced if your household income is below 400% of the federal poverty level.
 - \$45,960 for individuals
 - \$94,200 for a family of four
 - www.nystateofhealth.ny.gov/PremiumEstimator

WHY purchase through the Marketplace?

- Individuals and businesses can only get the tax credits if they purchase through the marketplace.
- The marketplace will also let people know if they're eligible for Medicaid or Child Health Plus. One portal for everyone.

WHO can help?

- IPA/Navigators for Tompkins County
 - Human Services Coalition of Tompkins County
 - Health Planning Council
- Tompkins County Chamber of Commerce
- Tompkins County Department of Social Services
- STIC (Southern Tier Independence Center)

WHAT do IPA/Navigators do?

- **Assist and Educate**
- All navigators will be attending 3 full days of training and several on-line webinars.
- Will help to explain the levels of insurance available.
- Will guide individuals through the process.

WHO are local outreach partners?

- Tompkins County legislators
- County and municipal government departments
- Health care providers
- Community based organizations
- Media
- Many others

WHERE do I go for more information?

- www.nystateofhealth.ny.gov
- Call the Health Planning Council, 273-8686
- Call the Tompkins Chamber, 273-7080

Thank you!



**Tompkins Workforce New York
One Stop Career Resource Center Report, Fall 2013**

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

- ◆ **WIA Job LINK program:** serving 119 youth, year round, worker readiness training, case management, unpaid and subsidized work experience, career exploration, academic intervention and support, etc
- ◆ **SYEP Summer Employment Program:** 2013 summer sub-contractor along with City of Ithaca Y.E.S., we served 98 youth with first time work experience and support
- ◆ **National Worker Readiness Credential Training and Testing Site:** regular outreach and collaboration of seven local programs underway including adult literacy partners
- ◆ **Monthly Workshops:** averaging 8-10 workshops a month with 7-10 individuals in attendance. Example; Civil Service, Employment Transitions, Green Jobs, 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, etc
- ◆ **Educational Resources Program:** intensive educational and employment readiness support, GED preparation, collaboration of Challenge, TST BOCES and DSS; Susan Donatelli, Coordinator
- ◆ **Community Involvement:** connecting with local programs and local leaders to recruit, engage and support youth of color and disconnected young adults
- ◆ **TST BOCES Adult Ed (GED) Classes at WFNY:** Mon and Wed evenings

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:** TC3, IC and CU student interns
- ◆ **Internet Networking Sites:** launched a Facebook page, 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, Business After Hours, Chamber events, etc

3. Prepare for the wave of baby boomer retirements

- ◆ **Mature Worker Workshops and Outreach:** "Pre-Retirement - Planning & Managing Transition Services" SHRM TC/JSEC session, 10/15/13, 8:30-10:30am
- ◆ **Continuing partnerships:** CU Encore, Lifelong 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:** Adecco, CBORD, Comfort Keepers, Cornell, Express Employment Professionals, Fairfield Inn, Home Instead Senior Care, Ithaca College, JATC (trades), Marietta, Premier Technologies, Re-Use Center, Sodexo, Therm, Tompkins Trust, and Wegmans
- ◆ **Green/Energy community involvement:** three part series, collaboration with Sustainability Center and IC, SEEN attendance
- ◆ **Professional Opportunity Development (POD):** average attendance 30, use of Linked In and local guests, group training assessment and facilitation
- ◆ **SMART:** “job lead” service for job seekers, a computer software system that matches skills and experiences of job seekers to jobs posted on NYS Job Talent Bank
- ◆ **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
- ◆ **Health Careers Expo:** planned for Oct 2014

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

- ◆ **Resource Room and One Stop Center:** served 2422 customers, average visits 5.7, 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:** increased business postings and matching for employers, more actively recruiting and screening <http://newyork.us.jobs/>
- ◆ **Training Investments:**
 - Adult and Dislocated: 63 individuals (unduplicated), \$84,972.00 (7/1/12-6/30/13)
 - TAA Obligations: \$288,018.00 (6/09 to present)
 - NEG OJT: 15 individuals, \$122,468.00 (8/12 to present)
 - Metrix E-Learning: 241 accounts (5/12 to present)
- ◆ **Re-Employment Assistance (REA) program:** funding continued to provide basic one on one enrollment, orientation and intensive services for select UI customers
- ◆ **Work Readiness and Skills Gap program:** JSEC and SHRM TC co-sponsored program held on 9/12/13 with 37 human resource personnel to better understand gaps and work readiness issues, panel discussion
- ◆ **ACCES-VR:** active referrals, IRT meetings and support
- ◆ **DEI Initiative:** Kevin Nickerson, Jason Harriott and Shammi Carr, on-site team serving customers and the Southern Tier workforce areas (WIB/Challenge EN Network)
- ◆ **Veteran’s Services:** increased visibility and use, intensive support during transitions