

**WORKFORCE DEVELOPMENT BOARD**

**APRIL 23, 2002**

**8:30 A.M.**

**TOMPKINS COUNTY**

**PUBLIC LIBRARY**

**PRESENT:** A. Pedersen, B. Blanchard, N. Carlisle, T. Colbert, D. Czerwonka, M. Dolan, P. Gardner, M. Goldstein, D. Herath, J. Little, D. Mastro, D. McDonald, J. McPheeters, T. O'Neill, M. Opperman, S. Pronti, C. Sowards, M. Stamm, M. Turnbull, N. Zahler, L. Leonard, J. Wesche

**EXCUSED:** M. Gould, C. Haynes, J. Maglione, J. Rossi, I. Stein, L. Dillon, L. Patz, T. Mallinson

**ABSENT:** M. Babbage, R. Bohman, B. Fortier, C. Hoose, S. White

**GUESTS:** B. Heath, Tompkins County Workforce Development Board Staff

**CALL TO ORDER**

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

**APPROVAL OF MINUTES**

It was Moved by Ms. McPheeters, seconded by Mr. O'Neil, and unanimously adopted by voice vote of members present to approve the minutes of March 26, as submitted.

**ANNOUNCEMENTS**

Mr. Pedersen welcomed Jeffrey Wesche from The Computing Center to the Board and the Board introduced themselves.

Mr. Pedersen reported on discussions held with Emerson Power Transmission in an effort to retain and provide services to help Emerson remain in the community. Workforce Development has put together a package totaling over \$300,000 that includes workforce services, workforce training funds, and SUNY Workforce Grant funds. Emerson positively received the proposal. He stated that there are restrictions on using training funds and he believes the Board has taken the opportunity to use the funds in an appropriate manner in concert with the Board's objectives to increase job opportunities in the community. Mr. Stamm reported that local management at Emerson was very receptive and they understand the legal requirements around the training dollars. They have also indicated they do not want to position themselves as the sole company in the community benefiting from Workforce Development's training dollars. He stated the Industrial Development Agency has also put together a tax abatement and incentive package and they will vote on it at their May 3rd meeting. He stated he and Ms. Giordano have also met with the Ithaca City School District to discuss the plan and although there was some initial hesitation around the impact of the tax abatement package, he believes school board members see the value of retaining Emerson in the community.

Mr. Pedersen stated the Executive Committee endorsed making the proposal to Emerson at its last meeting. It was Moved by Ms. Blanchard, seconded by Mr. Czerwonka and unanimously adopted by voice vote of members present to support the Executive Committee's recommendation.

## **SELF-ASSESSMENT RESULTS**

The self-assessment results were distributed prior to the meeting. The survey was conducted between January and March 2002 and 21 responses were received. Categories surveyed included leadership, strategic planning, customer focus, information and analysis, process management, measurable results, and the Board's own human resources. The results showed strengths and additional opportunities as follows:

### **Strengths**

#### **Leadership**

- The Board has established an environment that supports board contribution
- The Board engages local officials
- The Board clearly communicates its vision

#### **Strategic Planning**

- The Board's plan is related to the community.
- The Board's Strategic Plan is related to its mission
- The Board's planning process includes key community stakeholders
- The Board's plan is developed on local data
- The Board has an effective communications plan

#### **Information & Analysis**

- The Board uses available workforce data
- The Board consults with affected parties

#### **Process Management**

- The Board engages local elected officials
- The committee and staffing structure is effective
- The Board is positioned to work with state/national leaders

#### **Measurable Results**

- The Board effectively oversees public funds
- The Board looks at other boards for benchmarks
- The Board is making a valuable contribution to the local workforce system

#### **Human Resources**

- Board meetings are well organized and meaningful
- The Board understands the governance process
- There is good board leadership

## **Opportunities**

### **Leadership**

- The Board is not seen as a leading authority on workforce needs in the community
- The Board is not seen as a neutral broker representing employer needs

#### Strategic Planning

- The Board can do a better job of including objectives that relate to the specific contributions of board members

### **Customer Focus**

- The Board can do a better job of explaining rationale for selection of customers
- The Board needs to spend time on educating the board on the use of customer feedback to improve service

### **Information**

- The Board should spend more time explaining rationale for selection of youth program and eligible service providers

### **Process Management**

- The Board needs to relate day to day activities with board goals
- The Board needs to be sure that a process is in place to link accountability of the board with management
- The Board should look at its process of communicating board goals to the public

### **Measurable Results**

- The Board needs to spend time educating board members on performance measures
- The Board should periodically look back to compare performance vs. goals

### **Human Resources**

- The Board can be more effective in identifying new members
- Board members can do a better job of participating in committee meetings
- The Board should look at the orientation process for new members

### **General Comments**

- Overall very positive about structure, inclusion and organization
- The Board needs to work on keeping board interest & commitment
- The Board needs some additional public outreach

### **Next Steps**

- Integrate board feedback into strategic planning process
- Identify key improvement areas for next 12 months
- Review progress in 6 months
- Resurvey early 2003

Ms. McPheeters stated it would be useful to have more feedback from partners and how they feel about the structure and problems they are facing. Mr. Mastro indicated he was

very happy with the approach of the survey and it addressed some of his concerns. He stated the survey was conducted at the appropriate time to be used in the strategic planning process and will allow for specific issues to be addressed. He stated the board is still new and it will take some time for people to fully understand the system. Goals need to be prioritized to help the board become better oriented. Mr. Mastro noted more outreach needs to be done in the community and stated there are still many members of the community who are unaware of the services that are provided. Focus should be given to the committee structure and bringing new members onto the board. He stated that thought needs to be given to succession planning.

Mr. Pedersen stated the strategic planning process will begin with a facilitated meeting in May.

Ms. Giordano stated that there were very few areas that were clearly strong or weak in the survey results. She stated it is unclear whether things are not getting done or whether additional education is needed for board members. She also asked if the current committee structure is preventing members from seeing the broad picture. She stated the results are difficult to read as far as what everyone's individual needs are.

Ms. Zahler stated that she would like to see a summary of both the customer and employer surveys. Ms. Opperman stated the Quality and Assessment Committee recently identified the raw data and metric data elements that should be kept and a report will be made at a future board meeting. Mr. O'Neill stated that there should be a total sampling of board members before moving forward with any analysis. Ms. Giordano stated the surveys were anonymous and there is no way to know which board members filled out the survey. It was noted that future surveys will be coded for tracking purposes.

Ms. Opperman stated that workforce development is a new idea that is difficult to understand, but people are gradually learning. She stated she believes the Board is doing a very good job and agreed with Ms. McPheeters about getting more feedback from the partners. She stated more marketing should also be done to get the word out.

## **ENVIRONMENTAL SCAN**

Ms. Giordano reviewed the objectives outlined in the Five-Year Plan and her recommendations for amendment to each of them. They are as follows:

### **Objective #1: Coordinate Job Development Activities Across WDS**

Current Status:

- Business Service Team created with interagency participation
- WFNY represented at Job Fairs
- Business marketing brochure

Recommended Amendment: None

Next Steps:

- Provide input and guidance on Business Services marketing plan & presentation
- All partners utilize OSOS as single database for employer services
- Create stronger link between BST and economic development
- Create job description and evaluation process for business service reps
- Obtain resources (financial or in-kind) to allow for more staff hours dedicated to business services

**Objective #2: Expand One-Stop Services To Employers**

Current Status:

- Meet-The-Employer sessions
- Additional workforce resources (OJT's, High Tech Worker, InVEST, Business Services Team, Business Response Team)
- Improved access to human resource consulting services

Recommended Amendment: None

Next Steps:

- Employer Surveys (identify needs; determine satisfaction)
- Expand employer workshops (response to identified needs)
- Serve as a referral source for all business services (including non-1-Stop)

**Objective #3: Implement Five Resource Rooms at Various Partner Locations**

Current Status:

- Resource Room at Women's Opportunity Center

Recommended Amendment: Provide access to information and services from multiple locations and through multiple mediums

Next Steps:

- Determine appropriate locations for outreach and delivery of services (i.e.: libraries and school computer labs)
- Continue to market and improve web site
- Explore concept of a virtual one-stop

**Objective #4: Development an Employment Information Web Page**

Current Status:

- Web page created in 2001

Recommended Amendment: Objective complete - delete

Next Steps:

- Continue to refine
- Keep up-to-date at all times

**Objective #5: Create A Coordinated System of Youth Employment Services that Encourages and Provides Access to All One-Stop Services**

Current Status:

- Youth Coordinator on staff since Oct 2001
- Web site offers youth section
- YEC subcommittees established for projects that support this objective

Recommended Amendment: None

Next Steps:

- Increase board awareness and input on youth issues
- Expand outreach to rural youth
- Create a one-stop environment that is attractive to youth
- Support efforts of YEC subcommittees
- Seek additional funding to support a system approach to youth services (rather than a targeted approach)

**Objective #6: Establish Skill Standards, Beginning in the Areas of Greatest Demand**

Current Status:

- No activity to-date

Recommended Amendment: Re-visit objective

Next Steps:

- Encourage employers to utilize national skill standards already developed by the National Skills Standards Board and national business associations
- WFDB should focus on creating standards for entry-level employment (create local definition of “basic skills”)

**Objective #7: Create and Strengthen Training Programs to Meet Occupational Demand**

Current Status:

- High Tech Worker training programs implemented at TC3

- InVEST focused on entry-level manufacturing, construction, technology, and health care fields
- Local training providers are responsive to demand training needs

Recommended Amendment: None

Next Steps:

- Continue to encourage employer consortiums
- Create a method for collecting ongoing skill needs
- Develop a Skills II application that is responsive to current needs

Ms. Giordano reported the Board needs to begin planning for the next five to ten years at the May meeting.

## **OTHER BUSINESS**

Ms. Zahler stated the Youth Employment Council has discussed ways to canvass board members about summer job opportunities for youth. She indicated she will be following up on this. Mr. Mastro reminded Board members that the Youth Job Fair is being held May 1st at the Ithaca City High School.

## **ADJOURNMENT**

The meeting adjourned at 9:28 a.m. The next meeting will be held May 28, 2002, at 8:30 a.m. in the Borg Warner Room of the Tompkins County Public Library.

Minutes prepared by [Jennifer Luu](#).

Return to [Workforce Development](#) Home Page