

WORKFORCE DEVELOPMENT BOARD
SEPTEMBER 25, 2001 10:00 A.M. CAYUGA MEDICAL CENTER

PRESENT: B. Blanchard, Lee Dillon, Mary Pat Dolan, A.J. Kircher, Mary Gould, Dammi Herath, Jack Little, Joyce Maglione, Todd Mallinson, Denny Mastro, Doug McDonald, Jean McPheeters, Tim O'Neill, Mary Opperman, Alan Pedersen, Michael Stamm, John Rossi, Connie Sowards, Nancy Zahler, Rich Bohman, Irene Stein, Lisa Patz

EXCUSED: Nathan Carlisle, Doug Czerwonka, Carl Haynes, Marty Turnbull

ABSENT: Mark Babbage, Paul Gardner, Steve White, Melissa Brous, Thomas Colbert, Cindy Hoose, Bob Fortier, Ivy Allen, Kevin Rhodes

GUESTS: Tom Riley, New York State Department of Labor

CALL TO ORDER

Chairman Pedersen called the meeting to order at 8:30 a.m.

APPROVAL OF MINUTES

It was Moved by Ms. McPheeters, seconded by Mr. Mastro and unanimously adopted by voice vote of members present to approve the minutes of June 12, 2001, as submitted.

ADDITIONS/DELETIONS TO AGENDA

Mr. Pedersen announced that a new agenda format was sent out for this meeting and asked for input. There was consensus by those members present to approve the new agenda format.

ANNOUNCEMENTS

Ms. Kircher announced that Milt Goldstein's wife had a lung transplant early yesterday. She was last known to be in the Intensive Care Unit, no other information is available at this time. The Board expressed its thoughts and prayers for Mr. Goldstein's wife and family. Ms. Giordano announced that she was notified that Mr. Goldstein will be writing an article for the Ithaca Journal on his experiences in New York City during the September 11th attack on the World Trade Center. She has not been told when it will be published.

Ms. Stein announced that this is Employ the Older Worker Week and she encouraged people to hire older individuals stating they have years of experience and are very dependable.

APPROVAL OF THE AMENDED BYLAWS

Mr. Little explained that the bylaws have been amended to conform to state directives. Changes include updating the Board's mission statement, providing notification of vacancies to the state, and changing old Job Training Partnership Act language to the Workforce

Investment Act language.

It was Moved by Mr. Mastro, seconded by Mr. Mallinson. Ms. McPheeters suggested Article VII – Meetings, #1 be changed to reflect that the board will meet a minimum of five times per year instead of conducting meetings every two months since the Board does not usually meet during the summer and this would contradict the rule. Mr. Bohman noticed that the Youth Employment Council is not used consistently throughout the document and it was agreed to make it consistent. There was also consensus to ask the County Board to change the term expiration date to June 30 to align membership terms with the terms of officers. A voice vote of members present resulted as follows: Ayes – 22, Noes – 0. MOTION CARRIED.

APPROVAL OF 1-STOP CERTIFICATION PROCESS

Ms. Opperman explained that the Executive Committee used a template of questions framed from the Malcolm Baldrige Criteria and then a committee comprised of human resource professionals on the Board became the Certification Team. Meetings were held to review the certification application that was submitted by Mr. Rossi and Ms. Sowards, suggestions and changes were made. Ms. Opperman stated the document is a self-assessment to accurately reflect the intentions of the One-Stop Consortium and she believes the end product is a very good document. She stated that Tompkins County is ahead of other counties in the State and she believes other counties will request and use our package as a model to complete their own certification process. There was consensus to include position titles in the document followed by the name of the individual who is currently in the position.

It was Moved by Ms. Opperman, seconded by Ms. McPheeters and unanimously adopted by voice vote of members present to approve the certification package as written with the changes indicated. The package will be forwarded onto the State for approval.

Mr. Pedersen thanked Ms. Sowards and Mr. Rossi for their hard work.

UPDATE ON MARKETING CAMPAIGN

Mr. Mallinson stated the Committee met last week and they are ready to move forward with the marketing campaign once the certification process is complete. Another meeting will be held this Friday. Members reviewed the letterhead and a videotape of the television advertisement that was sent to us by the State. There is \$22,000-\$23,000 available in the budget to launch the marketing campaign and customization costs are being reviewed. The web site address for the system will be: www.TompkinsWorkforceNY.org

COMMUNITY ASSESSMENT INITIATIVE SPECIAL COMMITTEE

Mr. Mastro reported that the Committee has evaluated the nine policy questions and will be seeking approval of the final document at the November Board meeting. He stated the purpose of the initiative is to enhance workforce planning through the nine policy questions, conduct scans of available labor market information and identify existing gaps, identify occupational and skill needs of businesses, establish methods to regularly collect skills needs

requests, and develop or amend board and operational policies if appropriate. The role of the committee is to discuss the nine policy questions and make recommendations to the full board. The policy questions are as follows:

1. Should the public workforce investment system strive to serve more less intensely or fewer more intensely?
2. Should more of the public resources be expended on the unemployed or the employed?
3. How should resources be allocated between “work-first” and “training-first” strategies?
4. Which skills should be developed pre-employment and which skills should be developed post-employment?
5. What is the appropriate balance between classroom-based and workplace-based skill development?
6. What industries and businesses have critical skill shortages and/or labor shortages?
7. Which industries and businesses should be targeted with the limited public resources?
8. How can the public workforce investment system support existing business efforts in skill development and develop meaningful business partnerships?
9. How can the variety of public training resources be made more understandable, responsive, efficient, and accessible to more businesses?

Mr. Mastro stated that responses to the questions were based on the most current data and the answers are not strictly yes or no. He also noted that there are some gaps in the information available and the data changes as the economy changes. The data sources include: Department of Labor Research & Statistics; census data; the Tompkins County Area Development Economic Strategy; recent surveys; and committee participant knowledge. Members of the Committee represent education, social services, economic development, and the private sector. Policy decisions must be economically and socially balanced to ensure that the Workforce Development System continues to strive to improve the lives of residents, reduce dependence on public subsidies, and strengthen businesses.

The general objectives are:

1. Develop and/or improve self-help and minimally assisted services for businesses and job seekers,
2. Develop and/or improve the front-end services and ensure that they are of the highest quality,
3. Expand the size and diversity of the customer base,
4. Develop a comprehensive list of all workforce resources within the community to inform the board and improve the decision-making process,
5. Devote more resources to employed workers, with priority given to low-wage workers, and
6. Establish a list of targeted demand occupations and develop specific strategies for addressing each of them.

The committee will be meeting to finalize their recommendations and the full Board will be asked to preview the document and offer comments. The report and recommendations will be discussed at future board meetings and board and operational policies will be established/amended as appropriate.

Phase two of the project will be released shortly by the State and will involve a more in-depth industry and occupational analysis. Ms. Giordano stated that additional resources will be made available by the state for Phase Two.

Mr. Pedersen thanked the Committee for their hard work.

DIRECTOR'S REPORT

BUDGET UPDATE

Ms. Giordano reported that the State restored the re-appropriations originally excluded from the "bare bones" state budget. As a result, Workforce Development funds are fully intact. She noted that there are some proposed federal rescissions for Dislocated Worker funding, but these are expected to be restored, particularly in light of the Sept. 11th tragedy and its anticipated impact on the economy. Otherwise, if that money is cut, this could limit training opportunities for laid-off workers.

UPDATE ON MOU PROCESS

Ms. Giordano reported that the Partner's Table is putting forth great effort in negotiating the 2002 Memorandum of Understanding and they are presently refining the cost allocation plan.

GRANTS UPDATE

Ms. Giordano reported the High Tech Worker grant has been slow starting up and it isn't clear why there has been a slow response. Twenty-one companies expressed interest in participating. Work is being done to redesign some courses while there is still time. TC3 is offering 43 courses. Ms. Patz reported that CBORD has taken advantage of the High Tech opportunity and they are very pleased. CBORD costs were one-third of what they would have been if they had to pay full price for all of the courses. She stated that CBORD would be willing to help market this opportunity. Mr. Mastro suggested contacting the Ithaca Journal and area media to explain the value of this grant. It may be possible that people are not aware of it.

Ms. Giordano also reported on the Job Start grant. Tompkins County received \$756,000 to help upgrade skills of low-wage workers. This is still in the implementation phase. She will provide another update at the November meeting.

UPDATE ON CENTER ACTIVITIES

Ms. Giordano reported that traffic in the center has doubled and feedback from customers has been great!

OTHER BUSINESS

There was no additional business brought forward.

ADJOURNMENT

The meeting adjourned at 9:27 a.m. The next meeting is scheduled for November 20, 2001, at 8:30 a.m. at the Tompkins Trust Company conference room.

Minutes prepared by [Jennifer Luu](#).

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