

**WORKFORCE DEVELOPMENT BOARD**  
**NOVEMBER 19, 2002**                      **8:30 A.M. TOMPKINS COUNTY**  
**PUBLIC LIBRARY**

**PRESENT:** Barbara Blanchard, Rich Bohman, Thomas Colbert, Lee Dillon, Bob Fortier, Paul Gardner, Todd Leslie Leonard, Jack Little, Todd Mallinson, Dennis Mastro, Doug McDonald, Jean McPheeters, Lisa Patz, Alan Pedersen, Scott Pronti, John Rossi, Connie Sowards, Irene Stein, Marty Turnbull, Jeff Wesche, Nancy Zahler

**EXCUSED:** Doug Czerwonka, Milt Goldstein, Mary Gould, Carl Haynes, Dammi Herath, Jack Little, Tim O'Neill, Mary Opperman, Michael Stamm

**ABSENT:** Nathan Carlisle, Mary Pat Dolan, David Marsh, Joyce Maglione, Steve White

**GUESTS:** Michael Ryan, CBORD; John Flynn, Tom Riley, New York State Department of Labor; Bernie Heath, Workforce Development; Carmen Munson, Challenge Industries; Mildred Warner, Judith Keith Rose, Cornell University

**CALL TO ORDER**

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

**APPROVAL OF MINUTES**

It was Moved by Ms. Stein, seconded by Mr. Goldstein and unanimously adopted by voice vote of members present to approve the minutes of September 24, 2002, as submitted.

**ANNOUNCEMENTS**

Ms. Giordano reported that payment has been received from VESID for MOU1 and thanked Mr. Bohman for his assistance in facilitating the payment.

Ms. Patz introduced Michael Ryan from CBORD. Mr. Ryan works in the Human Resource Office with Ms. Patz. He has been doing a lot of the recruitment for their organization.

**EARLY EDUCATION/DAY CARE PRESENTATION**

Mildred Warner from the Department of City and Regional Planning Department at Cornell University gave a presentation on the Economic Impact of Child Care in Tompkins County. Ms. Warner is a member of the Early Education Partnership that is led by Chamber of Commerce and which also includes members from the Day Care and Child Development Council, banks, employers, foundations, government, and workforce development. The group's goal is to implement a community fund

for childcare that provides universal access to affordable quality care for all families. Currently there are 280 childcare providers in Tompkins County and the cost of the community fund would be approximately \$2-3 million annually.

Ms. Warner stated that childcare is not recognized as an economic development sector even though parents pay 87 percent of the costs in childcare centers. Parents contribute \$3 to the larger economy for every \$1 they spend and each childcare job generates 1 1/3 to 2 jobs in the wider economy.

Lower wages in child care centers lead to higher turnover and lower quality care. As small businesses, childcare establishments lack returns to scale, and demand currently exceeds supply especially for infants, toddlers, and non-traditional hours.

Ms. Warner stated that childcare subsidies support employers and workers. Currently only one in eight children in Tompkins County receives childcare subsidies. If the government funded all eligible children it would return \$9 million in federal and state taxes to the local economy and stimulate \$5 million in local economic impact.

The Chamber of Commerce is sponsoring an employer outreach campaign. Things Board members can do to help include promoting more employer engagement by:

- Advertising subsidies to employees
- Increase employer sponsored childcare benefits
- Encourage full funding of government subsidies
- Advocate for greater political and economic development support of the sector
- Explore new business models for childcare system management
- Sponsor an expansion of evening and weekend supply

Next steps for the group include outreach to community groups and businesses to obtain buy-in. Ms. Blanchard suggested Ms. Warner give her presentation to the Tompkins County Area Development Board of Directors. Another suggestion was presenting to the Society for Human Resource Managers group.

## **FOLLOW UP ON RETAIL/FOOD SERVICE/HOSPITALITY INDUSTRY PRESENTATION**

Ms. Giordano provided an update on the activities related to the retail/food service/hospitality employment sectors in Tompkins County. As previously presented, those industries are expecting rapid growth and are experiencing a siphoning of workers as well as finding a limited labor pool available to meet their needs. These industries are also experiencing high turnover, lack of available retail management talent, and intense competition between companies to recruit and retain the best employees.

The Workforce Development System can help by gaining a better understanding of workforce needs in these areas and help to grow the pool of qualified candidates for the jobs. Providing basic and management training is also essential. Partnerships need to be developed with industries to help address their needs and Career Ladders need to be identified to encourage retention and income growth.

Ms. Giordano reported that in order for the Board to begin building a plan, the following steps needs to be undertaken:

- Identify Collaborators
- Research existing programs (best practices)
- Explore sources of funding
- Welfare to Work
- Skills II
- Federal and State Grants
- Private Foundations
- Industry Partners
- Research training curricula
- Meet with Business Representatives
- Clarify needs
- Get buy-in
- Flesh out plan

## **STATE BOARD MEETING**

Ms. Giordano and Ms. Turnbull attended the State Board meeting on November 14, 2002. It was reported that the Board approved the three required System Indicators. The System Integration Committee was also created by the State Board to oversee and monitor partner collaboration, service integration, and performance measurement. The Committee will be soliciting local board member participation. The State Board also endorsed the eight Workforce Investment Act (WIA) Reauthorization Principles and mandated that all Partners provide program performance data to local and State Board's in a meaningful and timely manner.

## **WORKFORCE INVESTMENT ACT (WIA) REATHORIZATION**

The Workforce Investment Act was adopted in 1998 and is subject to reauthorization in 2003. A statewide team has been working on identifying common issues and recommendations for Congress to consider during reauthorization.

Some of the common problems with the current legislation are as follows:

- Boards are too big and bureaucratic
- Integration: The intention of the law versus reality is not realistic

- There is limited System money including funding for boards to operate
- Memorandums of Understanding and Cost Allocation Plans are exceedingly difficult
- There is conflicting or no federal guidance given to local boards and systems
- There are no system measures to accurately reflect impact and justify continued investment

The New York State Principles for WIA Reauthorization that are being considered are:

- Strengthen business-led boards
- Focus on Policy
- Reduce or eliminate compliance driven programmatic functions
- Create a separate article in the WIA legislation for Board and System
- Increase focus and resources to upgrade skills of incumbent workers
- Create system measures and require all partners to link data (comprehensive and unduplicated)
- Provide dedicated funding for the System
- Allow core services to be available universally to youth; better align K-12 education & workforce systems; mandate education representatives on Youth Council
- Increase focus on workplace literacy; create stronger linkages between Job Training and Adult Education and Literacy programs
- Mandate additional federally-funded partners

Actions that need to be taken before Congress reconvenes in January 2003:

- Phone calls and letters to members of Congress
- Provide House/Senate members with 2-page brief
- Set up meeting with House/Senate Members and WFDB Chair and key business members
- Invite Senate/House members to:
- Visit Center
- Be keynote speaker at an event
- Participate in grant or workforce program announcement
- Identify key stakeholders that have personal relationship with congressional representatives and have them issue invitations & accompany

Ms. Giordano stated that the New York State Committee would ensure that each NYS congressional member gets contacted. Reauthorization is not currently on the congressional agenda, but it is expected that action will be taken in March or April 2003.

## **SYSTEM INDICATORS**

The System Indicators Team, a subcommittee of the State Workforce Investment Board has prepared the Systems Indicators draft report. The report was distributed and is available in the Board office for members not in attendance. Ms. Giordano reported that the system indicators are intended to measure how well the workforce system is developing, integrating, improving, and responding to community needs. The operating principles are:

- Starting point toward System performance
- Strong commitment toward common database (unduplicated data)
- Data collection should not be onerous on partners
- Local economic conditions must be a consideration
- Must promote integration and continuous improvement

The State directed local indicators for business and individual customers are:

- Market penetration rate
- Total system investment
- Customer satisfaction

A draft report that was prepared by the System Indicator's Team was distributed for review and comment.

## **LOCAL PERFORMANCE MEASURES**

Mr. Rossi provided an overview of the local performance measures that the Quality and Assessment Committee have been working on. Mr. Rossi stated the Committee believes the measures are a good starting point for the System and will link nicely with those being recommended at the State level. The raw data elements and performance measures were distributed and the areas that will be measured include:

- Jobseeker activity
- Active Jobseeker growth rate
- Customer Satisfaction Survey return rate
- Unemployment Insurance Claim growth rate
- Business Market Penetration
- Growth Rate of Employer Customer Base

Ms. McPheeters asked if it is possible to tell how many jobseekers are Tompkins County residents versus those coming into the Center from out of the County. She stated that this information could be valuable if the time comes when combining services with another county needs to be considered. Mr. Rossi stated they only way to find out that number would be through new registrants to the system.

## **EXECUTIVE DIRECTOR'S REPORT**

Ms. Giordano distributed her report in writing.

## **ADJOURNMENT**

The meeting adjourned at 10:02 a.m. The next meeting is scheduled for January 28, 2002, at 8:30 a.m. in the Borg Warner Room at the Tompkins County Public Library.

Minutes prepared by [Jennifer Luu](#).

Return to [Workforce Development](#) Home Page