

# Workforce Investment Board of Columbia & Greene Counties

*Board Retreat Minutes  
Thursday, August 21, 2003  
Staff Cafeteria  
Columbia Greene Community College*

## **Attendance:**

*Present:* Karen Diffley, Rikke Beal, John Betts, Jim Cullie, Jim Molloy, Irene Norsworthy, Hilton Perez, David Segalla and M. A. Wiltse,

**Consultant:** Betty Ann Falkner

## **Overview**

Jim Molloy welcomed all members to the Strategic Planning session. Jim reviewed the work the members had completed at July's retreat. He stressed that today the group would look to develop measurements to define work plan success.

## **I. Goals for today**

The group agreed that it would like to complete 100% of the Agenda. The work plans cover the following four areas:

1. Develop a comprehensive marketing plan
2. Upgrade new board member orientation and provide a tool for continual development of board members
3. Obtain and better utilize economic & employment outlook data for strategic planning
4. Increase board communication between meetings, with other WIB's, the state and partners

The group will answer the following questions, what needs to be done, ideas on how the work will be completed, when would the work be completed by and what would be the measurement tool to assess the effectiveness of the work plan.

The group prioritized the work plans and agreed that it would combine the work of groups two and four into one action item, then follow it by group one and three's work plans.

## **II. Workplan 2 & 4**

**Strategic Priority:** To upgrade the new member orientation and to provide a tool for continual development of Board members that will increase members' commitment and understanding and reinforce board members' investment in WIB goals which will increase success in achieving these outcomes.

## **Recommended actions:**

1. Fill vacancies on the Board-time specific, share recruitment info with others.
2. Update welcome packet

- a. include bios,
  - b. talents (needs to be defined),
  - c. connections-what membership or organizations are potential members involved in,
  - d. list expectations for members
  - e. list opportunities-what's in it for me?
3. Collect info from current members-bios, talents, and connections.
  4. Define Ground rules for meetings (Info from Jim Molloy)

**Measurement tool:** Continuous Quality Committee will create a follow-up survey for Board members to track improvement in meeting attendance (90%) and buy-in from members (100%)- Board members should be able to answer the following: What is WIB? What's in it for me? What's expected of me as a Board member?

**Who/When:**

Welcome packet, info from current members and ground rules for meetings: Betty Ann-WIB Consultant by next Board meeting

Measurement tool: Continuous Quality Committee by January 2004 Board meeting.

**Recommended Action:**

5. Create a mentor program for new members
  - a. Match old member to new member
  - b. For new members of less than one year

**Measurement tool:** CQ survey, attendance improvement and 100% new member mentoring

**Who/When:**

Irene, Rikke, Karen and Betty Ann by next Board meeting

**Recommended Action:**

6. Dedicate 5-10 minutes at each Board meeting to present structures of WIB.
  - a. Create a rolling agenda item to include educational portion on agenda

**Measurement tool:** CQ survey

**Who/When:**

Karen, Betty Ann, M.A.

**Recommended Action:**

7. Economic Development report out at Board meetings
  - a. Each county devote 5 minutes to report out

**Who/When:**

Irene and Jim Galvin at each Board meeting

### **III. Group 1**

**Strategic Priority:** Develop a comprehensive marketing plan

**Recommended Action:**

1. Create an Ad Hoc marketing Committee
  - a. Poll Board members to determine who wants to be part of committee

**Who/When:**

Karen to select members and present at Executive committee meeting on 9/29/03

**Recommended Action:**

2. Form a work plan

**Who/When:**

Ad Hoc Committee to prepare a preliminary report by January 2004 Board meeting

### **IV. Group 3**

**Strategic Priority:** Based upon identified current and projected community workforce needs we must decide upon how to best allocate existing/projected limited WIA funding resources. To accomplish this objective we need accurate, reliable and current economic or employment data to be made available to the WIB.

**Recommended Action:**

1. Define data needed to perform gap analysis vis/vis the needs of local employers/workforce.

**Measurement tool:**

Data set defined and harmonized.

**Who/When:**

All committee's give info needed to the Executive committee to evaluate by January board meeting.

**Recommended Action:**

2. Define, select and collect data from various sources.

**Measurement tool:**

Initial Data sets

**Who/When:**

M. A. & Hilton by March 2004 to Partners committee

**Recommended Action:**

3. Analyze data and define how gaps are to be closed
  - a. Set committee goals
  - b. Find necessary resources and metrics.

**Who/When:**

All committees by June 2004 Board meeting

**Recommended Action:**

4. Create plans for how goals will be met

**Measurement tool:**

Plans finalized and resources finalized.

**Who/When:**

All committees by October 2004 Board meeting

**Meeting ends:** 12:00