

Workforce Investment Board of Columbia & Greene Counties

*Minutes for Monday, January 13, 2003
Room 105
Columbia Greene Community College*

Attendance:

Present: Kit Ali, Karen Diffley, Rikki Beal, John Betts, Bruce Bohnsack, Jim Cullie, Barbara Eacott, Tom Every, Patrick Hernandez, Peg Hopper, Al Hulick, Brian Keeler, Cindy MacKay, Jim Molloy, Hilton Perez, Richard Phelan, Colleen Rundell, Keith Valentine, M. A. Wiltse, Geraldine Wolfe and Anthony Zibella.

Excused: Paul Dellio, Agnes Donlon, Jim Galvin, Marylou Eisenhardt, David Leavitt, Joyce Lissandrello, Jessica Nabozny, Alan Rabideau, George Skraastad, Lynn Strunk and Sarah Witham.

Absent: Susan Catanzano, Aaron Flach, Dawn Saul, and Carol Wilber.

WIO Staff: Maureen Boutin

Consultant: Betty Ann Falkner

Guests: Peter Markou of Columbia-Hudson Partnership, Eileen Capone-Consultant, and Terry McGee-Ward of Greene County Youth Bureau.

With 21 members in attendance, a quorum is present.

WELCOME

The meeting began with the welcome to all members and guests. Chairman Karen Diffley welcomed new members Jim Molloy of Dynabil and Peg Hopper of Community Action of Greene County.

STATUS OF VACANCIES

- There is one vacancy in Greene County-an economic development representative to replace Peter Markou.

CORRESPONDENCE

There were seven letters received. A letter was received from our Department of Labor representative James Robertson regarding his TANF Summer Monitoring Visit. A letter was received from Greene County Legislature regarding a corrective resolution to the reappointment of Terry McGee. A letter was received from Maggie Moree stating that Skills Gap II application was approved for \$100,000. From Maggie Moree a letter reviewing the September 2002 Col-Greene WIA-Financial Report. From Maggie Moree a letter approving the MOU for Program Year 2001-2002. From Maggie Moree an acknowledgement letter for the addition of Alan Rabideau and Peg Hopper to WIB. A resignation letter was received from Peter Markou.

There were eight letters sent. A thank you for attending the Open House was sent to David Mance and Senator James Seward. A thank you and Certificate of Appreciation was sent to Peter Markou. A letter was sent to Sue Deer of the Hudson City School District regarding non-compliance with a youth funding contract. Welcome letters were sent to two

new Board members, Peg Hopper and Alan Rabideau. A letter was sent to all Board members regarding by-law revisions and quorum definitions. Another letter was sent to Sue Deer with clarifications from the Youth Program Evaluation team.

ACCEPTANCE OF MINUTES

A motion to accept the October 7, 2002 minutes was made by Hilton Perez and seconded by Bruce Bohnsack. All were in favor and the motion was passed.

COMMITTEE MEETINGS

Executive Committee

Chairman Karen Diffley reported on this committee's activities. The Executive Committee met to vote to add one occupation, 'Title Searcher/Abstractor' to the in-demand jobs list. This addition will enable a new employer to receive on-the-job training funds for two employees. The Board was asked to ratify this action and permanently add this job-title to the in-demand list at this Board meeting.

The committee met again to review revisions and additions made to the by-laws due to changes in committee duties, clarifications, and grammatical errors. The committee spent considerable time discussing quorum and proxy voting. All agreed that ensuring quorum was vital to the business of the Board. The committee also discussed revising the Board by-laws to reflect that the minutes are available to all upon request, but Committee Meeting Minutes will only be sent to Committee Members. All copies of all minutes will be available for viewing at full Board meetings.

The Committee also reviewed the PY 02 Memorandum of Understanding that the Partner's Committee has been working on. They agreed to recommend to the Board to approve the PY 02 MOU.

Skills Standards Committee

Chair Rikke Beal reported that the committee met to review any additional Welfare to Work proposals. No other submissions were sent in applying for funding. Because the Northeast Career Planning Program reaches the hard-to-serve population, the committee would like to see any new proposals target the non-custodial parent population.

The committee learned that a consultant has been hired to market the New Employee Orientation Program to businesses. Her name is Eileen Capone. Eileen was introduced to the Board and invited to address the members. Eileen has been a part-time resident of Catskill for many years. She briefly filled the Board in on her work history, which includes serving as a consultant to the United Nations, New York Times, Colgate Palmolive and Citibank. She has been involved in corporate training and development with the News Corporation and several other companies. She previously served as a college professor at several downstate universities.

Eileen informed the Board of the purpose of her presentation which was to: introduce herself; begin networking to accomplish the objectives for the New Employee Orientation

Program; inform Board members about the program and to ask for referrals to local businesses from members. She also asked for support for this project from the Board and mentioned that she believed the New Employee Orientation Program could work because it will enhance the development of the workforce and, by extension, help Columbia and Greene businesses to grow.

Information that Eileen has reviewed from the Workforce Development Survey conducted in Columbia and Greene Counties in 2001 has led her to conclude that labor will be one of the most significant factors influencing economic growth during the early 21st century. Areas providing the quality workforce businesses require will prosper; areas the do not will likely flounder. And the majority of businesses completing the survey asked for continued communication and assistance.

Eileen reviewed the purpose of the New Employee Orientation Program and her role in its development. Because the program was created at the request of local businesses, Eileen provided several ways she would like to communicate with the Board and other business members. She left the Board with the following quote from Thomas J. Watson, Sr., founder of the IBM Corporation who said, "You cannot be a success in any business without believing that it is the greatest business in the world . . . You have to put your heart in the business and the business in your heart."

Partners Committee

M. A. Wiltse reported that the partners have been focused on completing the PY 02 MOU so it could be brought to the Executive Committee for review. Changes in this year's MOU reflect the fact that DOES is now completely housed at the One Stop Center. A good portion of the cost that had previously counted, as system costs are really direct program costs for various partners, so these costs were eliminated from the allocation plan. Now only 20% of the cost of the Board and 20% of the cost of the Career Resource Room are considered shared system costs.

In addition, the Partner's discussed marketing methods for job seekers, and decided that instead of giving that responsibility to another committee of the Board, that the Partner's Committee would be responsible.

Continuous Quality Committee

Vice Chair Kit Ali reported that this committee reviewed the work of the NYS DOL's System Indicators Team (SIT) that was established to create a template of recommendations to help the State WIB and Local WIB's identify and implement statewide system indicators that promote:

- Business services
- Jobseeker services
- Partner integration
- Continuous improvement

It is hoped that these indicators will also lend themselves to formulating a standardized "Report Card", that will also allow a local context (e.g., local economic conditions, etc.) in comparing the performance of one local area to another. It is hoped that the indicators will promote continuous improvement and system integration. The indicators will be designed to highlight success rather than failure because they will also be used to "sell" the program back in Washington. All system partners would share system outcomes (successes). And all partners in the system will be asked to provide data for the system.

With this information in mind, the committee decided that they would stay informed on the work of the NYS DOL system indicators team especially as it applies to continuous improvement.

Employer Services Committee

Chairman Richard Phelan reported on recent activities of this committee. They listened to an update from Maureen Boutin who showed committee members what they intend to include in an Employer Services business packet. They are also finding ways to develop a questionnaire that all business reps can use when visiting businesses. The idea would be for the rep that visited a particular business to input information in the computer that would be shared with other reps. This would help eliminate duplication of visits and annoyance to the business.

The committee also received an update on Skills Gap II outreach effort to businesses. Information has been e-mailed to all employers who responded to the Survey as well as to the JSAEC list of employers. There have been newspaper ads, chamber of commerce ads and newspaper articles highlighting the funding available to train employees. Thirteen employers have expressed interest and more are being contacted.

Due to John Betts' additional business ventures, Jim Cullie will replace him as the new Vice Chair of the Employers Services Committee.

Youth Council

Pat Hernandez reported on activities of the Youth Council. The Council decided to have two sub-committees, the RFP & Program Review sub-committee and the Outreach sub-committee. The full Youth Council discussed the upcoming duties of each committee.

The full Youth Council reviewed the results of the evaluation teams' visits with the Youth Providers. Greenville, the Catskill GED program and the WIO's YES program were determined to be running smoothly. Three programs need a second look; for Questar and New Lebanon the evaluation team needs to go back to these programs and see students in action. This is due to the newness of these programs when they were first visited in December. Hudson City School District program will be evaluated now that students are officially enrolled. Chairman Pat Hernandez told Board members that it is the intent of the Youth Council is to make the Hudson program a success.

Pat Hernandez also asked for more business participation on the Youth Council.

ONE STOP OPERATOR DIRECTOR'S REPORT

M. A. Wiltse shared the new format of her report to the Board. This data has been expanded to respond more to the questions Board members have been asking. She reported that the Career Center usage has increased every quarter since it first opened.

Hilton Perez reported on the first quarter of activities now that the Department of Labor has been located at the college since September. He also provided employment statistics for Columbia and Greene Counties.

M. A. Wiltse reported on the marketing efforts of the Workforce New York staff. Besides print media, staff have visited business and related groups to do in person presentations. They have made one-on-one visits to businesses. She also reported on the number of participants who have visited the libraries and those who have visited the extension centers located at Community Action of Greene County and Columbia Opportunities.

In presenting her budget report, M.A. Wiltse reported that money has been set aside to enable funding for the next program year with the report of large cuts in the workforce system. Her staff was able to utilize alternate funding for LPN training to pay tuition. This funding resulted in a \$40,000 saving to workforce funds.

She also shared the annual report for Columbia and Greene. The workforce system exceeded most of the performance measures outlined under the workforce investment act. Some areas in the attainment of credential area are being re-reviewed because of possible errors in computation. M. A. shared that the report is not very helpful in managing the system as it relies on data that may be anywhere from nine months to two years old.

OLD BUSINESS

There is no old business to report on.

NEW BUSINESS

Resolutions:

- Resolved to accept the Executive Committee's recommendation to add the job title 'Title Searcher/Abstractor' to the in-demand jobs list. A motion to accept was made by Tony Zibella and seconded by John Betts. All were in favor and the motion was approved.
- Resolved to accept the Employer Services Committee recommendation to create a new category on the in-demand occupation list titled Customized Employer-Specific Skills Training. Under this category the WIO has the authority to add employer-generated specific job titles if those job titles can be tied to a growth industry or a career path with growth potential. These jobs will remain under the Customized Employer-Specific Skills Training category on the in-demand list for a four-month period pending ratification at the next regularly scheduled board meeting. A motion to accept was made by Al Hulick and seconded by Jim Cullie. All were in favor and the motion was approved.

- Resolved to accept the Executive Committee's recommendation for revisions to the Board by-laws. A motion to accept was made by John Betts and seconded by Jim Cullie. All were in favor and the motion was approved.
- Resolved to accept the Executive committee's recommendation that the MOU for Program Year 2002 be approved and forwarded to New York State Department of Labor. A motion to accept was made by Al Hulick and seconded by M. A. Wiltse. All were in favor and the motion was approved.

GOOD AND WELFARE

- **WIB Consultant Updates**
 - Board members were given the National Association of Workforce Boards Self-Assessment Survey. This survey will be a confidential document to be completed by board members. All members were asked to complete each item and send it back within two weeks. Results of this survey will set a baseline for Board activities and enable continuous improvement.
 - Board members were informed about the reauthorization of Workforce Investment Act and the reduction in the appropriation of funding. An effort is underway on the state workforce investment board level to get the message out to local congressmen to fund the workforce system and to restore funding cuts. Local WIB members are being asked for their support by providing a business representative to the state to speak with the congressmen. Members have also been asked to write letters of support of the workforce investment system and to provide information on the dollar value that their business represents in the local economy.
- Chairman Karen Diffley reviewed the Board Meeting Schedule for upcoming meetings:
 - Wednesday, March 11, 2003 @ 5:30 p.m.
 - Monday, June 23, 2003 @ 8:30 a.m.

ADJOURNMENT

A motion was made to adjourn by Jim Cullie and seconded by Jim Molloy. All were in favor and the meeting was adjourned at 10 a.m.