

Workforce Innovation and Performance Committee of the Monroe County/Rochester Workforce Development Board
Meeting Minutes
RochesterWorks, Inc., 255 N. Goodman St.
Tuesday, December 4, 2018
8:00-9:00 AM

Present: Cherie Becker, Mark Rogacki, Edie Arlauckas, Richard Turner, Christopher Bonawitz, Lydia Alston-Murphy, Michael Wright, Patricia Stovall, Romanda Gibson-Stevenson

Staff and Guest: Lee Koslow, Peter Pecor, Viatta Carter, John Premo, Antwan Williams, Mary McKeown

Approval of Minutes:

There were no changes, objections or comments by the Committee for the September 11, 2018 Meeting Minutes; therefore, the minutes were accepted.

Priority Area: Services to Special Populations

Last quarter in September, we spent a considerable amount of time on a group exercise to prioritize the committee's goals for the program year. There were 3 goals for action and discussion that we decided on as priorities. The first one is Services to Special Populations, including justice-involved individuals and people with disabilities. The second one is Performance and Data Analysis/Analytics, especially including continuous improvement of customer service. This also includes sharing of combined data among the three Career Centers. The third one is Pipeline Development for In-demand field, for example Manufacturing and Healthcare Career Pathways. Discussion today included the first two goals.

Lee provided information on some research reports that may have a bearing on the Career Centers themselves. Research included that only a small percentage of One-Stop users were current or former SSA beneficiaries. Last program year, approximately 10% of RochesterWorks! System Participants reported having a disability. This low number may be the result of not asking the question enough times. Do we need to verbally invite participants to disclose at subsequent visits, in addition to the question on the paper registration form? Asking in person may assist in this effort.

One item that jumped out included those social security beneficiaries who've utilized One Stop services became employed and achieved employment outcomes much higher than those who did not use the One-Stop Career Centers. This may be due to the fact that individuals who are the most motivated to get employment used the One-Stop Career Centers and therefore gained employment at a higher rate than those who didn't want to look for jobs, therefore not utilizing the Career Centers. There may be some element of impact here in that they were really helped by the Career Centers.

Another report included information on accessibility, covering physical accessibility, communications accessibility and programmatic accessibility. Recommendations in this report included for physical accessibility, most Career Centers are already accessible, while others may have little control over the accessibility of the building in which they operate. With communications accessibility, the 2 barriers identified were limited budgets and limited staff training. With programmatic accessibility, the report indicated big changes are needed, including recommendations related to Awareness and Training, Staffing, Benefits Counseling, Collaboration, Outreach and Involving People With Disabilities in Accessibility.

Regarding service to justice-involved individuals in the One-Stop Career, there is an Evaluation of the Re-Integration of Ex-Offenders Program. This program is related, as they are a One-Stop System Partner. RochesterWorks! had a grant that just ended in September and has received some sustainability funding to keep the program running.

Thoughts on what we're doing right now that are working either in the Career Centers or in the system as a whole in serving people in special populations, include:

- Engaging the customer, how do we reach the customer, how we convince the customer that services are available and workable. Locally, we have some pathways including funding to go into the jail, engage the population and build relationships so when they're released, they take full advantage of the services offered at the Career Center.
- It is best to go to the area where the population exists and go often. A person/service provider is needed to be the visionary to the population.
- Identify organizations that can help. Provide a good orientation of their services. Educate agencies more with RochesterWorks! services, etc.
- Define ways to be able to support the individual, making them comfortable in sharing information on their disability.
- Currently, there is a staff member at the N. Goodman Street Career Center who specializes in serving individuals with disabilities. Also, the counselors are all trained and equipped at the Waring Road Career Center to serve individuals with disabilities.
- A suggestion was raised to consider having a community event, such as a resource fair, to engage individuals from special populations with Career Center services.
- Sharing services with ACCES-VR at the N. Goodman Street Career Center is working well in assisting the same individual.

At this time, Lee handed out a Special Populations Priority Area Quick Survey, looking to create Action Items to work on from the results of this survey. Meeting attendees were asked to rank the top 3 system improvements you'd like to see, the choices focusing on justice-involved individuals or people with disabilities, as well as between what we'd like to do for those populations, either increase the number that we serve in the Career Center, increase the intensity of services we provide to them or increase the number who are co-enrolled in multiple partner programs.

Priority Area: Performance and Data Analysis/Analytics

Regarding continuous improvement of customer service, Joe Wesley/Wegmans discussed at our last meeting how they provide customer service to their customers. Now we'd like to look at how can we apply this to the Career Centers. Areas to focus on include how to make the reporting process easy for customers and how to track and analyze complaints to determine patterns and root causes. Common results from Career Center surveys include changing up the workshops and the increasing the length of time a customer can sit with a counselor.

Continuous improvement in this area includes determining a customer feedback collection process, collecting the feedback, analyzing the results and using the results to improve the system.

Regarding today's discussion on customer service, Lee suggested from a Career Center standpoint, the best way to address these items would be through the certification process, which includes a section on continuous improvement in customer service. Although recertification will not be for another 2 years, what we could do now, looking ahead, would be to pull out this section in the recertification process and see where some of these items may fit in and come up with some recommendations that the Career Center Managers can take into consideration.

Next Meeting Scheduled: March 5, 2019

Meeting adjourned at 9:09 AM

Submitted by: Mary McKeown

Reviewed by:

Lee Koslow 12/11/2018