

**Workforce Development Board
Meeting Minutes
Tuesday, September 20, 2022
8:00AM - 9:30AM
UNICON/Builder's Exchange of Rochester
Board members also attended via Zoom**

Attendees: Zachary Arnold, Kyle Banks, Rachel Baranello, Bert Brinkerhoff, Tonya Dickerson, Sergio Esteban, Glen Jeter, Tyrone Reaves, Gary Rogers, George Scharr, Michael Weed, Joe Wesley, Randy Andre, Robin Cole, Rodric Cox-Cooper, Corinda Crossdale, Rick Donovan, Shawn Futch, Shirley Green, Ana Liss, Grant Malone, Danielle Maloy, Joseph Morelle, Roosevelt Mareus, Angelica Perez-Delgado

Absent: Dana Abramson, Mary Beth Artuso, Thomas Battley, Bob Coyne, Melissa Geska, Ann Kowal, Seanelle Hawkins, Mark Rogacki, Patricia Stovall-Lane

Staff: David Seeley, Viatta Carter, Shawn Curran, Lee Koslow, Mary McKeown, Laura Seelman, Antwan Williams, Marisol Young

Guests:

Call to Order:

The meeting was called to order by Sergio Esteban at 8:06 AM.

Introductions:

Dave Seeley welcomed our 4 new Board Members, which include:

- Zachary Arnold, University of Rochester
Senior Director of Talent Acquisition
- Robin Cole, Monroe Community College
Vice President, Economic & Workforce Development and Career Technical Education
- Shawn Futch, City of Rochester, Department of Recreation and Human Services
Workforce Development Coordinator
- Joseph Morelle, UNICON
Executive Director

Item for Board Action:

Dave Seeley announced that George Scharr has resigned from his position as Vice-Chair of the Board, as he will be focusing on other efforts. He has been a valued member and we thank him for his dedication and contributions in this office. Dave added that we do have an approved recommendation from the Executive, Finance & Audit Committee to appoint Glen Jeter to the position of Vice-Chair, and this requires Board approval.

A motion to appoint Glen Jeter to the position of Vice-Chair was made by Joe Wesley and seconded by Shirley Green. The motion was passed unanimously.

Approval of Meeting Minutes

A motion to approve the June 21, 2022, meeting minutes was made by Glen Jeter and seconded by Angelica Perez-Delgado. The motion was passed unanimously.

Finance Committee:

Dave Seeley Provided a Packet Covering the Summary of Expenses July 1, 2021 - June 30, 2022

Dave Seeley reported our WIOA funding PY 2021 remains the same as reported in August to the Executive, Finance & Audit Committee, noting we did reach our 80% spend down for WIOA funds and did not need a waiver.

Summer Youth Employment (TANF) May 2021-December 2021: Awarded \$1.5M and spent \$970,467. Last year we spent almost 2/3 of our allocation, which is good because that is about 2/3 more than we had spent in the previous year. It was a challenge getting participants through the second year of Covid.

ROCSEEDS: Awarded \$451,532 and spent \$256,149. This program ended June 30, 2022. This was supplemental money, non WIOA, and was a direct placement program, working with Youth from areas impacted by high gun violence. It was very challenging getting participants in this program. We really made an aggressive push in the 2nd quarter, particularly in May and June, by working with our Board Member Tyrone Reaves. We were able to get a pretty sizeable cohort through the program with some results.

Individual Training Accounts (ITAs): These have increased over the previous year. There have been 217 participants with an average cost of \$3,974 per participant. The top 3 vendors were Isabella Graham Hart School of Practical Nursing, Professional Driver Institute, and Genesee Valley BOCES.

PY21 Budget vs. Actual: We hit our 80% spend down. The remaining budget may seem high, but includes:

- \$1.1M WIOA carry-over (planned)
- \$565K SYTEP (TANF) - lower post Covid participation
- \$364K Foundation Grants: will be spent down
- \$280K: NYS SCION (Disability Resource Coordinator) - will be spent down 3 years
- Also includes unspent Gun Violence Prevention program funding

PY 2022 Budget: Summer Youth Employment (2022)

- May 2022-December 2022
- Awarded \$1.5M
- Spent down considerably over the past 2 months

Non-WIOA Funding:

- ER-NDWG Program for enhanced recovery services, to help the Opioid Program.
 - Awarded \$451,532
 - No cost extension until March 31, 2023
- Gun Violence Prevention (GVP)
 - Awarded \$2.25M
 - No cost extension until March 31, 2023
- NY-SCION – Disability Resource Coordinator
 - First year of three years, awarded \$300,000 in total
- Mother Cabrini Health Foundation: Enhanced Recovery Services

- Awarded \$200,000
- ESL Grant - Technology Refresh/Cyber Security - \$81,000. This is a capital grant to help with some of our technology and cyber security needs.

Upcoming RWI Finance Events:

- October 2022 - Brokers Meeting for 2023 RWI Benefits
- October 17-28, 2022 - Bonadio Annual Audit
- November 2022 - RWI Open Enrollment
- December 2022 - NYSDOL Audit

Youth Committee:

Youth Services Update

Antwan Williams provided an update on the Summer Youth Employment Program (SYEP). In partnership with the City of Rochester SOOP, 569 Youth were served over several weeks this summer. Results included:

- RochesterWorks: Program Placement 52 and Direct Placement 258
- City of Rochester: Program Placement 176 and Direct Placement 83

Antwan added that in wrapping up the Summer Youth Employment Program, they hosted an employer appreciation breakfast on September 16th. They recognized and presented Gold Star Awards to The Boys and Girls Club, UPREP, Ibero, and the Rochester Public Library.

WIOA-Youth Services Update

- Currently working with WIOA Youth Navigators on a systemwide approach to Youth engagement through shared best practices.
 - Monthly meetings will be utilized by agencies to present their organization's services to encourage collaboration between programs.
- Youth Services is looking to hire a Workshop Specialist to provide Job Readiness Training to the Youth System.

NYS Gun Violence Prevention Program: 119 Young Adults are currently enrolled. This program will sunset March 31, 2023.

- The Department of Labor's Youth Team hosts monthly meetings with frontline staff and Program Directors regarding program initiatives and building the bridge as we work through the obstacles of recruitment, Youth engagement, staff turnover, Covid, and data tracking.

Antwan also reported that RochesterWorks is contracting with TRANSFER VR to help Youth discover their career pathways virtually through hands-on simulations, exposing Youth to Manufacturing, Automotive, Public Safety, Skilled Trades, Warehousing & Storage, and Hospitality & Tourism disciplines. The benefits include:

- Provide career exploration in virtual reality to help Youth make a more informed decision about their future.
- Provide hands-on work-based learning that aligns with employer competencies, saves on consumables, and offers a differentiated learning experience.

Workforce Innovation and Performance Committee:

Work Experience Payroll Services - Item for Board Action

Lee Koslow began the discussion with a brief background noting that for a number of years now, we have contracted out to staffing agencies to provide payrolling for our paid work experience services. He reported that on a 4-year cycle, we send an RFP out for payrolling services that covers our Work Experience, as well as our Youth Wage Subsidies, through the SYEP program. This year the contracts are up September 30th, so in June, RWI announced a competitive bid for contractors to provide payroll services for 1) Work Experience Tryouts for Adults, ages 18 and over and 2) Paid Work Experience for Youth, ages 14 to 24. The intent was to contract with multiple payrolling companies if we had received enough responses to the RFP. We received 3 responses to the RFP, and as we have done in the past, we have divided it amongst the two highest-scoring proposers, TES Staffing and RBA Staffing: TES Staffing for Paid Youth Work Experience and RBA Staffing for Adult Work Experience Tryouts.

Lee presented the Proposed Resolution as follows:

Whereas RochesterWorks, Inc. desires to contract with experienced, qualified companies to provide temporary work experience payrolling services to at least 50 adult participants, approximately 80 year-round youth, and approximately 230 summer youth.

Be it resolved that the Monroe County/Rochester Workforce Development Board authorizes fee-for-service Work Experience Payrolling contracts for a term beginning October 1, 2022 and ending September 30, 2023, with an option for up to three (3) one-year renewals, to the following organizations for the following services:

- TES Staffing, for payrolling for approximately 80 year-round youth and 230 summer youth per year; internal staffing for temporary youth staff; and as a secondary provider for all other payrolling services. Estimated annual budget: \$1,760,000.
- RBA Staffing, for payrolling for 50 or more Adult, Dislocated Worker, National Dislocated Worker Grant, and other grant participants per year; and as a secondary provider for all other payrolling services. Estimated annual budget: \$200,000.

A motion to approve the Proposed Resolution as presented above was made by Shirley Green and seconded by Robin Cole. The motion was passed unanimously.

Performance Activity Report

Lee Koslow reported on unofficial Performance Data PY 2021 that we received from the New York State Department of Labor for the 5 Indicators of Performance that are measured at the local level under WIOA.

Lee reviewed the Adult, Dislocated Worker, and Youth Performance Indicators, including the following Performance Metrics:

- Employment Rate 2nd Qtr After Exit
 - Percentage of participants that have Exited, who are employed during the 2nd quarter after Exit
- Employment Rate 4th Qtr After Exit
 - Percentage of participants that have Exited, who are employed during the 4th quarter after Exit
- Median Earnings 2nd Qtr After Exit
 - For all those who are employed in the 2nd quarter after Exit and is a 3-month total
- Credential Attainment 4th Qtr After Exit
 - For all those in training, how many have obtained a credential within a year after Exit

- Measurable Skill Gains
 - For all those in training, how many have advanced in their skills, as measured either by a progress report, an increase in a literacy or numeracy level, or some other milestone that is defined beforehand for the particular training program

Lee next reviewed our actual Performance Percentages achieved during the PY 2021 performance period. The 80% of Goal numbers shown are passing. The 2021 Goal numbers shown are our Goal. With 3 of the 5 Performance Metrics, we exceeded the Goal, but with all 5, for these Adult measures, we passed.

Lee continued with Performance Percentages for Dislocated Worker. We achieved the Goal with 3 of the Performance Metrics and passed all 5 Dislocated Worker measures.

Lee finished with Performance Percentages for Youth. We achieved the Goal with 3 of the Performance Metrics and passed all 5 Youth measures.

Directors Report:

Dave Seeley highlighted the following in his Director's Report:

Honoring Peter Pecor

We will be honoring our former Executive Director, Peter Pecor, on Friday, October 7th at 12:30 pm at our 100 College Avenue Career Center. This will include the dedication of our Career Center in Peter's memory. All Board members are welcome to attend this fitting celebration for the person who has had the greatest collective impact on RochesterWorks since its foundation.

Regional Collaboration

The adopted NYS Budget included the creation of the NYS Office of Strategic Workforce Development, which will be charged with improving the State's workforce development programs and practices to better align with the needs and priorities of today's employers. This new initiative, which will be coordinated by Empire State Development (ESD) and the Regional Economic Development Councils (REDCs), includes \$150 million in multi-year funding for new grant programs that will primarily support employer-driven, high skilled workforce training programs.

Dave has been working with Dr. Robin Cole and MCC, and counterparts in the Finger Lakes and Glow Regions, to chair a workgroup for the Regional Council. Over the summer we worked on Workforce Inventory and now we are on phase 2, working with a consultant to identify which industries to focus on and what types of training programs to create for those. There will be a heavy focus on manufacturing, agribusiness, and Clean Tech industries.

Regional Revitalization Partnership

The adopted budget also created the Regional Revitalization Partnership, a multi-year collaborative initiative between New York State's Empire State Development, local municipalities and private philanthropic partners. This \$300 million initiative targets Buffalo, Niagara Falls and Rochester. Workforce development is one of the priority focus areas for investment in Rochester, with \$20 million being allocated toward workforce training programs.

RochesterWorks will be serving on both the steering committee, as well as the project implementation team. Again, we will be working with a consultant to identify transformational projects for the City of Rochester, with a heavy focus on workforce development. Dave expects

this to be a great opportunity for us to cement ourselves as an innovator and transformative agency over the next several years.

Transition: Director of Finance & Administration

Michael DeBole retired from RochesterWorks on August 31, 2022, after serving over a decade as our Finance & HR Director. We have been interviewing candidates throughout late August and September. One thing of note is that the “HR” has been taken out of the position. This does not mean that the new Director will not be accountable for HR in our organization; however, it reflects a transition to taking much of the day-to-day HR management off the shoulders of this position and utilizing our consultants at HR-Works in a greater capacity.

Long-Term Planning: Facilities

Over the past several months, we have taken more concrete steps towards a potential relocation of our Career Center, and possibly other divisions of the organization. Even before Dave coming onboard, RWI has been considering a move to the MCC Downtown Campus, but it has never been able to come together. We have also been engaging in some initial talks with other workforce agencies about co-locating our services with other workforce related services to provide a more comprehensive workforce development ecosystem for our customers seeking to navigate career pathways.

MCC is still an ideal location, even more now that they have opened up the new FWD Center. However, the bottom line is that Dave believes we need a permanent Career Center that is more centrally located, accessible, and welcoming to the people we serve. This would also ideally include co-location of supportive services providers who strive to eliminate barriers to participation in the workforce. Therefore, even if MCC does not come to fruition, Dave believes we should look at other locations over the next 18 months.

Many of the opportunities discussed above are possible avenues to provide the necessary capital funding to make this transition. Dave will continue to update the Board on progress made and welcomes feedback.

Grant Updates

ESL Foundation Grant - Technology and Facilities

The ESL Foundation again has proven itself a great partner for RochesterWorks. In addition to providing multiple grants that supplement our programs, thus providing greater flexibility, they have also provided support to allow us to maintain an adequate technology infrastructure. Last year, this came in the form of \$43,000 for laptops, docking stations, and monitors to allow us to implement our remote work policy. More recently, we were awarded \$83,000 to allow us to invest in necessary server upgrades to ensure that our cyber security needs are met, critical given the sensitive information we have about our customers. The grant will also fund a Shield Act audit to ensure we have adequate controls for data protections. It will also actually help finance some HVAC upgrades to the 100 College Avenue Career Center, to provide better airflow.

City of Rochester ARPA Grant

RochesterWorks submitted an ARPA grant application in partnership with YAMTEP (led by Board member Tyrone Reaves) to enhance our ROCSEEDS program. We were not awarded funding from the City and will continue to pursue funding to allow us to grow this program, which provides job readiness training for marginalized populations, leading to a direct placement.

Good News: Enhanced Supportive Services Recognition

At the upcoming Annual Conference in October, the New York Association of Training and Employment Professionals (NYATEP) will recognize RochesterWorks, more specifically Enhanced Recovery Services (ERS), with the NYS Workforce Program Award. NYATEP annually recognizes a NYS-based, workforce development program or initiatives that effectively develop the workforce in support of the local economy, through successful education and training, community-wide partnerships, and/or employer engagement.

Our ERS program is one of the most innovative and progressive workforce development programs in the State, aiming to help those in recovery from substance abuse disorder. Initially started through a federal grant, and aimed at those impacted by the Opioid crisis, it has since been expanded to provide workforce development services to those impacted by other forms of substance abuse addiction.

We are very proud of our organization, and Dave would like to specifically recognize Clark Rodman and Jill Nocera for their leadership with ERS, as well as our Management Team for helping to grow this program.

RochesterWorks Diversity, Equity & Inclusion (DEI)

RochesterWorks' Diversity, Equity & Inclusion Committee has commenced its work. Comprised of several members of our staff (Dave not included), the committee's initial charge will be to develop a DEI mission statement, goals to help us live up to that mission, and strategies to meet those objectives. This will come in the form of a DEI Strategic Plan with a target completion date of December 2022.

This is an important effort for a number of reasons. First, the population we serve is diverse. Over one-half of our customers are BIPOC, and we are increasingly serving the disability community and other populations that make Rochester a mosaic of cultures, identities, and races. Secondly, we must always look within. About 40 percent of our staff are BIPOC. As such, we must assure that we are not just implying we are an organization committed to DEI, but that we are intentional and affirmative in policy and practice.

Other:

Members Sharing & Feedback

The question was raised if an update on the Strategic Plan could be provided every 3 months at the Workforce Development Board meetings. Moving forward, this item will be added to the agenda.

Adjournment 9:12 AM

A motion to adjourn the meeting was made by Gary Rogers and seconded by Glen Jeter. The motion was passed unanimously.

WDB Meeting Schedule:

December 20, 2022

March 21, 2023

June 20, 2023

Approved

David Seeley

Date

Submitted by: Mary McKeown

Reviewed by:

David Seeley: 10/20/22

Antwan Williams 10/13/22

Lee Koslow 10/11/2022

PENDING APPROVAL