

**Workforce Development Board  
Meeting Minutes  
Tuesday, March 15, 2022  
8:00AM - 9:30AM  
UNICON/Builder's Exchange of Rochester  
Board members also attended via Zoom**

**Attendees:** Thomas Battley, Bert Brinkerhoff, Bob Coyne, Sergio Esteban, Melissa Geska, Glen Jeter, Kathy Miner, Tyrone Reaves, Gary Rogers, George Scharr, Randy Andre, Rodric Cox-Cooper, Romanda Gibson-Stevenson, Shirley Green, Joseph Leone, Grant Malone, Danielle Maloy, Angelica Perez-Delgado, Patricia Stovall-Lane

**Absent:** Dana Abramson, Mary Beth Artuso, Kyle Banks, Rachel Baranello, Adrian Hale, Ann Kowal, Michael Weed, Joe Wesley, Corinda Crossdale, Seanelle Hawkins, Ana Liss, Dan Maloney, Roosevelt Mareus, Mark Rogacki

**Staff:** David Seeley, Viatta Carter, Shawn Curran, Michael DeBole, Lee Koslow, Behiye Mansour, Mary McKeown, Laura Seelman, Antwan Williams, Marisol Young, Theodore Jordan, Rosa Smith-Montanaro, Alexandria Vattimo

**Guests:** John Brach, Joseph Morelle

**Call to Order:**

The meeting was called to order by Sergio Esteban at 8:05AM.

**Introductions:**

Dave Seeley welcomed our 3 new Board Members, which include Rochester Mayor Malik Evans (represented today by proxy John Brach), Grant Malone; District Manager, Operating Engineers Local 158 / President, Rochester Building & Construction Trades Council, and Shirley Green; Commissioner of Department of Recreation and Human Services, City of Rochester.

**Approval of Meeting Minutes**

A motion to approve the December 21, 2021, meeting minutes was made by Joseph Leone and seconded by Glen Jeter. The motion was passed unanimously.

**Finance Committee:**

**Michael DeBole Provided a Packet Covering the Summary of Expenses July 1, 2021 - December 30, 2021**

Michael DeBole reported our WIOA funding PY 2021 thru December 2021 is currently where we expect it to be in six months budget wise. The current funding sources were reviewed, as well as those recently received, going forward as of January through June of this year. The WIOA funding includes Adult, DW & Youth. To maintain our funding, we must spend down 80% of the funding for the current year. We recently received three additional grants and these funds, will be in the mix of our cost allocation plan, due to the rules and regulations of the Office of Management and Budget (OMB). The additional funds will be receiving allocations of our

variable costs of our operation expenditures, unless it is a direct cost, like a direct placement for Youth. Funding sources include:

- Mother Cabrini, \$200K, grant funds will support the Opioid participants. We will have a dedicated staff member to help spend down the funding.
- NY SCION, Systems Change and Inclusive Opportunities Network, a 3-year program received from the State, and includes an installment package of \$100K per year. We have received the first installment, which ends by December 2022. We posted the new position for this Grant, Disability Resources Coordinator, which will coordinate with all the other agencies and workforce partners who are dealing with specifically those with disabilities, including intellectual and developmental disabilities. The position has been filled and will begin at the start of April.
- ER-NDWG, \$203K, Emergency Recovery National Dislocated Worker Grant, a new installment we received in February, and the program will sunset September 30, 2022.
- Opioid NDWG Grant, we received a 3<sup>rd</sup> installment of \$243K, program will sunset June 30, 2022.
- ROC Seeds, initial sunset date was December 2021; however, we received a no-cost extension in January 2022 which has been extended through June 30, 2022. This is basically an extension of our Summer Youth Program to do Individual Training Programs or Work Experience. Supportive Services are also available.
- ESL Charities, grant funding being utilized for a Center for Youth Navigator.
- ESL Opioid/GVP, \$186K, supportive services, a portion is for the Gun Violence Prevention, as well as Work Experience for the Opioid Grant. The GVP will be approximately \$137K for Work Experience and the balance of the \$49K for supportive services used for the Opioid Grant.
- Gun Violence Prevention, \$2.2M, it has taken an unexpected amount of time to ramp up the program, however with due diligence we are progressing, providers are in place, Navigators have been hired, program original sunset July 31, 2022, sunset now extended to March 31, 2023.
- Summer Youth Program, finished in December 2021 with a total of 253 Participants. The online application was kept open throughout the entire program, June through the end of August. Wage subsidies, which is our direct placements through our payroll services, included 175 direct placements.

A motion to approve the Financial Report as presented was made by George Scharr and seconded by Bob Coyne. The motion was passed unanimously.

#### **Youth Committee:**

#### **Youth Services Update - Item for Board Action: Summer Youth Work Experience Providers**

Antwan Williams began the discussion by reviewing RochesterWorks! published a Request for Proposals to seek out community partners to deliver structured employment-based paid summer work experiences for youth. Ten (10) proposals total were received, of which 2 programs will not be considered for funding but will receive technical assistance and be recommended for Direct Placement. RochesterWorks! anticipates funding to support this purpose in the amount not to exceed \$442,470.00 and includes the following 8 organizations:

- Ibero-American Action League, Inc. (new this year)
- Monroe 2-Orleans BOCES
- Action for a Better Community, Inc.
- The Community Place of Greater Rochester, Inc.
- Greentopia (new this year)
- Boys & Girls Clubs of Rochester, Inc.
- YMCA of Greater Rochester

- Urban League of Rochester, NY, Inc.

The funding for this program comes from State OTDA funds, which will flow through the County, then on to RochesterWorks! to operate the funding. We are looking to fund these programs which will operate during the summer months, between July and August, for six weeks/120 hours total work experience. Right now, we have the Summer Youth Employment Program application open, in collaboration with the City of Rochester Summer of Opportunity, with close to 1,000 applications a week ago. The goal now is to have young people follow through and upload their supporting documentation so that we can review eligibility. With Board approval for these programs, we will then forward these young adults into these programs for 6 weeks.

A motion to approve the recommendations for the Summer Youth Work Experience Program as presented was made by Melissa Geska and seconded by Patricia Stovall-Lane. The motion was passed unanimously.

Note: Angelica Perez-Delgado, Ibero-American Action League, Inc., abstained from this vote.

### **Workforce Innovation and Performance Committee:**

#### **Performance Activity Report - Item for Board Action: Update ITA Supportive Services**

Lee Koslow began the discussion by noting earlier this month at the Workforce Innovation & Performance Committee Meeting, we discussed how we might use some of the WIOA and National Dislocated Workers Grant resources that we have, to enhance the menu of supportive services that we have available and wraparounds for individuals in training or in subsidized employment, or even those who are receiving supportive services, to be able to participate in those services and gain employment, as well as whether it might be time to increase the cap for our ITA training grant. The committee meeting was followed by a survey to all committee members present at the meeting, and by majority vote, members selected which policy changes to recommend to the full board.

Lee summarized the proposed changes to the Policy 103 WIOA Supportive Services and Policy 104 Individual Training Account Guidelines as follows:

#### **Policy 103 WIOA Supportive Services**

- Expand eligibility for most supportive services to include all unemployed participants, all low-income participants, and all employed participants earning \$18/hour or less
- New supportive services available to transitional jobs (work experience tryout) participants, including: birth certificate, NYSDMV ID, NYS Class D Driver License or Renewal, clothing and personal hygiene services, tools, RAP sheets, MVR, and school transcripts
- New supportive services available to career and training services participants, including: RTS Access paratransit, ridesharing gift cards, parking costs, child and dependent care, all costs to obtain or reinstate a NYS Driver License, digital divide supportive services, job-specific online coursework for participants in subsidized employment, and tutoring services

#### **Policy 104 Individual Training Account Guidelines**

- Increase the limit to \$6,000 for most Adult, DW, and Youth training grants
- Increase the limit to \$4,000 (\$5,000 for low-income participants) for CDL training

A motion to approve the changes recommended by the Workforce Innovation & Performance Committee as presented was made by Romanda Gibson-Stevenson and seconded by Randy Andre. The motion was passed unanimously.

## **Career Center Report**

Viatta Carter introduced Alexandria Vattimo (Program Coordinator) and Rosa Smith-Montanaro (Master Instructor/Trainer) who reported on the 5 Steps to Rapid Employment Program.

Alexandria began the presentation by noting this is a 5-day, interactive job search program that takes a holistic, empowering, step-by-step approach to career development. It is designed to teach participants how to proactively campaign for jobs in comprehensive ways that not only consider the labor market, but our individual perceptions of what challenges we face during the job search process. We have been delivering this program for 10 years, both in person and now via Zoom. We have 13 certified instructors and coaches on staff, with the ability to certify additional instructors/coaches on site.

Rosa defined "The 5 Steps" of the program, which include:

- Day 1: The Emotional Roller Coaster - Focus Management; includes exercises and activities.
- Day 2: Defining Your Goal - Values; discuss values and the role of their personal values and introduces the concept of bridge jobs.
- Day 3: Value Based Resume and Self-Marketing Tools; discuss resumes and references.
- Day 4: Creating a Meticulous Action Plan - Your MAP; discuss their action plan and how to specifically design their resume.
- Day 5: Taking the Right Action and Mastering Self-Marketing; discuss interviewing and networking and review their next steps. Attendees return the following day and will graduate from the program.

Ongoing support includes:

- 5 Steps graduates are paired with a coach
- Campaign Meetings held twice a month

Additional program data includes:

- 1,000+ Graduates
- 109 Classes Held
- 200+ Campaign Meetings
- Typical landing time is 2-3 months post-graduation, compared to 6-7 months national average.

## **Business Services Update**

Laura Seelman began her presentation by noting that in early 2022 we partnered with Monroe County and launched the Monroe Job Opportunities Integrated Network (JOIN). The goal of this initiative is to increase and diversify the ways job seekers and employers can connect through a series of in-person and virtual recruiting opportunities.

Business Services has hosted a series of Community Job Fairs within different towns and neighborhoods across the County. The goal of these events is to attract an audience who might not necessarily be familiar with our services, who are engaged within their communities, but might not be coming downtown to see us in our offices for varied reasons. Their first event was held at the Henrietta Public Library on January 19<sup>th</sup>. 12 Employers, most having a presence/location in Henrietta, and 68 job seekers attended this event. Upcoming events will be held in Webster on March 16<sup>th</sup> and in Brighton on May 18<sup>th</sup>.

Business Services also hosted an event within the City of Rochester, in partnership with Monroe Community College at the Downtown Campus. The event was held on February 17<sup>th</sup> and was

open to everyone, in addition to MCC students as well. 21 Employers and 125 job seekers attended this event.

All businesses that participated were surveyed right after these events, with results indicating 88% of surveyed employers said they expected to hire a candidate as a result of these events.

Business Services has also held their first virtual job fair, which uses a software platform that allows text and video chat between businesses and job seekers. Their first virtual event was held on February 28<sup>th</sup>. 24 Businesses, recruiting across all industries and skill levels, and 78 job seekers participated in this event. Their next virtual job fair is scheduled on March 31<sup>st</sup> and will focus on Healthcare Careers.

On-site events at the College Avenue Career Center have included a weekly event, for up to 2 employers each week, to recruit for openings. They have hosted 9 events; 17 employers have participated, interacting with 137 job seekers.

Laura provided an overall summary of these events by noting:

- Challenges: Collecting placement feedback from participating employers, competitive nature of job market, lack of candidate follow through
- Successes: 7 Employment offers on the spot and 5 candidates hired as a result of the January events at the College Avenue Career Center
- Opportunities: Increase in referrals and participation from One Stop Partners and community-based organizations

## **Directors Report:**

### **Introduction of By-Law Amendment, re: Proxy Voting**

Dave Seeley began this discussion by noting the Monroe County Executive and Mayor of the City of Rochester are the Chief Elected Officials (CEOs), with whom the Monroe County/Rochester Workforce Development Board (WDB) partners. The CEOs are also ex-officio members of the WDB, by virtue of their title. By virtue of their elected position, the CEOs serve on many Boards throughout the community, in many cases, their membership is codified in law. As such, it is understandable that attendance at various meetings may be logistically challenging.

Dave continued with the following Recommended Action:

- To recognize this logistical reality and to help ensure that the CEOs are always represented in the conduct of WDB business, the WDB may provide each CEO, if they so choose, with the option to appoint a proxy with voting privileges.

The Monroe County/Rochester Workforce Development Board membership has provided the following proposed amendment to Article IV, Section 4 - Proxies of its bylaws, which states:

- If a member of the WDB is unable to attend a meeting and wishes to send a proxy and assigns an alternative designee, that proxy must be from the same category of representation/membership as the member, with the exception of the Monroe County Executive and the Mayor of the City of Rochester. The Monroe County Executive and the Mayor of the City of Rochester may send a proxy of their choice as an alternative designee. These substitutes or designees shall have the same powers and authority as the Monroe County Executive and the Mayor of the City of Rochester would have if they were personally present at the WDB meeting, except as otherwise restricted in a writing signed by the Monroe County Executive or the Mayor of the City of Rochester, as applicable. Proxies, substitutes, or designees are not permitted for the Executive Committee except as described in Article VI, Section 2.3.

At its February 15, 2022, meeting, the Executive, Finance & Audit Committee voted to recommend that this proposed amendment be advanced to the Full Workforce Development Board for consideration. The amendment shall take effect upon its adoption.

The question was raised concerning if this amendment reads that all Board Members would have voting rights through proxy, done as an exception, instead of just including them with all other members. Upon further discussion, it was agreed that this amendment will be revised to better describe proxy/alternative designee eligibility. We are not approving the amendment this month, as our bylaws require us to advance a potential amendment the prior meeting before, so we will advance this proposed amendment, and then we will amend the revision and have it included in our next Board meeting.

Sergio Esteban made the motion to adopt this bylaw amendment regarding proxy voting as presented. The motion was seconded by George Scharr. The motion was passed unanimously.

### **Strategic Planning Update**

Dave Seeley reported that we are about halfway through our strategic planning process. Our 15-member committee has already met 4 times and will continue to meet every other week through June. Our objective is to provide a set of strategic recommendations for the Board's review and consideration at our regularly scheduled meeting in June. To date, the committee has accomplished the following:

- An "identity statement" has been drafted that captures RochesterWorks' essence and which will serve as a touchstone for our strategic discussions.
- Key stakeholder groups have been identified and a plan has been developed for engaging and communicating with these groups throughout the planning process. Key stakeholder groups include the Board, the staff, the City and County, the Department of Labor, our business and community partners, and political leaders.
- A set of criteria has been identified that will form the basis for a "strategy screen" which will be used to vet possible strategies, before those strategies are recommended to the Board. Moving forward, the strategy screen will be a tool to which the Management Team and Board can refer to when making strategic decisions or considering new service opportunities.
- Our competitive advantages and disadvantages have been identified.
- Our current and potential future partners have been identified.
- Our current and future business models have been mapped.
- We have begun researching the key national, regional, and local trends or emerging issues that can impact our workforce development efforts.

### **Remote Work Policy**

Dave Seeley reported that at the Executive, Finance & Audit Committee Meeting last month, the committee approved a Remote Work Policy for RochesterWorks' employees. Throughout much of the pandemic, RochesterWorks! employees did work remotely, and through quick adaptation by the Management Team and our IT Director, our team members were able to continue serving our customers at home. This was done however, absent a consistent policy. A November employee pulse survey displayed a general desire among RWI employees to have the opportunity to continue working from home, post pandemic. The Remote Work Policy provides employees the opportunity to work up to 3 days a week from home, as long as the operational needs of RochesterWorks! are not compromised. To ensure equitable utilization of this policy, RWI purchased laptops and monitors for employee use at home, funded through a generous grant from the ESL Foundation. The policy also includes a partial reimbursement for internet

service, to make sure that digital divide is addressed. This is a permanent internal policy; however, the Management Team will review it after 6 months to assess both utilization as well as maintenance of performance across the organization.

### **Good Jobs Challenge - Update**

Dave Seeley reported that RochesterWorks!, on behalf of Monroe County, convened workforce, training partners and businesses from the 9-county Finger Lakes Region to develop an application for the Good Jobs Challenge, a \$500 million initiative from the US Department of Commerce Economic Development Administration. The essence of this program is to enhance our training programs on 3 key industry sectors, making sure we have the appropriate, supportive elements to assist with both recruitment and retention in these programs. The 3 industry sectors include Advanced Manufacturing, Skilled Construction Trades, and Healthcare and Life Sciences, each having a backbone entity to coordinate efforts. These organizations include:

- Advanced Manufacturing: Rochester Technology and Manufacturing Association (RTMA)
- Skilled Construction Trades: UNICON
- Healthcare and Life Sciences: FLPPS/Common Ground Health

This is a \$21M application and the EDA expects to fund 25-50 across the country. There were over 500 applications submitted nationwide and the EDA will make the awards in June.

### **Community Outreach**

Dave Seeley shared that we are in the process of hiring an individual to serve as a Community Outreach Specialist. This position will aim to develop strategic relationships with key community partners and to bring RochesterWorks! services more into the community.

**Other:**

### **Members Sharing & Feedback**

Sergio Esteban reminded all members that this section of the meeting provides an opportunity to share anything of significance or interest to the group.

### **Adjournment 9:35AM**

A motion to adjourn the meeting was made by Romanda Gibson-Stevenson and seconded by George Scharr. The motion was passed unanimously.

### **Meeting Schedule:**

June 21, 2022

Approved



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David Seeley

6/22/22

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Date

Submitted by: Mary McKeown

Reviewed by:

David Seeley -approved 3/25/22

Michael DeBole – approved 3/25/22

Antwan Williams - approved 3/25/22

Lee Koslow — approved 3/25/2022

Viatta Carter -approved 4/11/22

Laura Seelman - approved 3/28/22