

**Workforce Development Board
Meeting Minutes
Tuesday, March 19, 2019
8:00AM - 9:30AM
The Builder's Exchange of Rochester**

Attendees: Kyle Banks, Alice Curry, Kathy Miner, Gary Rogers, George Scharr, Timothy Shortsleeve, Stella Slaight, Corinda Crossdale, Romanda Gibson-Stevenson, Joseph Leone, Roosevelt Mareus, Arnetta Powell, Richard Turner

Absent: Dana Abramson, Mary Beth Artuso, Thomas Battley, Sergio Esteban, Adrian Hale, Glen Jeter, Kevin Kelley, Ann Kowal, Joe Wesley, Jeff Adair, William Clark, Lynn Freid, Dan Maloney, Danielle Maloy, Todd Oldham, Mark Rogacki, Patricia Stovall-Lane, Jerome Underwood

Staff: Peter Pecor, Michael DeBole, John Premo, Lee Koslow, Viatta Carter, Kathy Ziegler, Marisol Young, Shawn Curran, Behiye Mansour, Annette DiPalma, Vanessa Tassone, Mary McKeown, Tammy Perkins, Dave Jackson

Call to Order:

The meeting was called to order by George Scharr at 8:07AM.

Introductions:

Approval of Meeting Minutes

A motion to approve the December 18, 2018 meeting minutes was made by Stella Slaight and seconded by Joseph Leone. The motion was carried unanimously.

Finance Committee:

Michael DeBole Provided a PowerPoint Presentation on Q2 July-December 2018 Financial Initiatives

Michael DeBole referred to the financials for the past 6 months, July 1, 2018-December 31, 2018, and noted that as of December, we were under budget by 45% with WIOA (Adult, Dislocated Worker and Youth) funds. This year, our Summer Youth Program served 445 participants. Of the \$1.3M awarded, 93% of the amount was spent. This was a very successful program year. The LEAP 2 Grant, which had a sunset in September 2018, has been replaced by 2nd Chance Monroe, a new grant of \$300K awarded to us by the Monroe County Industrial Development Corporation. The term for this grant is 1 year.

Michael also mentioned we had our financial management review by New York State Department of Labor which covered the last 2 years, December 2016-December 2018. There were no major issues or concerns by NYSDOL in this review. Sunset for the Finger Lakes Hired program will be July 31, 2019. It was a 4-year program worth \$5M and have spent approximately 90% of these funds as of December. There is approximately \$500K funds remaining to spend through July 31st and Michael anticipates expensing most of these funds for this program.

Michael also reported that RochesterWorks! had to purchase some new hardware, which was included in the current budget. The purchase consisted of 3 servers that operate independently of each other for the firewall system at our N. Goodman Street, College Avenue and St. Paul Street locations. The cost was approximately \$6K, and according to DOL, we need to have the Board aware of any purchases exceeding \$5K. At this time, Michael requested approval by the Board for the purchase of the hardware. This same motion was discussed/approved at the Executive, Finance & Audit Committee Meeting on February 12, 2019.

A motion to approve the expenditure of \$6K for new hardware consisting of 3 new servers was made by Joseph Leone and seconded by Stella Slaight. The motion was carried unanimously.

Youth Committee:

Youth Services Update & SYEP Approval - Patricia Stovall-Lane

Peter Pecor presented on behalf of Patricia Stovall-Lane regarding the RFP that was issued for the Summer Youth Employment Program. We've received 10 responses, of which 9 included agencies we've worked with before and 1 new agency, the YMCA. Two review teams were formed to review the responses and a meeting was held with the committee on March 14th, which resulted in the recommendation to approve the responses presented by the 10 agencies, at the total cost of \$570,345.00. The cost will average \$2K per student and we anticipate serving 281 Youth in this program. The award notification will go out to the various agencies on April 19th. This has been a process that we've done every year and the review teams do a very thorough job. This year, the Summer Youth Program, in concert with the City and direct placements, expects to serve about the same number of Youth that were served last year, approximately 800 in total.

A motion to approve the amount of \$570,345.00 was made by Richard Turner and seconded by Timothy Shortsleeve. The motion was carried unanimously.

Workforce Innovation and Performance Committee:

Performance Activity Report

Lee Koslow discussed the following Highlights of Career Center Metrics and WIOA Performance:

- 8,366 active Career Center customers through January 31, 2019
- 63% are Dislocated Workers
- 636 participants in skills training
- We exceeded both statewide goal and statewide average in our Adult and Dislocated Worker employment rate and median earnings measures in PY 2017
- We exceeded minimum performance thresholds in our Youth employment, education or training placement measures in PY 2017

Lee provided some examples that focused on employment rate measures, PY 2018, and briefly discussed the 2018 average unemployment rate for Monroe County and the Statewide average, comparing Monroe County to Suffolk County (Eastern Long Island) and St. Lawrence County (North Country). The unemployment rate in Monroe County is slightly higher than both Suffolk County and statewide for 2018, but much less than St. Lawrence County. What would be expected is for our employment numbers to come in a lot better than St. Lawrence County but not quite as good as statewide or Suffolk County. Looking at actual Adult and Dislocated Worker outcomes for PY2018, 1st quarter, July-September, Monroe County achieved a higher 2nd quarter after exit employment rate than both comparison counties, the statewide average, and the statewide goal. With Youth, we are a little low compared to statewide and the goal, and compared to the other 2 counties; however, we're still above the minimum, but it's an opportunity for improvement.

Lee also discussed the following policy updates that came before the Workforce Innovation & Performance Committee. The Committee recommended Board approval for both of these updates.

WIOA Policy 101: Priority of Service

Clarifications under the WIOA definition of Dislocated Worker

- 1) Time period of eligibility
- 2) Attachment to the workforce
- 3) Unlikelihood of returning to a previous industry or occupation

A motion to approve the updates to WIOA Policy 101: Priority of Service was made by Stella Slaight and seconded by Corinda Crossdale. The motion was carried unanimously.

WIOA Policy 104: ITA Guidelines

"The Health Professions Opportunity Grant (HPOG) and Strengthening Working Families Initiative (SWFI) are currently recognized sector strategy initiatives. Therefore, for the program year beginning 7/1/2019 and ending 6/30/2020, 25% of the WIOA ITA budget will be reserved for HPOG and/or SWFI participants training in one of the priority sectors.

Any amount of this funding not awarded by 12/31/2019 will be released to be used to fund any ITA approvable under this policy."

A motion to approve this policy update was made by Romanda Gibson-Stevenson and seconded by Stella Slaight. The motion was carried unanimously.

Career Center Report

Viatta Carter reported on the Second Chance Monroe Grant, which is a partnership with Monroe County, the Monroe County Sheriff's Department, RochesterWorks! and Delphi Rise. The purpose of the program is to provide training and employment opportunities to 75 participants and will focus on manufacturing and construction. This program began in October 2018 with the implementation stage running through December 2018, which included the hiring of staff for this program. To date, there have been 2 cohorts in the construction program, of which 17 men have been enrolled. Eight of these men have already gone through the RochesterWorks! 5 Steps to Rapid Employment program. Of the 17 men enrolled, 8 have graduated. We have also just completed a ServeSafe program that included 9 women, of which 2 women have graduated from the 5 Steps to Rapid Employment program. The SCM staff will be working with participants in the horticulture/landscaping class.

Business Services Update

John Premo reported on Business Services and how their primary focus and goal is to create visibility for businesses with their needs. RochesterWorks! is not a staffing firm, so the challenges of physically screening and matching is limited, compared to what companies would get in working with a paid staffing firm. This keeps Business Services very busy throughout the day through various initiatives such as helping businesses primarily post their job openings, which includes sharing this information with the New York State Department of Labor and sharing information through newsletters and social media. The advisors in the Career Centers have access to this information and use this to try to engage and encourage job seekers to be aware and seek out these opportunities.

John also shared a list of other functions and Recruitment Events the Business Services Team organizes and manages, which include:

- January - 11th Annual Career Conference & Job Fair with Monroe County Workforce Development, NYSDOL, ACCES-VR and MCC
70 Businesses, 1029 Job Seekers
- February - Marketplace Mall Job Fair with NYSDOL
25 Businesses, 323 Job Seekers (61 affected by layoff or closure)
- Mondays - 'Recruiting Round Rochester (R3) at the Downtown Career Center
4-5 Businesses, 20-95 Job Seekers
- Various - Specialized Recruitments
Catholic Family Center, Trinity Services Group
- Partner Offerings
Recruiting on the Road, REOC, etc.

The Business Services Team has also been approached again by Senators Funke and Robach to host a Job Fair later in June with their support. Last year this event was held in May.

St. Paul Career Center Report

Kathy Ziegler presented information from The Behavioral Interventions to Advance Self-Sufficiency Project (BIAS) the Career Center participated in. Monroe County Department of Human Services and RochesterWorks! were chosen to participate in this Study that was grant funded by the Administration for Children and Families (ACF), Part of the Federal Government. Meetings and interviews began on January 11, 2017 and centered around 'Why we think customers do not comply' and 'Why customers state they do not comply'. In many human service programs, customers make decisions and are required

to participate in specific steps in order to access and maintain a specific benefit. Behavioral science states that decision making is often imperfect, due to:

- People procrastinate
- Become overwhelmed
- Miss details
- Lose self-control
- Are influenced by others.

Kathy stated the overall goals of the study include:

- How can we apply behavioral science to make changes?
- How can we evaluate the changes that we're making?
- Share the knowledge
- Increase attendance in the TANF process

Some things that have been done to identify and potentially assist in reaching set goals include:

The standard Employment Assessment letter that is currently being sent, which includes where/when you need to be information and is normally set aside and forgotten about by the customer, is being replaced by a new letter that includes more personalization, appointment information and details why you'll benefit by attending the appointment and what you may lose by not attending the appointment. A new magnet is also being sent with this information, as customers stated they hang such important information on their refrigerator. Additionally, customers will now receive 2 text messages, 1 week before their appointment and 2 days before their appointment. Kathy also included the biggest item they were tasked with was to change and improve their Standard Orientation to incorporate some of these changes. The Standard Orientation previously included plenty of information, was perceived as boring and redundant and customers did not seem engaged. Changes made to improve the orientation included making the orientation more personable. Customers are now greeted individually with their paperwork and a nameplate when they arrive. More personable interaction takes place between staff and customers. Orientations include a 1:1 discussion with the customers on the challenges they're facing, resulting in the customers feeling they've been heard. The end of the orientation emphasizes the goal with the customer finding employment.

In conclusion, Kathy stated the outcomes of this study will be federally published and that RochesterWorks! hopes to become a best practice for other states to emulate.

Director's Report:

A. Report National Health Emergency Dislocated Worker Grant, Opioid Recovery

Lee Koslow presented the following information on the National Health Emergency Dislocated Worker Grant, Opioid Recovery, that RochesterWorks! has been awarded. Funding is available to individuals impacted by the opioid crisis, to help them either stay in the workforce or get back into the workforce.

The grant funding will be doing the following 3 things:

- 1) Address the need of agencies that provide opioid recovery services as employers.
- 2) Provide help for individuals impacted by the opioid crisis. Career services will be provided for 75 eligible participants, including basic, individualized, and follow-up career services.
- 3) Improvement in coordination of the services that we offer. A grant-funded career advisor will work closely with partner agencies to better incorporate career planning into treatment plans.

B. WARN Notice System Report

Fact sheets were provided to the board members regarding the New York State Worker Adjustment and Retraining Notification (WARN) Act, Rapid Response and the Trade Adjustment Assistance services. Peter Pecor related that in calendar year 2018, there were 43 WARN notices directed to us and 26 Expeditious Responses reflecting a total of 1,636 layoffs. In concert with the expertise and professional local staff coordinators of the New York State Department of Labor, we participated in 29 Rapid Response orientations with our partners. Through these events, we can provide the impacted workers with information and tools needed for the job search prior to their actual layoffs. The advantage to the employers is to reduce the duration of their affected workers needing to collect unemployment insurance benefits. The advance notice provides us with the opportunity to provide these individuals with timely job placement assistance, referrals, advice and career service options. In many cases, we can schedule specific

recruitment events for these individuals and the level of services we provide is dependent upon the willingness and cooperation of the employers.

Other:

At this time, George Scharr commended Stella Slaight for her many years of service on the Board. Members congratulated Stella on her upcoming retirement on April 26th.

Adjournment 9:25AM

2019 Meeting Schedule:

June 18, 2019
September 17, 2019
December 17, 2019

Approved


Peter C. Pecor

6/18/19
Date

Submitted by: Mary McKeown

Reviewed by:
Peter Pecor 04/16/19
Michael DeBole 4/16/19
Lee Koslow 4/18/19
Viatta Carter 4/30/19
John Premo 4/22/19
Kathy Ziegler KZ 4/16/19