Workforce Innovation and Performance Committee of the Monroe County/Rochester Workforce Development Board
Meeting Minutes
Tuesday, November 18, 2025
8:00 to 9:00 AM
Meeting Scheduled via ZOOM

Present: Bob Coyne, Christina Bakewicz, Debra Bell, Jarmani Dozier, Jennifer Geiger, Judy Honan, Lia Festenstein, Randy Andre, Rosalie Clemens, Shawna Gareau-Kurtz

Staff and Guest: Lee Koslow, Mary McKeown, Laura Seelman, Viatta Carter, Daniel Donnarumma, Daniel Lopez, Marisol Cruz-Melendez

Approval of Minutes:

A motion to approve the August 19, 2025 meeting minutes was made by Bob Coyne and seconded by Randy Andre. The motion was carried unanimously.

Review of PY 2024 Quarter 4 Adult/Dislocated Worker Primary Indicators of Performance:

Lee Koslow began this discussion by reviewing the Adult and Dislocated Worker Performance, Program Year 2024, Quarter 4, on the WIOA primary indicators of performance for Monroe County. He noted there are 5 primary Federal Performance Indicators that we are measured on, plus 1 State measure. The reason we do this with this group is that the Workforce Innovation and Performance Committee of the Board provides oversight for our Adult and Dislocated Worker Programs, so every time we get new quarterly performance, which is almost every meeting, we share it with this committee so that you can see it and ask any questions that you might have. Performance is summarized in the Workforce Innovation and Performance Committee slideshow.

Update on PY 2024 Programmatic Monitoring of the 3 Career Centers and Business Services Department:

Lee Koslow and Daniel Donnarumma, as staff to the Board, monitor every quarter the activity of the 3 Career Centers and the Business Services Department. They monitor different domains including data entry, data element validation, performance, equal opportunity, and protection of Personally Identifiable Information. Daniel will do a quarterly desk review, four times per year. Then they will do one comprehensive, annual monitoring review that includes a visit to the Career Center or department, and it culminates in a report if there are any Findings, Areas of Concern, and Noted Practices. Lee reviewed the difference between the three elements or items that you will find in these reports, including:

- A Finding is something that violates a local policy, or maybe federal law or state policy, that rises to the level of risk or seriousness where we would want to see it corrected. We would want to see that type of thing to not happen as frequently, or not happen at all, depending on what it is.
- An Area of Concern is also a potential violation of federal law, state policy, local policy, but it does not rise to the level of a Finding. The level of risk or seriousness is not there. An Area of Concern is something that could be a Finding in the future if it continues or gets more serious. The difference in how we address each of those is Findings always have Correction Action associated with them, and Areas of Concern do not. You could take Corrective Action on an Area of Concern, but we do not require it.
- Noted Practices are things that we look for that are worthy of imitation or worthy of note. They are the types of successes or good practices that could be replicated, either by another Career Center or Department, or even another local area.

Lee shared the following monitoring results for Program Year 2024 by department or Career Center:

Business Services:

- No Findings
- No Areas of Concern
- Two Noted Practices
  - Doubled the number of grant applications processed compared to the previous year.
  - Transitioned to processing 100% of grant applications virtually.

691 St. Paul Street Career Center:

- One Finding
  - OSOS Data Entry
- Corrective Action:
  - Modify the data entry process to ensure and monitor for at least one complete entry in the OSOS Work History record.
  - Create a standardized OSOS comment template that includes the EO statement.
- Three Areas of Concern
  - Program and Service Eligibility
  - Protection of PII
  - Program Performance
- One Noted Practice
  - Successful strategy of co-enrolling clients in both TANF and WIOA programs.

100 College Avenue Career Center:

- No New Findings
  Two Partially Resolved Findings From PY 2023
  - Program and Service Eligibility
  - OSOS Data Entry
- Corrective Action:
  - Finding #1: Create a written process for reviewing/correcting funding errors, and schedule training.
  - Finding #2: Create a written process with 2-3 pilot strategies, schedule staff training, and work with the technical assistance and training team to evaluate the results of the pilot strategies.
- One Area of Concern
  - Program Performance

275 Waring Road Career Center:

- No New Findings
  Two Partially Resolved Findings From PY 2023
  - OSOS Data Entry
  - Data Element Validation
- Corrective Action:
  - Finding #1 and Finding #2: Draft a plan that addresses each of the 3 parts of each finding, which includes providing training, potential process changes, and the potential for managers to monitor OSOS.
- Three Areas of Concern
  - Program and Service Eligibility
  - Program Performance
  - Equal Opportunity

Featured Presentation: Using Artificial Intelligence to serve customers (including special populations) in the workforce system:

Dan Lopez presented on the use of artificial intelligence (AI), particularly ChatGPT, to serve customers in the workforce system, including special population groups. He shared his personal experience with AI and highlighted its benefits, such as empowering staff and supporting job seekers. Dan also discussed practical applications of AI at RochesterWorks and provided easy next steps for committee members to start using AI in their own work.

Discussion included:
What is AI?

- Artificial Intelligence is when machines are trained to understand, reason, and respond intelligently. It is like giving a computer the ability to learn from experience instead of just following fixed instructions.

Why AI Matters Now:

- Fastest-Adopted Technology (800M Weekly Users)
- 60% Task Automation by 2030. Over half of today's job tasks could be automated or AI-assisted within 5 years.
- Our Job is to Adapt, Not Compete. Success belongs to professionals who learn to work with AI.

Some Superpowers of using AI include:

- Building AI capacity at RW: We are really transforming the agency with this.
- Transforming documentation: We have been able to cut down on some of the paperwork that we have customers fill out, and the translation of documents.
- Enhancing client services.
- Improved intelligence (data analysis).
- Strengthening partnerships.

Misconceptions of using AI include:

- Myth: "AI makes work lazy"
- Myth: "It's too complicated"
- Myth: "It replaces people"

Tips for using AI:

- Protect personal information.
- Be aware of bias.
- Check for errors.
- Give clear context for better results.

How RochesterWorks is using AI:

- OSOS Template: Streamlined case management documentation, reducing data entry time.
- Resume & Interview Support: Created personalized coaching materials tailored to each client's experience and goals (context).
- Custom Specialized AI Tools (QC + JSG) + Data Analysis.
- Interactive Guides.
- AI-Powered Workshop Support (during remote/virtual workshop sessions).
- LinkedIn Profiles revisions + Professional Headshots.

Dan shared a few examples of 'Before and After' for the following:

- Case Note Transformation.

- Resume Translation for Bilingual Clients.
- Professional LinkedIn Headshots.

Your Low-Barrier Start Plan:
One Tool - One Task - One Week

1. Pick a Simple Workflow:
   Choose one repetitive task: Case notes, emails, or summaries.
2. Test One Prompt:
   Use one AI tool to start, with one clear prompt. Keep it simple.
3. Share a Win with a Colleague:
   Show someone what worked. Success builds momentum.

Dan put together the following **AI Prompt Starter Kit** for a presentation he recently delivered at NYATEP:
Ready-To-Use prompts designed specifically for workforce professionals are included. No technical experience required.

- Case Note Template
- Prompt Ideas
- Resume Refinement
- Language Translation
- Workshop Outline Generator

Your Free Prompt Toolkit

Scan to download instantly.

In closing, Dan noted the main thing to remember is that AI is not going to replace our human touch. It really makes room for it.

Lee thanked everyone for the excellent discussion today.

Adjournment:

Lee Koslow moved to adjourn the meeting at 8:55 A.M.
A motion to adjourn the meeting was made by Bob Coyne and seconded by Laura Seelman. The motion was passed unanimously.

After the meeting, Dan provided the following takeaways to keep in mind as you explore these tools:

- Start small. Pick one workflow to improve, such as case notes, resumes, customer emails, or program summaries. Small wins build confidence.

- AI supports the human work, it does not replace it. These tools magnify empathy, clarity, and communication. They help us serve people more effectively.
- Protect confidentiality. Avoid PII and treat AI like a collaborative thought partner, not a web search engine.
- Context matters. Clear instructions and examples always lead to better outputs. If you are unsure of a result, double check it or cross reference with another tool such as Perplexity: https://www.perplexity.ai/
- Share what works. When teams talk about their AI wins or challenges, the whole system benefits and innovation spreads.
- Stay curious. The tools will continue evolving. Being adaptable matters more than being perfect.

Simple prompting structure you can use:
The Simple Prompt Framework
A quick way to get better results from any AI tool

1. Role
Tell the AI who it should act as.
Example: "Act as a career advisor." "Act as a resume editor."

2. Task
Say what you want it to do.
Example: "Rewrite this email." "Summarize this case note."

3. Context
Give the background or details.
Example: "This is for a job seeker with limited English."

4. Output Style
Tell it how the result should look.
Example: "Make it clear and friendly." "Use bullet points."

5. Final Check
Tell it what to double check.
Example: "Check for clarity and grade-level readability."

The One-Line Formula
Role + Task + Context + Output Style + Final Check

Example
"Act as a job coach. Rewrite this email to a training provider. The customer is new to the country and English is their second language. Make the message clear, warm, and simple. Check for readability."

Next Meeting Scheduled: February 24, 2026

Submitted by: Mary McKeown

Reviewed by:
Lee Koslow 12/4/2025