

**NEW YORK CITY WORKFORCE INVESTMENT BOARD
WORKFORCE POLICY COMMITTEE**

Meeting of December 16, 2010

At the New York City Department of Small Business Services
110 William Street, 7th Floor
New York, NY 10038

MINUTES

Committee Members Present:

Horace Barker, Bill Abramson, Marc Leff, Pat Fahy, Debbie King, John Moye, Suri Duitch

Also Present:

Phil Weinberg, Lea Kilraine, Matt White, David Fischer, Deldreana Peterkin, Cesar Cardenas.

Horace Barker, Committee Chair, called the meeting to order.

Approval of Minutes

The minutes of the August 19, 2010 meeting of the Workforce Policy Committee (WPC) were approved.

Horace Barker welcomed the Committee and provided members with an overview of the meeting agenda.

Workforce1 Express Centers

Matt White and David Fischer were introduced to present the first agenda item which revolved around the recently conceptualized Workforce1 Express Centers. The group provided positive impressions suggesting strong support of the concept which calls for creating greater workforce access for more New Yorkers, particularly in under-served communities. Matt pointed out that this was a major workforce investment by the Mayor and therefore a significant show of confidence in our system. All agreed this was a good opportunity to leverage NYC institutions such as public libraries and community colleges.

WPC members suggested:

- Leveraging retail/storefront space (note: Bill Abrahamson offered to help identify facilities and with due diligence);
- Creating a public service advertising campaign with high visibility (Horace Barker);
- Incorporating a kiosk strategy to increase visibility, placing an individual at a mall or high-traffic area who can refer to the Express Centers;
- Connecting with other public entities for space (such as SED Literacy Zones or the EOC's); Pat Fahy offered to help;
- Co-locating with existing service providers (such as SED Literacy Zones) to help leverage preparation resources unavailable in the Express Centers;
- Potential locations/sites were discussed:
 - Debbie King mentioned CUNY on the Concourse might have a 2,500 sq. ft. space available.
 - Pat Fahy suggested considering the Far Rockaways and the Bronx community colleges as potential sites.

There were questions and some concerns around the Express Center concept. Among these were:

- How to best manage tensions between serving those who most need to be served and recruiting jobseekers who are most suited for the jobs we'll have available
- How would young minority males be targeted given the employment crises in that community?
- Would the Express Center employees be able to provide business services or work with employers?

- How would management ensure that clients from full-service Workforce1 Centers aren't cannibalized by full-service centers?
- How would Express Center services be connected with the existing Workforce1 Centers?

State and Federal Political Update – 2010 Elections Impact

Cesar Cardenas framed the last 3-4 months of WIB/SBS staff intergovernmental activity, including:

- Local visits hosted by WIB and SBS leadership for the New York State Labor Commissioner and Deputy Secretary of Labor (U.S.);
- Outreach to federal, state legislative affairs, City Council Speaker and Deputy Mayor offices to educate principals and staff about the local workforce system;
- Conversations with sister workforce areas regarding best practices sharing

The change in leadership in the House of Representatives would mean a shift in priorities and budget outlook for the workforce system. Reduced discretionary spending could be a factor. Increased oversight of workforce and adult education programs were to be anticipated. Cesar explained that the new Speaker of the House (John Boehner) was remembered by his GOP colleagues for being an active ranking member of Education and Workforce Committee. The most important workforce items in the 112th Congress were outlined in the handout, including WIA, Trade Adjustment Act and other stand-alone legislation that would impact WIA. At the state level, Cesar mentioned that Governor Cuomo could also bring important changes including pared down state budgets that would drive increased emphasis on program outcomes and ROI/person. Cesar reminded members that policy briefs were published during the Cuomo campaign, including one around jobs, and that these were the sources for policy detail when transition officials talk about policy publically.

Conclusion

Following the business described above, the meeting was adjourned.