

NEW YORK CITY WORKFORCE INVESTMENT BOARD EMPLOYER ENGAGEMENT COMMITTEE

November 10, 2010
110 William Street, 7th Floor

MINUTES

Members in Attendance:

Les Bluestone	Rae Linefsky
Marion Boykin	Jackie Mallon
Nikki Georges-Clapp	Richard Mast
Katy Gaul	Daphne Montanez
Marc Leff	Michelle Pinnock
	Ray Singleton

Also Present:

Cesar Cardenas	Deldreana Peterkin
David Fischer	Phil Weinberg
Lea Kilraine	

Introduction and Chairman's Overview of the Committee

Les Bluestone, Committee Chair called the meeting to order and opened the inaugural NYC Workforce Investment Board (WIB) Employer Engagement Committee meeting by reviewing the agenda and announcing the launch of the group. Mr. Bluestone highlighted the WIB intentions of creating the group and asked that all members introduce themselves and their involvement with business services, either at the employer or agency level.

Potential Priorities and Role of the Committee

After establishing familiarity with the entities, the members voiced their ideas and began to set the scope and agenda of the Committee going forward. It was agreed that the overall goal of the WIB Employer Engagement Committee is to support the building and strengthening of strong partnerships between the City's employers and its workforce agencies. The exact means through which this objective will be pursued is still being decided. It was also noted that since employers and agencies have varying needs, a customized approach to addressing the member's needs would be ideal to suit their divergent goals. It was agreed that some of the Committee's activities in the upcoming quarter include:

- Clearly define the scope of Committee activities
- Create a 2011 action plan for the Committee
- Determine the relevant business needs of each employer member of the Committee
- Outline and summarize the services and objectives of each agency
- Educate Committee members about basic services of the system for advocacy efforts
- Solicit suggestions from Committee members of potential employers or partners
- Schedule "road show" presentations to highlight workforce system services and recruit for additional employers to make use of City services (i.e. business organizations, trade associations, local elected officials)

Mr. Bluestone also outlined some potential responsibilities of the Committee members. These may include:

- Promote NYC's workforce system in business community by serving as ambassadors to external audiences and potential partners

- Suggest and participate in “road show” presentations to highlight our services and recruit for additional employers to make use of City services (i.e. business organizations, trade associations, local elected officials)
- Become users of the workforce system and help identify potential new business customers
- Leverage business resources to enhance and expand workforce services
- Recruit business leaders to serve as WIB members
- Lead business recruitment events or informational events to articulate the services of the system to potential employer customers
- Champion the City’s system in local, state and national policy arenas (e.g. Op Ed writing, testimonials, etc.)

Mr. Bluestone encouraged feedback and suggestions for the activities and methods to achieve the noted goals and opened the forum for discussion. Committee members highlighted several approaches to explore further. Some of those ideas include:

- Identify employers and schedule presentations to present the system’s services to the business community
- Staff will schedule opportunities to educate Committee members of the system’s services
 - Each quarter, organize a visit to a committee member’s organization to learn of the services (i.e. Workforce1 Career Center, BusinessLink, etc.)
 - Develop and disseminate via email summary materials that outline the City’s services; pending feedback from Committee Members, distribute more widely to the full Board
 - Hold a conference call and/or webinar that addresses questions members may have regarding the services
- Recruit at least one additional business member to the Committee

Next Steps and Closing

After a discussion among members on potential priorities, Mr. Bluestone shared that WIB Director of Strategic Initiatives Ms. Kilraine will be reaching out to members for marketing materials about their business services and to learn more about their specific needs as a member of the committee. He anticipated that the next board meeting will be held in early 2011 at a business location of an employer committee member.

The meeting was adjourned.