

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

Meeting of August 14, 2008

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

MINUTES

Committee Members Present:

Richard Boyle	Debbie King	Mia Simon on behalf of John Mogulescu
Charles Callahan	Marc Leff	Sara Spatz
Rocco Damato	Joseph McDermott	

Also Present:

Sara Ain	Kathy Kearns	Suzanne Towns
Blake Foote	Lea Kilraine	Matt White
Katy Gaul	Melinda Mulawka	
Kate Janeski	Deldreana Peterkin	

Rocco Damato, Committee Chair, called the meeting to order.

Approval of Minutes

The minutes of the May 22, 2008 meeting of the Workforce Policy Committee were tabled due to a lack of quorum.

Member Recruitment and Business Engagement Workgroup Report-Out

Rocco Damato welcomed the Committee and provided members with an overview of the meeting agenda.

To present on the first agenda item, Mr. Damato introduced Ms. Kathy Kearns, Chair of the Member Recruitment and Business Engagement Workgroup. Ms. Kearns explained that since its inception, the Business Engagement and Member Recruitment Workgroup has met twice, and is made up of six additional business WIB members and an Economic Development Corporation representative to ensure a strong business connection given the workgroup's business-focused goals.

Next Ms. Kearns discussed the activities that the Workgroup completed, which included:

- At the first meeting members refined the marketing materials used by the WIB to recruit new members.
- At the second meeting, each Member was asked to bring suggestions of new business Members for the Board. Workgroup Members were asked to specifically think about individuals that would potentially meet one of the following characteristics: more diversity (gender, race and ethnicity), outer borough representation, and from a key industry (manufacturing, retail, transportation).

As of today, she noted that WIB staff was moving forward pursuing one new Member from Ellanef—a manufacturing company. They are also looking to pursue a representative from Bloomingdale's.

Finally, Ms. Kearns explained that the final workgroup meeting is scheduled for September. At this meeting, the group will review current member engagement and propose methods and/or activities to better market the services of our system to NYC businesses. The meeting is expected to generate concrete ideas for current Member engagement activities--ways in which the WIB can be active as current Members and ambassadors of the system to engage businesses around the City to use our services and products.

Workgroup Updates & New Workgroup Topic Discussion

Next, WIB Executive Director Blake Foote led the Committee in a discussion about the status of current workgroups and development of new workgroups.

Ms. Foote explained that in addition to the Business Engagement and Member Recruitment Workgroup, this Committee generated two additional Workgroups six months ago: The Industry Advisory Group Series and the Economic Trends Roundtable. The first advisory group in Transportation was to be focused on providing feedback on the new sector-based Career Center in the transportation industry. Ms. Foote explained that the vendor for this Center, Grant Associates, was also pursuing an industry advisory panel that has significant overlap with the mission of the WIB's group. As such, after speaking with the Vendor, we decided to support Grant Associates in engaging transportation employers and to pursue another industry for the WIB's first industry advisory group. The WIB staff will connect with staff at both the NYC Department of Small Business Services and the NYC Department of Youth and Community Development to best understand what sector to focus the next advisory group.

Ms. Foote also shared that in response to this Committee's request, the WIB held an Economic Trends Roundtable in May.

Next, Ms. Foote led the Committee in discussion about new possible workgroup topics. She noted that the new format for workgroups is short, typically six month time periods to focus on a particular issue with outcomes and deliverables. The Committee brainstormed the following topics for consideration:

- Feedback and dissemination plan for upcoming case study
- Creating a regular Board report card on system performance
- Focusing on creating a youth pipeline
- Focusing on the continued effort to functionally align with the State
- Researching the Workplace Readiness Credential

After a brief discussion it was decided that the next workgroup would focus on creating a Board Report card, which will be used to provide a systematic update to members on system performance for adults and youth.

Operator Consortium Update

Suzanne Towns, Executive Director for Strategic Partnerships at SBS, presented an update on Operator Consortium (OC) activities. Ms. Towns detailed current OC initiatives related to the goals, progress and associated deliverables with Functional Alignment. The Committee noted that they would like to have regular verbal updates on the progress of the Functional Alignment work plan.

Conclusion

Following the business described above, the meeting was adjourned.