



QUARTERLY MEETING

10 William Street, 4th Floor
New York, New York

Wednesday, March 10, 2010

8:30 – 10:30 AM

MINUTES

Board Members Present:

Bill Abramson	Colvin Grannum	Tom Pendleton
Robert Battista	Sarah Holloway	Robert Purga
Les Bluestone	Kathy Kearns	Robert Reffkin
Charles Callahan III	Deborah King	Stuart Saft
Rocco Damato	Marc Leff	Deidre Scott
Robert Doar	Rae Linefsky	Maria Serrano
Arnold Dorin	Joe McDermott	Tokumbo Shobowale
Mark Elliott	John Mogulescu	Robert Walsh
Patricia Fahy	Thomas Moloney	Veronica White
Reg Foster	Jeanne Mullgrav	
Ester Fuchs	George Ntim	

Guests Present:

Miguel Almodovar	Katy Gaul	Maureen O'Conner
Zahra Amanpour	Taru Goel	Deldreana Peterkin
Jelaine Bailey	Dale Grant	Nancy Ramos
Michael Berl	Shanna Gumaer	Lee Reynolds
David Berman	Susan Haskell	Lacey Ruben
Ben Blackwood	Bruce Herman	John Ruiz
Mayor Michael Bloomberg	Daria Hirsch	Marilyn Shea
Pam Bradley	Lesley Hirsch	Ray Singleton
Megan Burke	Jordan Horowitz	Sarah Schlossberg
Cesar Cardenas	Angie Kamath	Katie Schwartz
Chris Cesarani	Lea Kilraine	Angela Tolosa
Michael Johnson-Chan	Howard Knoll	Phil Weinberg
Cathleen Collins	Steve Lynch	Matt White
Tara Colton	Suzanne Lynn	Kate Yager
David Fischer	John Moyer	

Approval of Minutes

The minutes of the December 9th meeting of the New York City Workforce Investment Board (WIB) were approved.

Chairman's Report

Mr. Saft welcomed the Board. He began the meeting by announcing the appointment of a new member Veronica White, Executive Director of the New York City Center for Economic Opportunity (CEO) to the Board. He detailed that CEO was established by Mayor Bloomberg to implement innovative ways to reduce poverty in New York City. Prior to her appointment as Executive Director, Ms. White was a consultant specializing in strategic business planning and management for non-profits, real estate development and environmental issues, and public-private partnerships. She has served in various executive positions, including as Chief Operating Officer of the New York City Partnership and President and CEO of the New York City Housing Partnership. Ms. White has also served as Deputy Commissioner of Planning, Policy and Intergovernmental Affairs at the New York City Department of Housing Preservation and Development.

Next, Mr. Saft announced that Richard Boyle of Victory State Bank in Staten Island has completed his second three-year term with the WIB and will be leaving the Board. He noted that Richard had been a member since 2003 and has always offered valuable contributions and support to the workforce system. Mr. Saft thanked Richard on behalf of the Board for his service.

Mr. Saft then introduced two new WIB staff: David Fischer, Vice President of Policy and Planning and Cesar Cardenas, Director of Intergovernmental Affairs, and directed members to their bios in the meeting materials.

Finally, Mr. Saft announced that after ten years of service with the Workforce Investment Board he is stepping down as Chair. Mr. Saft thanked the Board and WIB staff for the opportunity and directed the Board members to the resolution in the meeting materials that recommended Kathleen Kearns, Senior Vice President of External Affairs and Development for Continuum Health Partners, as the new Chairperson of the WIB and the Executive Committee. The Board unanimously endorsed the resolution approving Kathy Kearns as new Chair and with that, Mr. Saft turned the meeting over.

Ms. Kearns and other members and staff expressed their deep appreciation to Mr. Saft for his many years of leadership and counsel in helping to build our City's public workforce system. Following comments of tribute by SBS Commissioner Rob Walsh, Marilyn Shea, former Executive Director of the WIB, presented Mr. Saft with a letter from the Mayor, and Phil Weinberg, President of the WIB, presented Mr. Saft with a plaque from the WIB members and staff. Mr. Saft then received a long round of applause from the full room of attendees.

Youth Update

Jeanne Mullgrav, Commissioner of NYC Department of Youth and Community Development (DYCD) made a presentation on the City's Summer Youth Employment Program (SYEP), citing the scale and advancement of the City's program in recent years, as well as the current federal and state funding challenges. Commissioner Mullgrav directed the Board to the Youth Board/Youth Council memo in the Board book for additional information.

President's Update

Mr. Weinberg followed Commissioner Mullgrav by discussing three initiatives that have been the focus of the WIB in recent weeks.

First, he reiterated Commissioner Mullgrav's remarks about the need for increased federal advocacy on SYEP, acknowledging the efforts of Youth Council members Reg Foster and Rae Linefsky, as well as WIB member companies such as Maimonides Medical Center, which has been a strong supporter of SYEP and its advocacy. He also updated WIB members on the significant advocacy initiatives being spearheaded by the WIB's new Director of Intergovernmental Affairs, Cesar Cardenas.

Second, Mr. Weinberg alerted members to a new resource developed by the WIB staff, a *Quarterly Workforce Performance Dashboard* that will be distributed to members each quarter beginning in March 2010. The dashboard, which provides crucial performance data for SBS, DYCD and the New York State Department of Labor workforce programming, builds on the work of a member work group and was spearheaded by WIB Communications and Research Director Lea Kilraine.

Lastly, Mr. Weinberg informed members of an upcoming event being co-hosted by the WIB, entitled *Building Skills for Better Jobs: Bridging Workforce and Literacy Services in NYC.*" He explained that the event is part of a broader effort by the WIB to further increase coordination and alignment of the City's investments in workforce development and adult basic education services. All members were invited to the event on March 25, 2010, which would feature presentations by WIB members Reg Foster and Robert Purga.

He then introduced the next presenter of the morning, David Jason Fischer, the WIB's new Vice President of Policy and Planning, who recently joined the WIB after a decade as one of the City's leading workforce development researchers.

Career Advancement in NYC: Helping Low-Income Workers Move Out Of Poverty

Mr. Fischer gave brief introductory remarks about the numbers of working poor New Yorkers, noting that the new poverty measure developed by CEO found that one in five families in New York City in which at least one member worked was poor, and that 22 percent of all New York City workers earned less than twice the official federal poverty rate. As the City faces this challenge, he observed that the public workforce system must shift its focus from a pure job placement mission to much greater emphasis on career advancement, citing the promising results of several programs developed by CEO and administered by SBS on that front.

Mr. Fischer then introduced two guest speakers – Veronica White, Executive Director of CEO and a newly appointed member of the WIB, and Michael Berl, Co-Owner of Kyotofu - who provided the Board with innovative ideas to help New York entrepreneurs through the recession and giving them the skills necessary to compete and advance. Mr. Berl spoke about how his company leveraged the services of SBS's Training Funds program to train, retain and promote their employees, who received significant wage gains after completing training. Ms. White traced the history of CEO, starting with the anti-poverty Commission on Economic Opportunity that Mayor Bloomberg convened in 2006 that formed the core agenda for the Center for Economic Opportunity. She then explained

the Center's rigorously empirical approach to program development and evaluation, before detailing CEO's work on career advancement. The Center's portfolio in this area includes Advance at Work, a program that provides career advancement services including access to benefits and work supports, training and education, and financial literacy; the Workforce1 Transportation Career Center, which has developed a specialization in New York City's large and growing transportation sector; and Community Partners, which works with community based organizations to identify job-ready individuals and refers them to expedited placement through the Workforce1 Career Center system. Ms. White referred Members and guests to a just-released evaluation of all three programs conducted by WESTAT and METIS Associates, available online at www.nyc.gov/ceo.

Following the presentations, Ms. Kearns facilitated a discussion between the speakers and the members.

Keynote Presentation

Following the presentation on career advancement, WIB Member Ester Fuchs introduced Mayor Michael Bloomberg, who joined the Board in paying tribute to Stuart, welcoming Kathy, and thanking Board members for their role in the tremendous progress of our workforce system over the past several years, focusing on a demand-driven system and economic development. The Mayor emphasized the importance of our City's workforce and the great value that our immigrant communities provide the City, and challenged members to keep a focus on those with the greatest needs, such as young men coming out of incarceration. The Mayor applauded the progress that the system has made over the previous seven years, while reminding the Board members of how far they still need to go on behalf of all New Yorkers.

Conclusion

Following the business described above, the meeting was adjourned. Ms. Kearns announced that the next quarterly WIB meeting would be held on June 10, 2010.