

**WORKFORCE INVESTMENT BOARD
MINUTES OF MARCH 24, 2004 MEETING**

A meeting of the Workforce Investment Board was called to order by Chairman Donald Hooper at 6:17 PM, Wednesday, March 24, 2004, at The Lobster House, Norwood, NY.

Members Present: Jack Backus, Donald Brining, Sue Caswell, Richard Daddario, Ken Garwood, Bruce Green, Donald Hooper, Joseph Kennedy, Linda Manchester, Ron McDougall, Mike Noble, Joanne Novak, John Tubbs

Members Absent: Genevieve Baxter, Doug Beachard, Lynn Blevins, Steve Novacich, Walt Paul, Linda Randi, Ryan Schermerhorn, Mike St. Thomas, Tim Weaver

Others Present: Raymond H. Fountain, Jr., Natalie Haggart, Steve House, Patrick Kelly, and Ed Short of the Office of Economic Development; Robert Lew and Todd Doherty of the NYSDOL; and Tom Plastino, Citec.

MINUTES

Moved by Mr. Daddario and seconded by Mr. Brining, the minutes of the January 7, 2004 meeting were approved.

CHAIRPERSON'S REPORT

Mr. Hooper welcomed new members (Ken Garwood, Mike Noble, and John Tubbs). He reported that due to scheduling conflicts, the May meeting has been moved to Wednesday, May 19th. Mr. Hooper introduced Tom Plastino, Executive Director of Citec, and noted he would be giving a brief presentation on the Strategic Planning Grant. Mr. Hooper then asked those WIB members who attended the NAWB Conference in March to briefly convey their impressions of the conference.

Mr. Hooper noted that several seminars were available and the attendees split up to cover as many and as varied topics as possible. He commented on one of the workshops he attended on industrial clusters and employer groups linkages, and training to meet these clusters and the needs of the global economy. He noted that WIBs should be a "convening body" to bring private industry, education, labor and employment-related entities together. Mr. Hooper also noted that much was said about WIB identities (or lack thereof) and wondered if our WIB should consider renaming itself. Mr. Hooper noted this conference was a great educational opportunity.

Mr. Green reported on the presentation by Robert Reich and Newt Gingrich, noting their opposing views on where the country is headed. He noted he attended a presentation by futurist Ed Barlow. Mr. Green also attended a presentation on Youth Councils, which stressed the importance of soft skills.

Ms. Novak spoke about a seminar by North Central Indiana, which stressed a move away from the structured WIB. She provided a copy of their State of the Workforce Report. She noted that the Robert Reich / Newt Gingrich presentation was phenomenal, and while they did have differences of opinion, they both agreed that there is a need to get a handle on healthcare in America. Unless this is

done, all strides in workforce development will pale. Ms. Novak agreed with Mr. Hooper that the WIB needs a “hook” in regards to marketing the WIB.

Ms. Caswell provided information on the projected workforce shortage, noting that by the year 2010, 41million people will enter the workforce and 46million people will be retiring. She spoke about a strategic planning scorecard, which provides measures other than the WIB performance standards, adding that other WIBs are using them and we may wish to follow their lead.

Mr. Backus commented on employee training, adding that 2% to 3% of a company’s sales are typically invested in training. Mr. Backus stressed the importance of re-education of the workforce, which is a major responsibility of the WIB. He noted that the upcoming workforce would change careers 5 to 7 times over the course of their lives.

COMMITTEE REPORTS

Marketing and Quality Assurance: No report.

Youth Committee: No report.

Services Committee: No report.

Executive Committee: Mr. Hooper noted that the Executive Committee met on March 10th and reviewed the items submitted for WIB action this evening.

CONSENT AGENDA

Resolution Authorizing Certification of Eligible Training Providers (Policy 16-D): Mr. Fountain briefly explained, for the benefit of the new members, the training provider certification process. Moved by Mr. Brining, and seconded by Ms. Caswell the resolution passed unanimously.

OLD BUSINESS

None

NEW BUSINESS

None

STAFF REPORT

Mr. Hooper noted that anyone having questions on the reports included in the agenda should contact Ray Fountain.

Mr. Fountain provided a timeline of the Strategic Planning process, noting that Patrick Kelly and Don Hooper attended a seminar in June of 2003, making us eligible to apply for the \$100,000 in grant monies. He noted that this grant provides us with an opportunity to re-examine the WIB’s role and its effectiveness in workforce investment within St. Lawrence County. Originally an 18-month plan, this process is taking two (2) parallel tracks. The first track is the Strategic Planning process, whereby the WIB defines or re-defines it role in the human capital advantage. This process is WIB-driven and is therefore only as good as the members that get involved.

The second track is the Workforce Summit 2004, scheduled for June 10, 2004 at the SUNY Canton's Campus Center. Ed Barlow, futurist, is the guest speaker. Mr. Fountain provided copies of the invitee list (to date), asking members to review the list and advise of any one they would like added. A State of the Workforce Report will be created as a result of the input of this Summit.

CHAIRPERSON'S REPORT (CONTINUED)

Mr. Hooper introduced Tom Plastino, Executive Director of CITEC, who provided an overview of our Strategic Planning process. Mr. Plastino described the four (4) components of the Strategic Planning process and how the four components work together. Mr. Plastino stressed that a strategic plan can work well or fail abysmally, depending on the commitment of the WIB members. The strategic planning process will be overseen by an ad hoc committee of WIB members who will participate in 2 half-day meetings between June and August, review workforce development in St. Lawrence County, outline the WIB's desired future state for its business, outline an action plan and develop an attitude that will enable the WIB to continue to act as a corporate Board after the planning process is complete.

Mr. Plastino also noted that, prior to the June 10th Workforce Summit, there needs to be identification of a WIB Planning Team, which will meet and determine what the WIB needs to invest in, what the WIB wants to get out of the Workforce Summit, especially identification of workforce development areas that the WIB wants feedback on. This panel needs the full support of the WIB, as staff can only do so much. WIB members need to attend the Summit and listen to the concerns of its attendees, as the WIB will act as a funnel for the information they are provided.

After a lengthy discussion, WIB members agreed that a WIB Planning Team would meet April 17th. **(NOTE: THIS DATE HAS SINCE BEEN CHANGED TO APRIL 20TH)** Mr. Hooper asked members for a commitment from them. Anyone interested in joining the Planning Team should contact Natalie.

EXECUTIVE SESSION

None

ADJOURNMENT

On motion of Mr. Daddario, the meeting adjourned at 8:07 PM.

Respectfully submitted,

Joanne M. Novak, Esq.