

**NORTHWEST PENNSYLVANIA WORKFORCE INVESTMENT BOARD
WIB COUNCIL MEETING
William J. Douglass Corporate Conference Center
Meadville, PA**

**Friday, January 14, 2011
9:00 a.m.**

ATTENDANCE:

**Cole, Ron
Couch, Hope
Fetzner, Bev
Folletti, Chip
Gezymalla, Scott
Harvey, Larry
Hewitt, Jack
Iavarone, Deborah
Jackson, Dr. Aldo
Kraft, Louis
Lewis, Don
Liddle, William
McBrier, Dale
Miller, Dr. Joyce
O'Dell, Steve
Schwab, Kerry – Chair
Stratico, Joe
Van Amburg, David**

RCWE STAFF:

**Drositis, Jeannine
Frantz, Connie
Groger, Amy
Hoffman, Nick
McEwan, Patty
Murray, Jason
Newlin, Paul
O'Neil, Debra
Skinner, Abby
Walker, Marsha
Whitaker, Emily
Zieziula, Michele *via teleconference***

ABSENT:

**Chevalier, Mike
Deuterman, Joel
Gacka, Dr. Richard
Horton, Gary
Sherry, Joy
Shields, Dr. William
Smith, Ken
Steele, Ron**

GUESTS:

**Baughman, Sandy
Brumbaugh, Cathy
Burrell, Jean
Dzuricky, Carol
Ehrhart, Brad
Goodwine, Amos
Johnson, Melanie
Lutz, Deb
Massey, Doug
Mosier, David
Partridge, Theresa
Powley, Heidi
Preston, Commissioner Jack
Price, Julie
Ramalho, Erika
Rapp, Bev
Schell, Linda
Shaw, Gary
Shefchunas, Juanet
Stuart, Colleen
Wagner, Sam**

WELCOME & ROLL CALL/ VISITOR RECOGNITION / PUBLIC COMMENT

Mr. Schwab called the meeting to order at 9:04 a.m. and roll call was taken. Visitors introduced themselves. There was no public comment. It was noted there was a quorum. Ms. Zieziula participated via the telephone.

APPROVAL OF MINUTES – NOVEMBER 12, 2010 WIB MEETING

The minutes of the November 12, 2010 Northwest Pennsylvania Workforce Investment Board Meeting were presented for approval.

MOTION

Mr. Hewitt made a motion to approve the minutes as presented. Dr. Miller seconded the motion. All were in favor. Motion passed and carried.

REVIEW OF PREVIOUS ACTION ITEMS

Ms. Zieziula reviewed the previous action items.

EXECUTIVE COMMITTEE / CHAIR REPORT – Kerry Schwab, Chair

Mr. Schwab stated that it is important to read the reports included in the WIB Council meeting packets sent prior to the meeting date in order to stay informed.

JEFFERSON EDUCATIONAL SOCIETY REGIONAL PLAN

Ms. Zieziula stated that the Jefferson Educational Society, in conjunction with the bicentennial, is in the process of interviewing consultants and hopes to see a strategic effort established for the next 50 years.

APPROVAL OF REVISED 2010-2013 STRATEGIC PLAN

The revised Northwest PA Workforce Investment Board 2010-2013 Strategic Plan was presented for approval. Ms. Zieziula stated the revisions include changes to the Youth Council and CareerLink Development Committee.

MOTION

Mr. Van Amburg made a motion to approve the minutes as presented. Mr. Lewis seconded the motion. All were in favor. Motion passed and carried.

RELEASING RFP FOR HOSPITALITY INDUSTRY PARTNERSHIP DEMAND ANALYSIS PROPOSAL

Ms. Zieziula stated that requests from the community have indicated a need to create an Industry Partnership which focuses on hospitality. In order to create a new Industry Partnership, we must show the demand including job openings for 5-10 years. Ms. Walker stated that the Request for Proposals will be advertised today and a committee will be compiled to review the proposals received and make a selection to handle the analysis.

RCWE HOLDING COMPANY ANNUAL MEETING AND APPOINTMENT OF DIRECTORS

Mr. Mosier stated that the existing slate of officers of the RCWE Holding Company has been renewed for another one-year term by the Executive Committee. The board of directors will accept their renewals and review the financial status of the Holding Company at the upcoming annual meeting.

FISCAL COMMITTEE REPORT – David Van Amburg, Treasurer

Mr. Van Amburg stated the local elected officials had no concerns at the last meeting and the audit is in the process of being completed.

APPROVAL OF RCWE FINANCIAL REVENUE REPORT

The RCWE Financial Revenue Report was presented for approval. Mr. Van Amburg stated that money due to RCWE through December 31, 2010 has been received. Ms. Zieziula noted that not all the ARRA funds were able to be seen on the November report. The report now shows everything including what was carried into July 1, 2010. She noted that some funding has not been contracted. She also noted that we are showing over \$14 million in revenue with a deficit of more than \$68,000 in administrative dollars and more than \$10,000 in program dollars which will require a budget modification.

Discussion ensued regarding RCWE's financial goals. Ms. Zieziula noted that Dan Kuba, as Interim Director of the Bureau for Workforce Development Partnership, approved \$300,000 in Rapid Response funds within one week of his term. Discussion was held regarding revenue fluctuations over the past couple of years due to Industry Partnership funding, ARRA funding, and the efforts of the grant writer. Ms. Zieziula expressed concern with domestic spending budget cuts which affect RCWE's budget. She noted that interest on lines of credit is not an allowable cost and must be charged to the unrestricted line. Discussion was held regarding the Procurement Policy which is reviewed by the Fiscal Committee and the Chief Local Elected Officials. Mr. Van Amburg discussed the current status of the WIB, RCWE, RCWE Holding Company, and the Foundation.

MOTION

Mr. Lewis made a motion to approve the RCWE Financial Revenue Report as presented. Dr. Jackson seconded the motion. Discussion ensued regarding concerns in generating the Hospitality Industry Partnership RFP when there may not be future Industry Partnership funding. **All were in favor. Motion passed and carried.**

CONTRACTS REPORT

The Contracts Report was presented for review which shows the contracts to date. Ms. Zieziula discussed how the Contracts Report ties into the Financial Revenue Report.

Discussion ensued regarding comparing how the contracts have changed since the last report and determining how many people are served by each contract. Ms. Zieziula stated that the main contractors are approved by the WIB, Rapid Response money is contracted to said contractors, others are receiving training dollars from grants we wrote, and some are grants we receive from the state simply because we are the fiscal agent assigned to fiscally monitor those funds.

She noted that if explanations of each contract were included with the financial report, it would require a significant amount of paperwork. Industry Partnership (IP) reports found within each WIB Council meeting packet detail what the IPs are doing with their money. It was determined that an explanation be added under each contract – a metric to depict how many people are served.

****ACTION ITEM****

The Contracts Report will be revised, adding an explanation under each contract listed – a metric to depict how many people are served.

GRANTS REPORT

The Grants Report was presented for review. Ms. Skinner stated that she has been working with the PA Fund for Workforce Solutions and Susan Crandall to apply to the National Fund for an Erie project. She has submitted another grant to the PA Fund for Workforce Solutions and has received the largest award available. Ms. Skinner has been responsible for bringing in approximately \$4.5 million in grants to RCWE since she was hired.

AUDIT UPDATE

Ms. Zieziula stated the auditors have completed the background work and are in the process of drafting documents. They have been examining the RCWE Holding Company as part of the audit. Completion of the audit is expected by February 15. Fiscal Committee and Executive Committee will need to meet via conference call in order to approve the audit before submission.

FMS/CWDS FINANCIAL SYSTEM STATUS UPDATE

It was noted that all monies due RCWE have been received.

WIB/RCWE CEO REPORT – Michele Zieziula, CEO

RCWE BUILDING UPDATE

Ms. Zieziula stated that she is in the process of finalizing interviews to hire a facility manager. Renovations are in their final stages for the suite intended for Erie School District. The RCWE suite will still need to be renovated. A Grand Opening is being planned to be held in conjunction with the May 13, 2011 WIB meeting. Discussion was held regarding signage at the building indicating the PA CareerLink®-Erie County is located there. Ms. Ramalho stated it needs to be discussed with the RCWE Holding Company, as there are zoning ordinances to consider. It was suggested that a rolling electric sign might be most effective. Discussion was held regarding the status of the ADA visit. The RCWE Holding Company will discuss signage concerns at their next meeting.

****ACTION ITEM****

The RCWE Holding Company will discuss signage at the RCWE Building at their next meeting.

NWPA WIB RETREAT

Ms. Zieziula stated that Dr. Garraty has expressed concern with holding the NWPA WIB Retreat out of state. The new administration does not feel the Tri-State WIB Initiative is sufficient reason to hold the Retreat across the state line. The matter will need to be discussed further with the Executive Committee. Discussion ensued. It was noted that the dates would remain the same – March 10 and 11, and emails or other correspondence will be sent out confirming a new location.

DEPARTMENT OF LABOR GOLD STANDARD EVALUATION UPDATE

Ms. Zieziula stated that Ms. Drositis is handling the details of the upcoming Gold Standard Evaluation. Representatives have been invited to Washington D.C. on February 9 and 10 to meet with the Assistant Secretary of Labor and Industry, Jane Oates, and other upper management regarding the evaluation. The evaluation is slated to begin in April.

Mr. Hewitt expressed concern with the evaluation serving individuals with disabilities. Ms. Zieziula will be sure to address that issue during the meeting in Washington, D.C. in February with Gold Standard Evaluation staff.

****ACTION ITEM****

Ms. Zieziula will address concerns with serving individuals with disabilities with the Department of Labor's Gold Standard Evaluation staff.

UNEMPLOYMENT COMPENSATION EXTENSION UPDATE

Ms. Zieziula stated that unemployment compensation benefits have been extended for additional 13 weeks. The PA CareerLink® staff are working diligently on reaching out to the "99 weekers".

INDUSTRY PARTNERSHIP LEGISLATIVE UPDATE

Ms. Zieziula stated that the Industry Partnership legislation has been denied but hopes that the new administration will reopen the subject, which seemed to have a significant amount of support.

COMMUNITY COLLEGE UPDATE

Ms. Zieziula stated that the community college efforts are looking to move forward. She has met with a representative of Butler County Community College (BC3) who may be able to offer courses to our region if needed. BC3 does not anticipate opening a campus in our region, although they have been participating in discussions with Precision Manufacturing Institute.

MANUFACTURER'S ASSOCIATION UPDATE

Ms. Zieziula stated through Mr. Schwab's efforts, RCWE has secured an appearance at the Eggs-n-Issues forum on February 17, 2011. Ms. Zieziula will be providing a presentation on the workforce development system and how we are

serving employers. Ms. Drositis will focus on the PA CareerLink® services and ways to serve as a labor exchange, as well as introduce them to the Industry Partnership program.

NAWB

Ms. Zieziula stated that the National Association of Workforce Boards (NAWB) conference in February will contain a significant amount of engaging discussion on workforce development on a state and national level and will provide an opportunity to meet with legislators regarding budgeting and new programs.

NWPA CAREERLINK® SYSTEM REPORT – Jeannine Drositis, Director of Operations

PA CAREERLINK® QUARTERLY REPORTS

The PA CareerLink® Quarterly Reports were presented for review. Ms. Drositis stated that a column has been added to the report indicating actual job postings. She noted there are approximately 1,500 jobs available in the region as of January 7, 2011. There are 417 new employers (those who have never used the system before) in the PA CareerLink® system and staff continues to reach out to dormant employers. Discussion was held regarding the total number of employers using the system and additional reports that will soon be available with the CWDS update. It was determined that Ms. Drositis will provide reports to show this data by industry and trended over time. This data could be shared with economic development, schools, IPs, etc. Discussion was held regarding capturing wage data. Mr. Stratico stated that labor market information such as average wages is available online at CWIA (www.paworkstats.state.pa.us). Mr. Wagner suggested that the PA CareerLink® Site Administrators provide more information on the CWIA website and the information found there, perhaps incorporating this into a breakout session at the upcoming WIB retreat. Discussion ensued regarding penetration rates being reported on an annual basis; the current data from CWDS is dated June 2009.

Ms. Drositis stated that functional teams have been created within each of the PA CareerLink® sites to assist with projects as they are developed.

Ms. Rapp explained that she is working with the CWDS updates and is very hopeful that the forthcoming updates will satisfy many of the questions the board members are having regarding data.

Mr. McBrier discussed the defunded Business Retention and Expansion Program (BREP) and Jake Rouch's attempts to establish a common database for use within business services in our region. Ms. Zieziula explained that other regions did not use the BREP system properly and that is part of the reason why the program is no longer funded. Ms. Skinner stated that the BREP grant received through ReTool Erie was the largest award given. Mr. Ehrhart added that the Business

Service Representatives (BSRs) are still making the calls to employers, in spite of the lack of funding.

****ACTION ITEM****

Ms. Drositis will provide reports to show employer data by industry and trended over time.

PA CAREERLINK® TREND REPORT

The PA CareerLink® Trend Report was presented for review. Discussion was held regarding the decrease in walk-in traffic and the reasons why this is occurring. Ms. Ramalho discussed the implementation of triage through the value stream mapping process which has decreased the presence of those individuals who are not dedicated to finding a job, but to just using the computer.

Discussion ensued regarding the unemployed, newly registered job seekers, and walk-ins. Ms. Schell described the PA CareerLink® challenges over the past year and how these challenges have resulted in the creation of improved processes and tools to assist employers and jobseekers.

BUSINESS SERVICE TEAM UPDATE

Ms. Drositis stated that the Business Service Team (BST) has been tasked with getting employers into the WorkKeys and Work Certified programs in order to enhance interview opportunities. Mr. McBrier discussed the On-the-Job Training (OJT) program. Mr. Wagner described a pitch to employers regarding assessments and career readiness certificates, which in turn provides qualified employees to fill the employers' needs. Mr. Stratico discussed employer needs and an employer-driven model where the employers indicate the skill levels they need in their employees.

Ms. Drositis stated that the PA CareerLink® will be assisting the Healthcare IP by screening potential employees. She also noted that she has identified staff to attend IP meetings to better understand what employers need; a steering committee meeting has been set to identify four employers and four PA CareerLink® staff to converse. Mr. McBrier discussed the importance of communication with employers regarding the PA CareerLink® services. Discussion continued regarding challenges, including low employer survey response rates. Ms. Rapp discussed the positive employer satisfaction that is often overlooked and the need to communicate those relationships. It was determined that the NWPA WIB Communications Committee will discuss how to convey the positive PA CareerLink® experiences.

****ACTION ITEM****

The NWPA WIB Communications Committee will discuss how to convey the positive PA CareerLink® experiences.

STEERING COMMITTEE UPDATES

Ms. Drositis stated that the PA CareerLink®-Crawford County lease expires in July. The Steering Committee is working to evaluate a new location.

The current PA CareerLink®-Clarion County lease expires in December 2012.

CAREERLINK DEVELOPMENT COMMITTEE REPORT – *Amos Goodwine, Committee Chair*

MALCOLM BALDRIGE QUALITY REVIEW PROCESS UPDATE

Mr. Goodwine stated that the Malcolm Baldrige Quality Review is a work in process. Mr. Goodwine and Mr. Hewitt have been contacting various associated programs and researching costs. They plan to have more information regarding implementation in the near future.

BUSINESS SERVICES FOCUS

Mr. Goodwine stated that PA CareerLink® staff and the Operator Consortium are focused on enhancing business services.

YOUTH COUNCIL COMMITTEE REPORT – *Colleen Stuart, Committee Chair*

YOUTH PROGRAM REPORTS

The Youth Program Reports were presented for review. Ms. Stuart stated that the Erie School District (ESD) and Venango Training and Development Center (VTDC) are working with RCWE to gain a full understanding of the data. Literacy and Numeracy data will be added to the report. She also noted that the report year should be changed to 2010-2011. The most current CWDS data included in the report is from November 2009. Due to an invoicing delay, expenditures for Erie School District were not available for this report. They will be provided on the next report at the March meeting.

Mr. McBrier discussed Erie Together and their four focal points – (1) getting five year olds to read; (2) high schools/career paths/job counseling/industry clubs expansion; (3) social activism in communities; and (4) workforce development.

YOUTH COUNCIL MEMBERSHIP UPDATE

Ms. Stuart stated the Youth Council is in the process of restructuring; four subcommittees have been developed – Membership, RCEP, Youth Programs, and Communication. The Youth Council's focus will shift to serving all youth, not just those who we serve through existing funding streams. Ms. McEwan had contacted each member to ask their preference of subcommittee participation. Three WIB members are now participating on Youth Council. Discussion was held regarding how Youth Council plans to connect to Industry Partnerships. It was noted that Youth Council is recruiting for more employer participation. It was also noted that in addition to running their Title I programs, the youth contractors also are continually seeking other ways to serve the youth in our region. It was determined that the Communications Committee needs to discuss

how to document what the Youth Council is doing to eliminate duplication and to develop best practices. Discussion continued. It was also determined that Ms. Stuart will report timelines with regard to Youth Council projects at the next WIB meeting.

****ACTION ITEMS****

1. **The Communications Committee will discuss how to document what the Youth Council is doing to eliminate duplication and to develop best practices.**
2. **Ms. Stuart will report timelines with regard to Youth Council projects at the next WIB meeting.**

COMMUNICATIONS COMMITTEE REPORT – Samuel Wagner, Committee Chair

Mr. Wagner introduced Ms. Emily Whitaker as the new Marketing & Communications Specialist at RCWE.

WEBSITE UPDATE

Mr. Wagner stated that the Communications Committee intends to unveil the new website by March 1.

PHASE 1 – FUNCTIONAL WEBSITE

It was noted that a functional website is top priority.

PHASE 2 – PA CAREERLINK® WEBSITE

It was noted that some work is needed on the PA CareerLink® website in order to be in alignment with the WIB website.

PHASE 3 – INFORMATIONAL HUB

Lastly, it is the Communications Committee's intention to ensure that the website will also be an informational hub in conjunction with the social media tools. The Communications Committee is also working on an "elevator speech" to better explain what the WIB does. In addition, the committee is discussing the creation of an orientation video for new WIB members.

Ms. Whitaker stated that there has been 700 website visits per week since mid-November. There are 204 Facebook members (152 active members) which is an increase of 30. There are 183 Linked In members which is an increase of 20. The Twitter statistics are slightly lower than Linked In. She also noted that the PA CareerLink® is in the process of developing a Facebook account.

Discussion ensued regarding using local speaker series as a means of promoting the WIB. Dr. Miller recommended contacting the Kiwanis and Rotary Clubs.

PROGRAMMATIC POLICY & ANALYSIS COMMITTEE REPORT – Dr. Aldo Jackson, Committee Chair

APPROVAL OF STATEWIDE TRAINING PROVIDER LIST

The Training Provider List was presented for approval. Dr. Jackson noted that additions are highlighted.

MOTION

Mr. Kraft made a motion to approve the Statewide Training Provider List as presented. Ms. Couch seconded the motion. All were in favor. Motion passed and carried.

APPROVAL OF ITA POLICY CAP CHANGE

The Programmatic Policy & Analysis Committee recommends reducing the ITA cap amount to \$5,500.00 to address current funding concerns. The reduction would allow more people to be served.

MOTION

Dr. Jackson made a motion to approve the reduction of the ITA cap amount to \$5,500 as presented. Mr. Lewis seconded the motion. Discussion was held regarding ITA training dollars used to reduce student loans. Discussion was held regarding OJTs. All were in favor. Motion passed and carried.

MONTHLY CONTRACTOR REPORTS

The Contractor Reports were presented for review.

EMPLOYER DEMAND SERVICES COMMITTEE REPORT – Dale McBrier, Committee Chair

This Committee did not meet in December.

BOARD DEVELOPMENT COMMITTEE REPORT – Gary Horton, Committee Chair

ATTENDANCE REPORTS

The WIB Attendance Reports were presented for review. Mr. Schwab stated that attendance reports are a useful tool for the WIB intends to promote transparency. He encouraged new board members to serve on the Board Development Committee. Mr. Schwab stated that he will continue to reach out to potential board members.

COMMITTEE MEETING SCHEDULE DISCUSSION

Mr. Schwab stated that the Board Development Committee is currently meeting every other month but has not reached quorum for the last several meetings.

LOCAL MANAGEMENT COMMITTEE REPORT – Paul Newlin, Staff Liaison

PROGRAM UPDATE

Mr. Newlin stated that the request sent in September for additional Paid Work funds has been granted in the amount of \$327,413. In addition, we have received \$170,003 for the Transportation Grant.

OTHER WORK OF THE NWPA WIB – Michele Zieziula, CEO

INDUSTRY PARTNERSHIP (IP) UPDATES

The Industry Partnership Report was presented for review. Ms. Zieziula stated that she has a meeting scheduled next week with the WIB Directors for the Tri-State Initiative. They will continue to look for opportunities to work together. A new New York administration has taken office but needs time to get familiar with this initiative.

ARRA REPORT

The ARRA Report was presented for review. Ms. Stuart asked that a correction be noted at the end of the report – the year should be changed to 2010-2011 and VTDC's data should reflect 144 employed, 98% achieved.

NWPA LABOR MARKET STATUS REPORT

The Northwest Pennsylvania Labor Market Status Report was provided for review.

COUNTY UNEMPLOYMENT RATES

County unemployment rates were provided for review.

NEW BUSINESS

Ms. Zieziula stated that Dr. Jackson has informed that a Governor's Award will be given to Scott Enterprises for working with the Erie County Technical School (ECTS). The Governor's Awards will be celebrated at the upcoming PA Partners Conference in May. Dr. Jackson added that Scott Enterprises allows ECTS to use the Ambassador and Marriott in their training for the hospitality industry.

Mr. Schwab noted that the upcoming WIB Committee meetings are listed at the bottom of today's agenda and asked that board members that do not participate on a committee to consider joining one.

REVIEW OF ACTION ITEMS

- 1. The Contracts Report will be revised, adding an explanation under each contract listed – a metric of sorts to depict how many people are served.**
- 2. The RCWE Holding Company will discuss signage at the RCWE Building at their next meeting.**
- 3. Ms. Zieziula will address concerns with serving individuals with disabilities with the Department of Labor's Gold Standard Evaluation staff.**

4. **Ms. Drositis will provide reports to show employer data by industry and trended over time.**
5. **The NWPA WIB Communications Committee will discuss how to convey the positive PA CareerLink® experiences.**
6. **The Communications Committee will discuss how to document what the Youth Council is doing to eliminate duplication and to develop best practices.**
7. **Ms. Stuart will report timelines with regard to Youth Council projects at the next WIB meeting.**

MOTION TO ADJOURN

As there was no further business, Mr. Folletti made a motion to adjourn. Mr. Lewis seconded the motion. Meeting adjourned at 12:19 p.m.

Respectfully submitted,

Patty McEwan
Administrative Services Coordinator
Regional Center for Workforce Excellence