

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

**Friday, September 10, 2010
9:00 a.m.**

ATTENDANCE:

Couch, Hope
Fetzner, Bev
Gacka, Dr. Richard
Harvey, Larry
Horton, Gary
Kraft, Louis
Lewis, Don
Liddle, William
McBrier, Dale
McCloskey, Denise
Miller, Dr. Joyce
Schwab, Kerry – Chair
Shields, Dr. William
Smith, Ken
Stratico, Joe

RCWE STAFF:

Bush, Joelyn
Drositis, Jeannine
Frantz, Connie
Groger, Amy
Hoffman, Nick
McEwan, Patty
Newlin, Paul
Skinner, Abby
Walker, Marsha
Zieziula, Michele

ABSENT:

Chiaravalotti, Terryjane
Deuterman, Joel
Folletti, Chip
Franklin, Matt
Gaines, Pastor Robert
Hewitt, Jack
Jackson, Dr. Aldo
Sherry, Joy
Steele, Ron
Van Amburg, David

GUESTS:

Baughman, Sandy
Belczyk, Cindy
Burrell, Jean
Cole, Ron
Dzuricky, Carol
Ehrhart, Brad
Hartle, Juanet
Jaeger, Kurt
Massey, Doug
McGranaghan, Linda
Moore, Carl
Partridge, Theresa
Powley, Heidi
Preston, Commissioner Jack
Ramalho, Erika
Schell, Linda
Wagner, Sam

WELCOME & ROLL CALL/ VISITOR RECOGNITION / PUBLIC COMMENT

Mr. Schwab called the meeting to order at 9:06 a.m. and roll call was taken. Visitors introduced themselves. There was no public comment. It was noted there was a quorum.

APPROVAL OF MINUTES – JULY 9, 2010 WIB MEETING

The minutes of the July 9, 2010 Northwest Pennsylvania Workforce Investment Board Meeting were presented for approval.

MOTION

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

REVIEW OF PREVIOUS ACTION ITEMS

Ms. Zieziula reviewed the previous action items. It was noted that any outstanding financial filing forms must be turned into Ms. O'Neil.

At this time the board had asked for a presentation on the Commonwealth Workforce Development System (CWDS) but without sufficient internet connectivity that was not possible.

EXECUTIVE COMMITTEE / CHAIR REPORT – Kerry Schwab, Chair
APPROVAL OF REVISED 2010-2011 WIB CALENDAR

The revised 2010-2011 WIB calendar was presented for approval.

MOTION

Mr. Kraft moved to approve the 2010-2011 WIB Calendar as presented. Mr. Lewis seconded. All were in favor. Motion passed and carried.

NWPA WIB/RCWE ANNUAL DINNER

Mr. Schwab stated the WIB/RCWE Annual Dinner will be held September 24. RSVPs are due in one week and sponsorships are due today. A Green Drinks event will be offered following the dinner at which time Representative John Hornaman will speak.

FISCAL COMMITTEE REPORT – Michele Zieziula

APPROVAL OF RCWE FINANCIAL REVENUE REPORT

The RCWE Financial Revenue Report was presented for approval. Ms. Zieziula noted that the total revenue to date is \$9,368,876 but that does not include carryover funds nor the Industry Partnership (IP) grants, the Green grant, or the Sloan project. Ms. Zieziula anticipates that the total revenue will rise. Discussion ensued regarding Industry Partnerships.

MOTION

Mr. McBrier made a motion to approve the RCWE Financial Revenue Report as presented. Dr. Miller seconded the motion. All were in favor. Motion passed and carried.

CONTRACTS REPORT

The Contracts Report was presented for review which outlines the contracts to date. Ms. Zieziula stated that the integration of the Financial Management System (FMS) into the CWDS has caused problems in that carryover funds are shown as negative figures and new-year money is not on the system. Currently, the Fiscal Department is using unrestricted funds and a line of credit to stay afloat although the Fiscal Department saw some carryover funds arrive this morning and they will begin the process of distributing those funds to the contractors. Discussion ensued.

GRANTS REPORT

Ms. Skinner stated that we have received \$55,000 for the Regional Career Education Partnership (RCEP) grant. Other grants in process include a new technology grant with Erie Community Foundation and the Local Management Committee (LMC) transportation grant. Ms. Skinner discussed the healthcare grant which was a

collaborative effort with Chautauqua WIB and will serve TANF individuals for career pathways in entry level nursing.

FISCAL AGENT CONTRACTING ARRANGEMENT WITH TECHNOLOGY COUNCIL OF NORTHWEST PA

Ms. Zieziula stated that the board had previously voted to serve as the fiscal agent for the Technology Council of Northwest PA and we are in the process of drafting the agreement. Ms. Zieziula has hired an additional support staff at 20 hours per week to accommodate the additional workload.

NEW RELATIONSHIP WITH NORTHWEST SAVINGS BANK

Ms. Zieziula stated that First National Bank had given a verbal agreement to extend a line of credit in the amount of \$350,000, however, that agreement was not honored. A formal request is being processed and it appears that the line of credit will be approved now. In the meantime, RCWE approached Northwest Savings Bank to arrange for a line of credit in the amount of \$250,000 in order to assist with paying invoices and contractors while waiting for the CWDS problems to be resolved. Discussion ensued regarding the FMS problems and the affect it is having on our entire system. Ms. Zieziula and Mr. Stratico discussed the absolute certainty that the allocations will be granted. Ms. Zieziula also noted that she met with the WIB Association this week and they have decided to submit a letter to the state for leniency on fees, interest, and late payments on lines of credit due to the current circumstances.

AUDIT PLAN

Ms. Zieziula stated that the audit typically begins in October but she does not anticipate that the Fiscal Department will be ready to do that given the current financial situation. The Fiscal Department has been granted an extension to close out by September 30. February 15 is the deadline for the audit which may also need an extension. Discussion ensued.

MOTION

Mr. Harvey made a motion that RCWE obtain a line of credit in the amount of \$250,000 with Northwest Savings Bank. Mr. Kraft seconded the motion. Discussion continued. All were in favor. Motion passed and carried.

MOTION

Mr. Smith made a motion to obtain an increased line of credit (from \$100,000 to \$350,000) with First National Bank. Ms. Couch seconded the motion. All were in favor. Motion passed and carried.

WIB/RCWE CEO REPORT – Michele Zieziula

WAY TO WORK SUMMER ADULT AND YOUTH EMPLOYMENT PLAN UPDATE

Ms. Zieziula stated that the Way to Work Program has been very successful in serving TANF adults by placing them into summer work with companies who had not experienced any layoffs. Ms. Belczyk stated that more than 50% of those served have received permanent employment at an average wage rate of \$10.50/hour in the rural counties and Ms. Burrell stated that approximately 75% of those served in Erie have received permanent employment. Ms. Zieziula stated there may be an extension of the

program. Ms. Belczyk discussed surveys that are distributed to employers at the end of the year in order to rate the success of each program. Discussion ensued.

SUMNER NICHOLS BUILDING UPDATE

Ms. Zieziula stated that the Sumner Nichols Building Project, now known as the RCWE building, is progressing. The PA CareerLink®-Erie County staff are in their permanent space on the second floor and half of the first floor. The remainder of the first floor will be completed most likely by the first week of November. The RCWE Holding Company will meet immediately following the RCWE Board meeting today to discuss the project further. Discussion ensued regarding tenants that plan to rent the space on the fourth floor.

DOL GOLD STANDARD EVALUATION

The NWPA WIB is one of 30 WIBs selected (625 total WIBs nationally) to undergo a Gold Standard Evaluation, a five-year study to evaluate and determine the return on investment for the WIA Act which has yet to be reauthorized. Ms. Zieziula explained that there may be some issues with clients who are not qualified according to the study to receive training. Technical assistance training for frontline staff will begin in the fall. The study will begin in March of 2011. A lengthy discussion ensued regarding the control groups and the option to opt out of participating in the study. In addition, our region will have increased access to meet with the U.S. Department of Labor, Assistant Secretary Jane Oates as a result of participating in the study. It was also noted that we will be paid a nominal fee for participating. The evaluators, during the initial visit, were very impressed with the newly refreshed PA CareerLink®-Crawford County.

OTHER

Ms. Zieziula stated that the most of her focus has been on the new building in Erie, the DOL Gold Standard Evaluation, financial stress, RCWE staffing, and the annual dinner. She explained that Ms. Watkins is on a medical leave of absence. Ms. Groger is filling in as Ms. Zieziula's assistant. Ms. Caldwell has left her position due to the medical needs of her son; however, she is handling the necessary reporting from home. Mr. Hoffman has been assigned the duties of Youth Coordinator in addition to his responsibilities as the Green Systems Coordinator. A Project Specialist job description has been posted to assist Mr. Hoffman. Ms. Bush has accepted a new position with the Erie Regional Chamber and a job order has been placed to fill that position. A part-time receptionist has also been hired to assist with the front desk. Ms. McEwan is handling the Annual Dinner.

NWPA CAREERLINK® SYSTEM REPORT – Jeannine Drositis, Director of Operations **PA CAREERLINK® QUARTERLY REPORTS**

Fourth quarter PA CareerLink® Quarterly Reports were presented for review since the first quarter data is not yet available. It was noted that the economy has not completely recovered, unemployment rates are still in double digits which affect the penetration rates. First quarter data will be available at the November WIB meeting. Ms. Partridge will pull data from the last three years and present the data in bar graph form for the November WIB meeting. Mr. Schwab asked that Ms. Partridge create footnotes explaining why there might be decreases or increases in the trends.

Discussion was held regarding job orders. New job orders often include multiple openings. Ms. Partridge stated that she speaks on the radio twice a week notifying the public as to the newest job postings, recruiting, etc. Jobs are also posted in The Meadville Tribune at no cost. Ms. Ramalho does not post in The Erie Times-News due to the cost that would be incurred. Ms. Drositis noted that the other Site Administrators also do weekly radio spots and are always exploring options to spread the word about available jobs. Discussion ensued regarding the use of social media to post jobs. The Site Administrators are constantly speaking to the communities and developing relationships with media to promote services at the PA CareerLink®s.

****ACTION ITEM****

Ms. Partridge will pull data from the last three years and present the data in bar graph form for the November WIB meeting along with footnotes explaining why there might be decreases or increases in trends.

PA CAREERLINK® STEERING COMMITTEES

Ms. Drositis stated that a Steering Committee meeting was held on September 7 to address the space needs of the PA CareerLink®-Clarion County site. A Steering Committee meeting was held on September 14 to address the space needs of the PA CareerLink®-Crawford County site. Based on discussions with Ms. Zieziula and the progress with the new building in Erie, it has been determined that the focus will be placed on the Crawford facility next, Clarion will follow.

Ms. Drositis mentioned that a CareerLink Symposium will be held to educate staff about Industry Partnerships and begin the process of training staff to encourage connections. It was also noted that IPs are being encouraged to hold meetings at their local PA CareerLink®

EMPLOYER SERVICES COORDINATION

Ms. Drositis stated that the PA CareerLink® staff, Business Service Team representatives, and WIB members have had various meetings to better communicate and collaborate with employers to meet their needs.

PA CAREERLINK®-ERIE COUNTY UPDATE

Ms. Drositis stated the PA CareerLink®-Erie County has moved into their permanent space but they still have some adjustments to make. The staff have been working in collaboration with outside entities to acquire meeting space to assist in serving clients.

WORKKEYS PROCESS

Ms. Drositis stated that the WorkKeys assessments were fully implemented on July 1. Ms. Belczyk noted that Site Administrators have done a great job with executing the WorkKeys. The assessments help determine if clients are ready for jobs. If clients are not ready, they are directed toward remediation. Certificates document skill levels and are expected to become a recognizable credential to employers. Discussion ensued regarding the successes the PA CareerLink®'s employers are having with the assessments.

BUDGETING

Ms. Drositis stated that the PA CareerLink@s have submitted the Resource Sharing Agreements (RSA) and are prepared to discuss payments with contractors in light of the financial situation.

POLICY DEVELOPMENT

Ms. Drositis stated she is continuing to identify policies that need to be created within the PA CareerLink@s. Mr. Wagner stated that a clearer policy has been developed to honor the veteran's priority of service. Ms. Partridge stated that there will be a Regional PA CareerLink@ staff meeting on October 13 which will include some staff training on this issue.

CAREERLINK DEVELOPMENT COMMITTEE REPORT – Michele Zieziula, Committee Liaison

The CareerLink Development Committee did not meet in August as previously planned.

YOUTH COUNCIL COMMITTEE REPORT – Nick Hoffman

YOUTH PROGRAM REPORTS

The Youth Program Reports were presented for review. It was noted that TANF does not usually start until September when school is in session.

STRATEGIC PLANNING EXERCISE

Mr. Hoffman stated that the Youth Council had not met for six months while deliberating on a restructuring. They met in August to begin discussions on strategic planning. The next meeting will be held on October 5. It is our hope to have more employer participation and serve all youth, not just those with barriers. Ms. Fetzner asked for a list of Youth Council members to be sent to her. Ms. Zieziula discussed grant opportunities, focusing on pipeline development, and growing the local workforce. Mr. Hoffman stated the Youth Council is moving toward becoming more hands on in the development of the projects.

****ACTION ITEM****

Ms. McEwan will forward Ms. Fetzner a current list of Youth Council members.

COMMUNICATIONS COMMITTEE REPORT – Samuel Wagner, Committee Chair

SOCIAL MEDIA AND WEBSITE STATS REPORT

Mr. Wagner noted that the You Tube, Facebook, and Linked In accounts are showing a significant increase in usage. The NWPA WIB website is also seeing an increase in usage possibly due to the fact that the website was used as a marketing tool for the Erie job fair.

WIB ORIENTATION VIDEO

Mr. Wagner stated that the Communications Committee is working collaboratively with the Board Development Committee to gather quotes for an orientation video. The project will attempt to put the current WIB member orientation binder into a more digestive video and will take considerable time to develop. Mr. Schwab would like to see more content about the roles of the Business Service Team and more education as to what the WIB does.

Discussion was held regarding the PA CareerLink® orientation video which is linked from the NWPA CareerLink® website to the You Tube channel. Mr. McBrier would like to see the number of job postings driving jobseekers to the PA CareerLink® website.

REVIEW WEBSITES

Mr. Wagner stated that enhancements are being made to both websites (www.nwpawib.org and www.nwpacareerlink.org).

Ms. Bush explained the differences between the current website and the new one. Ms. Zieziula will need to approve the new website prior to its unveiling.

PROGRAMMATIC POLICY & ANALYSIS COMMITTEE REPORT – Dr. Richard Gacka, Committee Chair

APPROVAL OF STATEWIDE TRAINING PROVIDER LIST ADDITIONS

The Training Provider List was presented for approval. Mr. Newlin stated this list was approved by the Programmatic Policy & Analysis Committee in August. A significant amount of training programs have been submitted since its approval. Highlighted programs are new since the last WIB approval. If the WIB does not approve a program, the program would not be funded locally for ITA funding.

MOTION

Ms. Couch made a motion to approve the Statewide Training Provider List as presented. Mr. Lewis seconded the motion. All were in favor. Motion passed and carried. Discussion continued. It was noted that a policy has been created that ITA approval requires a WorkKeys assessment.

APPROVAL OF REGIONAL HIGH PRIORITY OCCUPATION LIST

The High Priority Occupation (HPO) List was presented for approval. Mr. Newlin stated the HPO list comes from the Center for Workforce Information Analysis (CWIA) and the Department of Labor (DOL). Mr. Newlin manages the list for the region. The committee has accepted this list in its entirety; however, there has been one addition of environmental occupations. Another list will be released for approval in November with occupations with related to forestry and agriculture.

MOTION

Mr. Lewis made a motion to approve the Regional High Priority Occupation List as presented. Mr. Smith seconded the motion. All were in favor. Motion passed and carried.

ADULT/DISLOCATED WORKER AND YOUTH PROGRAM MONITOR REPORTS

The Adult, Dislocated Worker, and Youth Program Monitor Reports were presented for review for Partners for Performance, GECAC, Erie School District, and Venango Training & Development Center.

PA CAREERLINK® MONITORING REPORTS

The PA CareerLink® Monitoring Reports were presented for review for each PA CareerLink® site in the region.

MONTHLY CONTRACTOR REPORTS

The Contractor Reports were presented for review showing ITAs and OJTs.

EMPLOYER DEMAND SERVICES COMMITTEE REPORT – ChairTBD

REVIEW OF 10 AUGUST 2010 BUSINESS SERVICES TEAM DISCUSSION

Ms. Walker stated that the Employer Demand Services Committee has been focusing on the Business Service Team. They are in the process of creating a team of PA CareerLink® staff and Business Service Team (BST) representatives who interface with employers. On August 10, there was a review of the system and how it would most effectively work. A follow up meeting was held on August 31 to establish a communications structure and authority.

Ms. Zieziula stated that workforce development has supported half of the BST salaries while the economic development system matched that using the Business Retention and Expansion Program (BREP) program. Funding of the BREP program is being pushed to the Governor's Action Team (GAT) and will soon no longer exist. Discussions are being held on how to continue to capture the employer data without the BREP program. The Executive Pulse database is very important and for a nominal fee we may be able to continue access to the database, however, it was recommended that we modify the database to better utilize the workforce data; there will be an ongoing licensing fee.

We in workforce development have committed to continue to support half of the salaries of the BST. There will be an economic development meeting on September 14 to discuss how they will match those salaries in the rural counties. Discussion ensued regarding serving the employers well and using a proper grievance process. Mr. Smith recommended that a technical person attend the meeting when discussing access and licensing to the Executive Pulse system in order to continue using the Customer Action Plan (CAP) method of communication. It was noted that we may not be able to have access to the past data as the Commonwealth owns it. Ms. McCloskey and Mr. Ehrhart commented that they believe the historic data can be downloaded prior to the discontinuance of the BREP.

A lengthy discussion was held regarding upcoming construction jobs and the process of obtaining union workers and non union workers for those jobs as well as minorities. The PA CareerLink® Site Administrators were asked to compile a report that shows how many training dollars are provided to minorities by county and present that information at the next WIB meeting. Upon further discussion, it was determined that a meeting between Ms. Drositis, Ms. Ramalho, Mr. Horton, Mr. Massey, and Ms. Johnson was in order to discuss placing jobs on CWDS which include the minority requirements.

****ACTION ITEMS****

- 1. PA CareerLink® Site Administrators will compile a report that shows how many training dollars are provided to minorities by county and present that information at the next WIB meeting.**
- 2. Ms. McEwan will schedule a meeting between Ms. Drositis, Ms. Ramalho, Mr. Horton, Mr. Massey, and Ms. Johnson in order to discuss placing jobs on CWDS which include the minority requirements.**

BOARD DEVELOPMENT COMMITTEE REPORT – Gary Horton, Committee Chair

Mr. Horton stated that the WIB Chair will be sending letters to inactive WIB members to encourage participation.

WIB ATTENDANCE REPORTS

The WIB Attendance Reports were presented for review. Mr. Horton noted that the Board Development Committee would like to see WIB members make a greater commitment to participating in committees.

WIB MEMBER RECRUITMENT UPDATE

Mr. Horton stated the current recruitment system has not been effective. The Board Development Committee is now looking outside to bring others in who will participate in the meetings. Mr. Horton is encouraging the Erie County Executive to increase appointments for filling WIB membership vacancies. Ms. Zieziula stated that three individuals are in the process of being appointed to Erie slots. Ms. Chiaravolotti wishes to drop off the board although she has a recommendation for a replacement.

Mr. Horton reminded the WIB members to click on the survey link located on their laptops and participate in the survey before leaving today.

LOCAL MANAGEMENT COMMITTEE REPORT – Paul Newlin, Staff Liaison

PROGRAM UPDATE

Mr. Newlin stated that the EARN Environmental Analysis for St. Benedict Education Center (SBEC) is to be submitted by September 24. Ms. Skinner is working with the LMC on a transportation grant for the EARN program to help with transportation issues for working individuals.

AWARDS LUNCHEON

The LMC Awards Luncheon was recently held at the Riverside Inn at which awards were presented to EARN participants who have overcome barriers to obtain employment.

OTHER WORK OF THE NW WIB – Michele Zieziula, CEO

GREEN SYSTEMS UPDATE

Mr. Hoffman stated that there will be a Green Drinks event immediately following the Annual Dinner on September 24. Representative Hornaman will briefly speak on House Bill 2342 regarding the off shore wind initiative in Lake Erie.

WEATHERIZATION

The Weatherization Report was presented for review. Mr. Hoffman noted that the number of people receiving weatherization training vouchers is slowly increasing. Most are using them for training assistance as installers, auditors, etc. Mr. Hoffman has sent out a survey to weatherization providers to see what their hiring needs will be.

STATE ENERGY SECTOR PARTNERSHIP GRANT

Mr. Hoffman had previously stated that our region did not receive an award for the State Energy Sector Partnership Grant; however, the IBEW grant application

has now received over \$294,000 in funding. RCWE will be the fiscal agent for that project.

NWPAGE INDUSTRY PARTNERSHIP

Mr. Hoffman stated that NWPAGE is now the Green IP for the Northwest region. They have met as an IP and have received incumbent worker training funds of \$30,000 for renewable energy and energy efficiency. Discussion was held regarding how the Technology IP had been split from the former Energy IP.

INDUSTRY PARTNERSHIP (IP) UPDATES

Ms. Walker stated we have received \$675,000 to support the IPs this year. All IPs spent the last couple of months doing strategic work. The Advanced Diversified Manufacturing Industry Partnership (ADM IP) is focusing on an apprenticeship program. The Healthcare Industry Partnership (HIP) is recognizing the difference between urban and rural healthcare providers such as in simulation labs. The Tech IP is focused on product certification that they can offer and Ms. Walker has strongly suggested that the Tech IP partner with the HIP to serve their IT needs. Discussion was held regarding the upcoming IP line item funding vote. Discussion was held regarding IP advocacy to make employers, chambers, and other economic development agencies aware of the information. Following discussion, it was determined that Ms. Walker will reach out to chambers and other economic development agencies in our region via email with information regarding the upcoming IP vote and provide them with a letter template that they can forward to their legislators in support of the IP line item.

****ACTION ITEM****

Ms. Walker will reach out to chambers and other economic development agencies in our region via email with information regarding the upcoming IP vote and provide them with a letter template that they can forward to their legislators in support of the IP line item.

STEM

Mr. Hoffman attended the STEM Steering Committee meeting yesterday. The members of that committee are beginning preparations for next year's STEM conference which will be geared towards teachers to make them aware of the careers available in science, technology, engineering, and math. The STEM video will soon be unveiled, the production of which began over a year ago. The video will be shown to students to highlight STEM careers.

AMERICAN RECOVERY AND REINVESTMENT ACT (ARRA) UPDATE

Ms. Caldwell will prepare an ARRA report for the next WIB meeting.

****ACTION ITEM****

Ms. Caldwell will prepare an ARRA report for the next WIB meeting.

NEW BUSINESS

There was no new business.

REVIEW OF ACTION ITEMS

1. Ms. Partridge will pull data from the last three years and present the data in bar graph form for the November WIB meeting along with footnotes explaining why there might be decreases or increases in trends.
2. Ms. McEwan will forward Ms. Fetzner a current list of Youth Council members.
3. PA CareerLink® Site Administrators will compile a report that shows how many training dollars are provided to minorities by county and present that information at the next WIB meeting.
4. Ms. McEwan will schedule a meeting between Ms. Drositis, Ms. Ramalho, Mr. Horton, Mr. Massey, and Ms. Johnson in order to discuss placing jobs on CWDS which include the minority requirements.
5. Ms. Walker will reach out to chambers and other economic development agencies in our region via email with information regarding the upcoming IP vote and provide them with a letter template that they can forward to their legislators in support of the IP line item.
6. Ms. Caldwell will prepare an ARRA report for the next WIB meeting.

MOTION TO ADJOURN

As there was no further business, Mr. Smith made a motion to adjourn. Mr. Harvey seconded the motion. Meeting adjourned at approximately 1:30 p.m.

Respectfully submitted,

Patty McEwan
Administrative Services Coordinator
Regional Center for Workforce Excellence