

COUNTY OF UNION
WORKFORCE INVESTMENT BOARD
January 25, 2013
ATTENDANCE

Board Members Present:

John Perry, Council for Airport Opportunities (Secretary)
MaryAnn Anderson, One-Stop Operations
Donna Dedinsky, Wakefern Food Corporation
Charles Gillon, Division of Social Services
Jacques Howard, City of Plainfield-Dept. of Economic Development
Eileen Leahey, PSE&G
Glenn Nacion, Trinitas Regional Medical Center
Erich Peter, Union County Economic Development Corp.
Myrna Pinckney, NJ Div. of Vocational Rehabilitation Services

Board Members Absent:

Kevin Lynott, AGL Resources/Elizabethtown Gas (Chair)
Anna Belin-Pyles, Superintendent of Plainfield Public Schools
Phil Connelly, Kean University
Pat Dobson, Plainfield One-Stop / Workforce New Jersey
James Horne Jr., United Way of Greater Union County
Christopher Morreale, FedEx
Sandra McLachlan, Conoco Phillips
Dr. Margaret McMenamin, Union County College
Desiree Ramos, Port Authority of NY & NJ
Carlos Valdes, Comcast

Guests

Mark Bocchieri, Verizon New Jersey
Pamela Capaci, HSAC Chair / Prevention Links
Peter Capodice, Union County Vocational Technical Schools
Stacey Green, Plainfield Public Schools
Stephen Nacco, Union County College

County of Union:

Cherron Rountree, Deputy Director, Department of Parks & Community Renewal
Antonio Rivera, Director, Workforce Investment Board
Lisa Bonanno, Workforce Investment Board
William Inglefield, Department of Human Services
Phil Kandl, Workforce Investment Board
Lauren Strano, Workforce Investment Board
Amy Wagner, Department of Parks & Community Renewal
Jamie Wagner, Workforce Investment Board

County of Union
Workforce Investment Board
9:00 A.M. Friday, January 25, 2013
Union County College, Cranford Campus
Executive Education Center

I. Call to Order

The meeting was called to order by Secretary John Perry at 9:08 am.

II. Roll Call

Lisa Bonnano read the Open Public Meetings Act Statement and conducted the roll call.

III. Approval of April 17, 2012 Meeting Minutes

Charles Gillon made a motion to approve the April 17, 2012 meeting minutes as presented. It was seconded by Jacques Howard and carried unanimously.

IV. Election of Officers

Mr. Perry explained that Chairman Kevin Lynott in concurrence with the Nominating Committee had prepared a slate of officers that will lead the Board for the next year or two. The Slate of Officers included: Glenn Nacion as Chair, Carlos Valdes as Vice-Chair and Erich Peter as Secretary. John Perry opened up the nominations and asked if there were any nominees to be considered from the floor. There being none offered, John Perry asked for a motion to accept the slate of officers as presented. Jacques Howard made the motion to accept the slate of officers as presented: it was seconded and carried unanimously.

Thereby being confirmed, Glenn Nacion took over the meeting proceedings as Chair. Jacques Howard asked if the new slate of officers could state their qualifications. Mr. Rivera responded that the primary requirement was that they were from private sector which is mandated in the Workforce Investment Act of 1998. Mr. Nacion and Mr. Peter introduced themselves and provided a brief employment history. Antonio Rivera gave a brief employment background of Carlos Valdes. Mr. Valdes originally worked for Fedex and was now working for COMCAST as a Human Resources Manager. Mr. Valdes was out of town and unavailable for the meeting.

Antonio Rivera reported that Kevin Lynott had surgery and was not able to attend the meeting and Pat Dobson's absence was due to her being on vacation.

Chairman Glenn Nacion acknowledged Kevin Lynott's service and leadership as the Chair of the Workforce Investment Board. Mr. Nacion reported that there had not been a meeting of the Workforce Investment Board for a couple of months because staff and the Executive Committee have been focused on the WIB Recertification Process.

V. WIB Strategic Planning Process

Antonio Rivera reported that staff and the Executive Committee have been meeting at least every other month to plan for the Recertification Process. One of the developments had been that the Workforce Investment Board was administratively re-located to the Department of Parks & Community Renewal which includes the County's Economic Development. Part of the process included restructuring of staff and the Board and the restructuring of the One-Stop in regards to the provision of services. Antonio Rivera introduced Ms. Cherron Rountree, Deputy Director, Department of Parks & Community Renewal who has helped spearhead this effort.

Ms. Rountree introduced herself and explained that the Department's name is a little confusing because most people think it is Parks & Recreation. The Department handles economic development, community development, transportation, planning, shared services and government relations. The Department now includes the Workforce Investment Board administration. Ms. Rountree was excited to work with the Workforce Investment Board, as the WIB fits into many of the Department's initiatives, one of which was the *Union County Means Business Initiative*. The *Union County Means Business Initiative* was a program that started last year engaging businesses. Ms. Rountree reported that she and Antonio Rivera together with the Executive Committee began looking into the Recertification Process. Ms. Rountree stated that the development of a strategic plan was an integral part of determining where workforce investment for Union County will be in the future. Ms. Rountree directed the members' attention to the meeting packet which included an outline of the Five-Year Strategic Workforce Investment Plan. The State requires that WIBs must develop a strategic plan and in anticipation a draft outline was developed. The plan outline will help the WIB and its subcommittees to help drive workforce development programs in the future. It was important to quantify outcomes as a gauge of program and service delivery effectiveness. The key aspects of the plan included integrating with businesses that were hiring and ensuring that training programs meet the needs of individuals looking for jobs. Ms. Rountree stated that she would be reaching out to Workforce Investment Board members for their input and direction, specifically on how to develop programs. The WIB Recertification was scheduled for this summer.

Eileen Leahey asked what was the timeline for the Recertification Process. Antonio Rivera responded that there were many components to the Recertification Process. As parts of the strategic plan, staff was developing Memoranda of Understanding with the Division of Social Services, One-Stop Operator, and One-Stop Partners. Many components were being addressed concurrently. Ms. Rountree stated that she would like to have a solid draft of the strategic plan by June 2013. By the next WIB meeting in March, Ms. Rountree expects to have a more robust outline, but she stressed that she needed Workforce Investment Board input in the development of the plan because at the end of the day it was the Workforce Investment Board's

plan. Eileen Leahey asked if the plan was part of the recertification process. Antonio Rivera and Cherron Rountree responded in the affirmative.

Antonio Rivera described the Recertification Process as it relates to the WIB Recertification Application. The NJ State Employment and Training Commission (SETC) is the State WIB and has established criteria to ensure compliance with Workforce Investment Board's responsibilities that were delineated in the Workforce Investment Act of 1998. The SETC will be looking for budgets, annual reports, and policy direction from the WIB. The SETC wants to see policy driven by the WIB. Depending on their findings, the SETC will either recertify the WIB for another two (2) years to operate a WIB and receive funding or if they determine the WIB to be out of compliance they will take the funding and establish their own WIB for Union County as was the Governor's prerogative under the law.

Jacques Howard stated that it was important that policy should include outcomes that will help guide the planning process. Policies in the plan should be tied to results.

Antonio Rivera reported that there will be committee meetings beginning next month. All information will be public and information and proceedings will be transparent. Ms. Rountree stated that five (5) committees were required of all WIBs and they will begin meeting next month. There were other committees that were suggested and as the Board continues to develop and recruit more members, additional committees may be established. Mr. Rountree reported that the WIB has developed a new Website: www.ucnj.org/wib Jacques Howard stated that the recommendations for the Planning & Educational Investment and Marketing Committee & the Board Development Committee were on point but to conserve time and reduce bureaucracy he suggested that the WIB may explore integrating the functions within the existing committees and set their functions as priorities within the standing committees. He further stated that in regards to committee effectiveness, it would be wise to go beyond the WIB membership in developing committees. Antonio Rivera responded that committees would look for expertise beyond WIB membership.

Pamela Capaci inquired how the WIB's move from the Department of Human Services to the Department of Parks & Community Renewal would impact the WIB's role on the Human Services Advisory Council. Mr. Rivera responded that given the nature of the restructuring process of staff and One-Stop operations the WIB has been extremely busy but remains committed to participate on the Human Services Advisory Council. Ms. Rountree stated that the One-Stop and the Division of Social Services were still part of the Department of Human Services. Ms. Rountree and Mr. Rivera have been working with the Department of Human Services over the last few months to determine how best to work together to serve clients.

VI. Policy Directive & Union County Choices Initiative

Chairman Nacion asked Mr. Rivera to discuss Agenda Item "Adoption of Policy Directive." Mr. Rivera reported that the State wanted to see the WIB set policy direction regarding allocation of funding. Last year the Executive Committee

approved the WIB budget that included \$1,065,401.00 for training activities under the Workforce Investment Act. The Policy Directive was drafted to direct the allocation of resources for occupational training in the seven (7) sectors identified by the State as the areas that offer the most employment opportunities. The County provides Individual Training Accounts (ITAs) to participants to access occupational training which has been the traditional training procurement process. The other opportunity for training would be to provide class size training.

Mr. Rivera explained that the Workforce Investment Act provides WIB's the ability to award class size training in identified growth sectors that provide increased employment opportunities. Mr. Rivera reported that under the American Recovery & Reinvestment Act (ARRA) the WIB provided class size training in identified growth sectors. The Policy Directive would direct the allocation of \$ 300,000.00 of Workforce Investment Act funds to provide class size training in the seven (7) identified growth sectors for Union County. The Policy Directive also allocates \$400,000 for traditional Individual Training Accounts. The Policy Directive allocated the balance of \$ 365,191 of FY 2012 - 2013 Workforce Investment Act training funds for an On-the-Job Training (OJT) program or for additional class size training opportunities. Ms. Rountree stated that as it related to the Individual Training Accounts, the Policy Directive focuses a significant portion of the funding in the identified growth sectors. More specifically, 50% of the funding for ITAs would be targeted to three growth sectors that provide increased employment opportunities specific to Union County: Transportation, Logistics, and Distribution (TLD); Retail; and Healthcare. There remains substantial funding for ITAs that are not targeted for specific sectors to fulfill customer choice options.

Mr. Rivera directed the members' attention to a document in the meeting packet titled "New Jersey Key Industry Sectors" compiled by the NJ Department of Labor & Workforce Development. Mr. Rivera reported that the State had established Talent Networks that have personnel focused on outreach to these industry sectors. The Talent Networks were aligned with the seven growth sectors and the County will coordinate with the state's efforts. A member asked how would individuals access the class size training program. Mr. Rivera responded that the referral process was the same for all occupational programs; the One-Stop would screen individuals for eligibility and make the referral to the appropriate training program.

Ms. Cherron Rountree reported on the *Union County Choices* occupational training program. The County was partnering with Union County College to provide class size training in three targeted industry sectors. Ms. Rountree provided detail regarding the classes to be offered, which vary in length and cost. Maryann Anderson stated that she was grateful to the leadership that has established a new direction for training our residents, but the WIB needed to be mindful that it was a major shift from the Workforce Investment Act that was focused on customer choice. Ms. Anderson added that marketing would be important for the new training strategy to be successful. Mr. Rivera responded that marketing would be critical to the success of the program and that the class size training programs will lead to national and industry recognized certifications.

Dr. Stephen Nacco reported that the *Union County Choices* occupational training program will prepare individuals for mid-level positions. Dr. Nacco stated that Board of Chosen Freeholders Chairperson Linda Carter and former Chairman Alexander Mirabella prioritized the *Union County Means Business Initiative* as a commitment to support business. Dr. Nacco added that one of the outcomes of this initiative was for the County College to develop a Career Services Center, which was established in Elizabeth and was part of the *Union County Means Business Initiative*. The Career Services Center was created for college students to access mid-level positions and *Union County Choices* was an extension of this initiative.

Chairman Glenn Nacion stated that this policy directive would offer improved employment opportunities for Union County residents. A motion was made to approve the Policy Directive as presented: it was seconded and carried unanimously.

VII. Hurricane Sandy National Emergency Grant

Ms. Rountree introduced County staff present at the meeting: Amy Wagner, County Bureau Chief of Government Information & Community Outreach, Lisa Bonnano, Lauren Strano and Jamie Wagner who work on the Hurricane Sandy National Emergency Grant, and Bill Inglefield from the Department of Human Services. Ms. Amy Wagner spearheaded the *Union County Means Business Initiative* last year.

Mr. Rountree explained that in response to the devastation caused by Hurricane Sandy, the federal government awarded the state a National Emergency Grant (NEG) to hire temporary workers to help with debris removal and clean-up. Individuals that were long-term unemployed were targeted for employment to help with the recovery efforts. The County received NEG funding and then sub-contracted out to local municipalities and non-profits throughout the region. Jamie Wager provided a summary and status report on the Hurricane Sandy NEG Project. The report indicated that forty-nine (49) individuals were hired and funding was allocated to seven (7) municipalities.

Eileen Leahey asked how the employment opportunities were marketed to potential applicants. Maryann Anderson explained that information regarding the employment opportunities was communicated by the One-Stops throughout the State: through their partner networks, meetings and e-mails. The employment opportunities were included in all One-Stop orientations and workshops. The interested individuals were screened and certified by the One-Stop and then referred to the municipalities and/or non-profits. Also, municipalities and non-profit agencies had referred prospective hires to the One-Stop to be certified.

Eileen Leahey asked how the municipalities were chosen to receive funding. Ms. Rountree stated that there was an overwhelming response initially for requests for workers but some required additional information to complete their application. Of the applications received, the requests were prorated in proportion to the number of workers and the fifty-eight slots allotted by the state. After the initial allocation of workers, some municipalities realized they did not need workers for clean-up and

rescinded their request and some municipalities had financial issues with the adoption of budgets and opted out. Eileen Leahey stated that she was amazed that some municipalities were not included in the project because when she had driven around the County some municipalities that were not included in the list would have benefited from the clean-up effort. Ms. Leahey asked if Plainfield was included. Ms. Rountree responded that Plainfield was allocated funding for eight (8) temporary hires.

VIII. WIB Recertification Process

Mr. Rivera reported on the WIB Recertification Process. The initial recertification application was due to the state February 15, 2013. The application was basically a report card on the status of the WIB on the recertification checklist. Mr. Rivera went through the Progress Report 1 Application for Workforce Investment Board 2014 Recertification that was included in the meeting packet.

Mr. Rivera reported that the WIB membership requires 51% private sector for compliance. As such, the WIB required seven (7) additional business representatives. In addition, the WIB required two (2) organized labor representatives. Mr. Rivera stated that the numbers may change as the names of individuals have been forwarded to the Board of Chosen Freeholders for appointment consideration. Ms. Leahey asked if the Workforce Investment Board members could make recommendations for new membership that would bring expertise and leadership to the Board. Mr. Rivera responded that private sector representatives were needed and Mr. Rivera introduced Mark Bocchieri as a representative from Verizon New Jersey that was recommended for appointment to the Board. Eileen Leahey asked if the Board needed representation from organized labor. Mr. Rivera responded that the WIB requires one (1) additional organized labor representative. Mr. Noel Christmas, President, Utilities Workers Union of America, Local 601 has been recommended for appointment. Mr. Rivera asked if there were any questions regarding the Recertification Application. Mr. Rivera and Ms. Rountree have been working on the transition from the Department of Human Services to the Department of Parks & Community Renewal. There were key components to be finalized, which included: a Memorandum of Understanding between the WIB and the One-Stop Operator and a Memorandum of Understanding between the WIB and the Division of Social Services. All information will be made public. The Workforce Investment Board was taking a fresh look at the Workforce Investment Act and the Workforce Investment Board's responsibilities.

Eileen Leahey asked if there was a strong Workforce Investment Board in the State that could be a model. Mr. Rivera responded that WIBs vary greatly across the state. Middlesex County has a strong WIB, lead by Executive Director Jane Brady. Mr. Rivera added that we can engage in a dialogue and share best practices. Mr. Rivera was looking into a WIB in Southwest Connecticut that received national recognition as a leader in workforce development. Maryann Anderson suggested that the National Workforce Investment Board holds an annual conference and that would be a great way to find information on best practices and networking among

peers. Maryann Anderson encouraged WIB members to visit the One-Stops to observe customers and the services being offered in light of decisions being made regarding the One-Stop and the WIB.

Mark Bocchieri stated that WIBs across the state have had difficulties with private sector recruitment. Mr. Bocchieri asked if the WIB had considered companies like Home Depot and Lowes. Ms. Rountree stated that the *Union County Means Business Initiative* would be opportune to outreach to business for their participation on the Workforce Investment Board. The County was looking at all businesses. It was important to outreach to businesses of all sizes: from large corporations like Merck that was relocating their headquarters in Union County in the next two years to smaller mom and pop businesses. The County was in the process of identifying specific individuals within these companies to recruit for membership. Mr. Bocchieri stated that many companies offer training and these training resources should be tapped for individuals looking for training. Mr. Rivera stated that the role of the Workforce Investment Board has not been communicated effectively. He had recently met with an advanced manufacturer that knew nothing about the Workforce Investment Board. Business input was important to guide the allocation of resources and the alignment of training programs that best meets the needs of employers and individuals. Mr. Rountree asked the membership to forward the names of individuals that would benefit the Board's mission.

Mr. Rivera directed the members' attention to the Workforce Investment Board's meeting schedule and standing agenda format included in the meeting packet. The Workforce Investment Board was scheduled to meet four (4) times during the year and a meeting may be added for November or December. The standing agenda format for Year 2013 Workforce Investment Board meetings was developed to provide structure as the Workforce Investment Board moves forward with the recertification process. Mr. Rivera went through the agenda items which covered many topics. The standing agenda would provide a foundation for increased accountability for programs and services. As a policy board, the One-Stop, Social Services and the WIB Director's reports were critical to communicate the results of the policy decisions of the Board. Mr. Rivera stated that the committees were scheduled to meet quarterly. A majority of the work will be accomplished at the committee level. Ms. Pinckney remarked that the Disabilities Issues Committee needed an additional co-chair or a Chair. Mr. Rivera responded that the Chair or an additional Co-Chair needed to be appointed to the Disabilities Issues Committee.

Mr. Howard stated that the committees should be results oriented and expectations should be clearly defined. Committee goals were important so that the reports could be evaluated by the Workforce Investment Board on results. Mr. Rivera concurred with Mr. Howard and stated that it was important to educate the Workforce Investment Board on understanding the critical measures of performance. Ms. Anderson asked what the difference was between the One-Stop Operator Report and the One-Stop Committee Report. Ms. Rountree responded that the One-Stop Operators Report would provide status on the day-to-day operation of the One-Stop, whereas each of the committees would provide planning and oversight. Every

committee has at least one Workforce Investment Board member. The Proposed Conference Committee Dates had a prepared schedule including time and dates. Donna Dedinsky asked if a meeting was scheduled to meet with the committee chairs. Mr. Rivera responded that the proposed conference committee schedule was a draft and could be amended as seen fit by the Workforce Investment Board.

Regarding the Year 2013 Workforce Investment Board Meeting Schedule, Eileen Leahey stated that the May 24th meeting was the Friday before the Memorial Day holiday weekend. The Workforce Investment Board agreed to move the May 24th meeting to the previous Friday, May 17th. Eileen Leahey made a motion to accept the Year 2013 Workforce Investment Board meeting schedule as presented with the amendment to move the May meeting date to May 17th and to accept the Standing Agenda Format as presented: it was seconded and carried unanimously. Ms. Leahey asked if the list of Workforce Investment Board members could be sent out to Board members. Mr. Rivera responded that the list would be sent out.

Ms. Rountree announced that a Union County Means Business meeting was scheduled for March 28, 2013 to be held at 8:00 a.m. at the Kean University New Jersey Center for Science Technology and Mathematics Education Building (STEM Building).

Adjournment

Meeting was adjourned at 10:35 a.m.

VERBATIM TAPE ON FILE.