

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

Thursday, September 22, 2016

**120 Bloomingdale Road, Room C
White Plains, NY
8:30 – 10:00 a.m.**

Agenda

- I. Roll Call**
- II. Minutes from June 24, 2016 meeting**
- III. Committee Reports**
 - A. Programs Committee
 - B. Performance and Accountability
 - C. Business Engagement
- IV. Voting Items:**
 - A. Program Year 2016 Annual Budget:** authorization to approved the final budget for the Workforce Development Board for the period beginning July 1, 2016 and ending June 30, 2017 a total aggregate amount of \$9,904.724.
 - B. H-1B Tech Hire Partnership Grant (Tech Hire):**
 - 1. Authorization to accept Tech Hire grant award \$4 million and implementation plan of to provide Career Pathways and related training individuals 17 to 19 years old in the Hudson Valley Region including Westchester, Putnam, and Rockland counties.
 - 2. Authorization for amending the Tech Hire agreement to USDOL to add Duches, Orange, Ulster and Sullivan counties and to make the necessary adjustment to provide staff in each Career Center to implement grant.
 - 3. Authorization to issue a Request for Proposal (RFP) to solicit proposals from vendor(s) to run a five-week boot camp Boot Camps for participants of the Tech Hire grant.
 - C. Linking to Employment Activities Pre-release Specialized American Job Centers 2 Grant (LEAP2):**
 - 1. Authorization to accept \$500,000 to USDOL grant award and implementation plan to help seventy (70) soon-to-be-released incarcerated adults successfully transition employment.
 - 2. Authorization to issue a Request for Proposal (RFP) to solicit proposals from vendor(s) provide pre-release employment services to incarcerated adults

- D. Hire Westchester- Putnam Funding Request:** authorization requested to enter into an On-the-Job Training agreements with Corporate Computer Solutions Inc. for an amount not-to-exceed \$10,000 for the period of July 1, 2016 to June 31, 2017 and Belgrave Appliance Inc. amount not-to-exceed \$20,000 for the period of July 1, 2016 to June 31, 2017.
- E. Ready-to-Work:** authorization requested to amend an agreement with Harrison Edwards, Inc. for the provision of marketing and promotional services for the Jobs Waiting for the period from January 15, 2016 through October 31, 2018 for a total aggregate amount not- to- exceed **\$353,351** by increasing the amount not-to-exceed by an additional \$173,351, to an amount not-to-exceed \$431,702.
- F. Just Add One Program:** authorization requested to amend an agreement with Westchester Community College for provision of as siting small business operators with the goal of increasing employment opportunities in Westchester and Putnam Counties for the “Just Add-One-Program for a total aggregate amount not- to- exceed **\$228,000** by 1) adding an additional \$94,000, and 2) extend the contract for additional 12 months or for the period of July 1, 2016 to June 30, 2017.
- G. WIOA Youth Experience Manager:** authorization requested to amend an agreement to with Business Council of Westchester to provide WIOA Youth Experience Manager Services for a total aggregate amount not- to- exceed **\$230,000** by 1) adding an additional \$100,000, and 2) extend the contract for additional 12 months or for the period of September 1, 2016 to August 31, 2017.
- H. Recruit Westchester Proposal:** authorization requested to sponsor the Westchester County Association “Recruit Westchester” program for an amount not –to-exceed \$5,000.
- I. Policy and Procedural Manual:** authorization requested to amend the agreement with Accreditation Guru to write a policy and procedural manual by extending the contract for additional 9 months or for the period of October 1, 2016 to June 30, 2017 at no additional cost.
- J. Sector Manager:** authorization requested the agreement with authorized to enter into an agreement with Hospitality Resource Group, Inc. pursuant to which HRG will serve as the Business Sector Partnership Manager for a total aggregate amount not- to- exceed **\$93,000** for by 1) adding an additional \$46,500, and 2) extend the contract for additional 12 months or for the period of October 1, 2016 to September 30, 2017.

K. Marketing and Promotion Campaign: authorization to accept the strategic plan and timeline provided by Harquin Creative Group to accomplish designing and creating a marketing and promotional plan to effectively market and promote the Westchester-Putnam One Stop Career Centers.

L. Individual Training Account (ITA) Requests: Recommendation to approve ITA's over the limit of \$3,000 threshold for three customers:

- A. Jermaine Aru for an additional \$850.00 over the limit for this individual for a total aggregate not-to-exceed amount of \$3,850,
- B. Rodney Santiago an additional \$850.00 over the limit for this individual for a total aggregate not-to-exceed amount of \$3,850
- C. Jeffrey Jones for an additional \$850.00 over the \$3000.00 ITA limit for this individual for a total aggregate not-to-exceed amount of \$3,850

V. Non-Voting Item(s)

- A. Regional Business Services Report
- B. Customer Service Indicators Final Report for PY2015
- C. Career Center Activities Report

VI. Discussion Item(s):

- A. 2016 NYATEP NYS Workforce Program Award for the Just Add One Program
- B. Breakout Group Discussion:
 - A. Group 1: NYS Legislators visit to the Westchester Career Center
 - B. Group 2: READI
 - C. Group 3: Economic Business Advisory

VII. Adjournment

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WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

Thursday, September 22, 2016

Item II

Minutes

I. Roll Call: Board members: Allison Madison, Amy Allen, Claudia Murphy ,Daniel Magnus, David Singer, Chair, Dr. Belinda S. Miles, Dr. Iris Pagan, Dr. Marsha Gordon, James D. Schutzer, Joseph DiCarlo,Karl Rohde, Matthew Pepe, Michael Piazza, Natalie Griffith, Nick Simard, Richard Greenwald, Richard St. Paul, Robert O. Sanders, Thom Kleiner, Thomas Capurso and Wiley Harrison. Staff: Kevin McGuire, Donovan Beckford; Ali Tarchoun; Sonda Norris-Lowe; OJ Yizar ,LaTasha Hamlet-Carver, Victor Avendano, Kimberly Morella, Robert Fois, Noemi Santana, Marie Daly, and Mary Kehoe.

II. Minutes of June 24, 2016 meeting: Motioned by Thomas Capurso; 2nd by Nick Simard; No abstentions; all in favor. Motion carried.

III. Reports:

A. Programs Committee

B. Performance and Accountability Committee

C. Business Engagement Committee

Motioned by Wiley Harrison; 2nd by Allison Madison; No abstentions; all in favor. Motion carried.

IV. Voting Items

A. WDAY Contracts Renewal for Program Year 2016: Authorize Westchester County to renew the existing WDAY contracts by adding funding for the 2016 program year for an amount not to exceed \$819,474.17

Motioned by Nick Simard; 2nd by Wiley Harrison; No abstentions; all in favor. Motion carried.

B. Office of Temporary and Disability Assistance 2016 Summer TANF Award Letter: Accept the OTDA 2016 Summer TANF award letter in the amount of \$514,762.

Motioned by Nick Simard; 2nd by Wiley Harrison; No abstentions; all in favor. Motion carried.

- C. 2016 Summer TANF Youth Employment Program Contracts:** Authorize Westchester County to enter into contracts with the selected 2016 Summer TANF youth providers for a total amount not to exceed \$442,916.

Motioned by Thomas Capurso; 2nd by Nick Simard; No abstentions; all in favor. Motion carried.

- D. Town of Greenburgh (Theodore D. Young Community Center) Summer TANF Contract:** Authorize Westchester County to enter into a contract with the Town of Greenburgh to recruit and place no less than 14 youth for an amount not to exceed \$20,000.

Motioned by Nick Simard; 2nd by Thomas Capurso; No abstentions; all in favor. Motion carried.

- E. Greater Centennial A.M.E Zion Church:** Authorize Westchester County to enter into a contract with Greater Centennial A.M.E Zion Church to recruit and place no less than 14 youth for an amount not to exceed \$20,000.

Motioned by Richard Greenwald; 2nd by Joe DiCarlo; No abstentions; all in favor. Motion carried.

- F. Westhab Re-Entry Contract:** Authorize Westchester County to amend the re-entry contract by extending it from February 1, 2016 to June 30, 2016 at no extra cost.

Motioned by Nick Simard; 2nd by Thomas Capurso; No abstentions; all in favor. Motion carried.

- G. WSWHE BOCES:** Authorize Westchester County to enter into a contract with Washington-Saratoga-Warren-Hamilton- Essex BOCES for an amount not to exceed \$2,774 to train a Jobs Waiting participant, Helen Lowden, who moved to Saratoga after graduating from boot camp.

Motioned by Thomas Capurso; 2nd by Nick Simard; No abstentions; all in favor. Motion carried.

- H. By-Law Amendment:** Approve an amendment to the by-laws to process voting items that comes up in between board meetings.

Motioned by Nick Simard; 2nd by Thom Kleiner; No abstentions; all in favor. Motion carried.

- I. **Program Year 2016 Annual Budget:** Accept the preliminary PY2016 annual budget.

Motioned by Richard Greenwald; 2nd by Wiley Harrison; No abstentions; all in favor.
Motion carried.

- J. **Program Year 2015 Obligation Report:** Accept the 2015 obligation report.

Motioned by Richard Greenwald; 2nd by Wiley Harrison; No abstentions; all in favor.
Motion carried.

- K. **ProDoula, LLC:** Authorize Westchester County to enter into a contract with ProDoula, LLC to train a One Stop Career customer for a cost not to exceed \$1,065.

Motioned by Natalie Griffith; 2nd by Joe DiCarlo; No abstentions; all in favor. Motion carried.

- L. **America's Promise Job Driven Grant Program Grant Writer RFQ:** Authorize the development and issuance of a Request for Quotations (RFQ) to solicit quotations to write America's Promise Job Driven Grant Program grant proposal.

Motioned by Richard Greenwald; 2nd by Amy Allen; No abstentions; all in favor. Motion carried.

- M. **Inspiria Media OJT Contract:** Authorize Westchester County to enter into an On the Job Training contract with Inspiria Media to hire three new employees for a total amount not to exceed \$20,000

Motioned by Kevin McGuire; 2nd by Amy Allen; abstention by Nick Simard ; all in favor.
Motion carried.

- N. **NYSDOL Cuts and its Impact on Funding Services:** Approve the development and emailing of letter to Governor's representative addressing the cuts to our WIOA programs and their impact on funding services.

Motioned by Daniel Magnus; 2nd by Thom Kleiner; No abstentions; all in favor. Motion carried.

- O. **Promotion and Marketing Contract with Harquin Creative Group:** Authorize Westchester County to enter into a contract with Harquin Creative Group to deliver promotion and marketing services to the Westchester-Putnam workforce system for an amount not to exceed \$250,000 to be paid in three equal installments for a three-year period starting July 1, 2016 and ending June 30, 2019.

Motioned by Daniel Magnus; 2nd by Marsha Gordon; No abstentions; all in favor.
Motion carried.

- V. **Adjournment at 10:47am by Marsha Gordon and 2nd by Daniel Magnus; No abstentions; all in favor**

Required Action: authorization to approve the June 24, 2016 Workforce Development Board Minutes.

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

Thursday, September 22, 2016

PROGRAM COMMITTEE REPORT

Committee meeting was held on Thursday, September 8, 2016

Attendance: Board members: Marsha Gordon and Michael Della Rocco for Phil Gille

Agenda Items: The following items were discussed only because there was no quorum. All items are included in today's agenda:

1. Voting Items

A. H-1B Tech Hire Partnership Grant (Tech Hire):

- a. Recommendation to accept Tech Hire grant award and implementation plan of \$4 million to provide Career Pathways and related training individuals 17 to 19 years old in the Hudson Valley Region including Westchester, Putnam, Rockland.
- b. Recommendation to for amending the Tech Hire agreement to USDOL to add Dutchess, Orange, Ulster and Sullivan counties and to make the necessary adjustment to provide staff in each Career Center to implement grant.
- c. Recommendation to issue a Request for Proposal (RFP) will be issued to solicit proposals from vendor(s) to run a five-week boot camp Boot Camps for participants of the Tech Hire grant.

B. Linking to Employment Activities Pre-release Specialized American Job Centers 2 Grant (LEAP2):

- a. Recommendation to accept \$500,000 to USDOL grant award and implementation plan to help seventy (70) soon-to-be-released incarcerated adults successfully transition employment.
- b. Recommendation to issue a Request for Proposal (RFP) will be issued to solicit proposals from vendor(s) provide pre-release employment services to incarcerated adults

C. Business Council of Westchester: Recommendation to amend the Business Council of Westchester WIOA Youth Experience Manager contract by adding an additional \$100,000 to provide WIOA work experience services to WDAY.

D. Hire Westchester- Putnam: Recommendation to the WPWDB to authorize Westchester County to enter into an On-the-Job Training contract with Corporate Computer Solutions Inc. and Belgrave Appliance Inc.

- E. **Ready-to-Work:** Recommendation for amend the agreement with the Westchester County Association's by increasing the NTE amount by \$1,097,768 to a new NTE of \$3,123,438.
- F. **Just Add One Program:** Recommendation to amend agreement with Westchester Community College to contract by adding an additional \$94,000 to a new NTE of \$228,000 for the Just Add One Program.

VIII. Discussion Item(s):

- A. NYS Legislators visit to the Westchester Career Center
- B. 2016 NYATEP NYS Workforce Program Award for the Just Add One Program
- C. Schedule meeting for the upcoming year

Required Action: authorization to accept the September 8, 2016 Program's Committee's report.

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

Thursday, September 22, 2016

PERFORMANCE AND ACCOUNTABILITY REPORT

Committee meeting was held on Wednesday, September 14, 2016

Attendance: Board members: Allison Madison, Thom Kleiner and Michael Della Rocco for Phil Gille

Agenda Items: The following items were discussed only because there was no quorum. All items are included in today's agenda:

1. Voting Items

- A. Program Year 2016 Annual Budget:** Recommendation to Executive Committee to seek WPWDB to accept the amended PY2016 annual budget.
- B. Recruit Westchester Proposal:** Recommendation to the Executive Committee to seek WPWDB to authorize Westchester County to enter into a contract with the Westchester County Association for the Recruit Westchester program for an amount not to exceed \$20,000.
- C. Accreditation Guru:** Recommendation to Accreditation Guru to write a Policy and Procedural Manual.
- D. Hospitality Resource Group:** Recommendation to renew the Sector Manger Agreement.

2. Discussion Items

- A. One-Stop Operator services:** Recommendation to issue a Request for Proposal to solicit a contractor to provide One-Stop Operator services.

Update: This was removed from today agenda until NYS Department of Labor issued the final regulations.

3. Non-Voting Items

- A. Performance Measures update and System Indictors
- B. Career Center Activities Report

Required Action: authorization to accept the Performance and Accountability Committee's Report for September 14, 2016

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

Thursday, September 22, 2016

BUSINESS ENGAGEMENT COMMITTEE REPORT

Committee meeting was held on Thursday, September 15, 2016

Attendance: Board members: Joe DiCarlo, Michael Della Rocco for Phil Gille, Robert Sanders, Claudia Murphy, and Daniel Magnus.

Agenda Items: The following items were discussed only because there was no quorum. All items are included in today's agenda:

I. Voting Items:

- a. Recommendation to accept the marketing and promotion strategy provided by Harquin contract.
- b. Recommendation for strategic launch of READI.
- c. Recommendation for strategic launch of Career Pathways.
- d. Hire Westchester/Putnam Request

IX. Discussion Items

- a. Business Services Report
- b. Recommendation for hosting state elected officials on visit to the One-Stop Career Center.
- c. Economic Business Advisory Group

Required Action: authorization to accept the Business Engagement Committee's Report for September 15, 2016

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

Thursday, September 22, 2016

Program Year 2016 Annual Budget

On June 24, 2016, the WPWDB approved a draft of the annual budget for program year 2016 (July 1, 2016 through June 30, 2017). This budget was developed based on the best data available at that time. We are now requesting this Board to approve the final budget for the Workforce Development Board for the period beginning July 1, 2016 and ending June 30, 2017 a total aggregate amount of \$9,904.724.

1. Revenue

	PY2015	PY2016	Difference
WIOA Funding			
Adult	\$1,175,238.00	\$1,139,085.00	-\$63,955.71
Dislocated Worker	\$1,501,824.00	\$1,197,361.00	-\$304,463.00
Youth	\$1,207,134.00	\$1,139,085.00	-\$68,049.00
Administration	\$388,419.90	\$344,973.78	-\$43,886.80
Sub-Total	\$4,272,615.90	\$3,820,504.78	-\$480,354.51
Westchester County			
Summer Employment	\$495,324.00	\$514,762.00	\$19,438.00
Temporary Assistance For Needy Family (TANF)	\$400,000.00	\$400,000.00	\$0.00
Sub-Total	\$895,324.00	\$914,762.00	\$19,438.00
Discretionary Grants			
Jobs Waiting	\$1,086,420.60	\$2,882,594.25	\$1,796,173.65
Strive	\$185,788.00	\$185,788.00	
Youth Build	\$275,000.00	\$275,000.00	
Tech Hire		\$1,026,613.00	
LEAP		\$202,059.00	
Sub-Total	\$1,547,208.60	\$4,572,054.25	\$3,024,845.65
	\$6,715,148.50	\$9,307,321.03	\$2,592,172.53

2. Summary of Changes

- USDOL notified the WPDPB that it has been awarded \$4 million to operate a Tech Hire Program in the counties of: Westchester, Yonkers, Putnam, and Rockland, Dutchess, Orange, Ulster and Sullivan counties. This award is for a four (4) year period starting July 1, 2015 and ending June 30, 2020.
- On July 24, 2016 WPWDB was notified by the USDOL of LEAP grant award of \$500,000 in the counties of: Westchester, Yonkers, Putnam, and Rockland, Dutchess, Orange, Ulster and Sullivan counties. This award is for a two (2) year period starting July 1, 2015 and ending June 30, 2018.

3. Program Year 2016 Budget: The budget includes the carry-ins from PY15 (balance remaining after contractual obligations) and the revenue for PY2016. See Attachment 1 for detailed budget.

Program	PY2016
Adult	\$1074,520.44
Dislocated Worker	\$1,077,624.90
Youth	\$1,148,689.28
Administration	\$364,973.38
Temporary Assistance for Needy Family	\$400,000
Summer Employment	\$514,762
Jobs Waiting	\$3,24,496.02
Strive Forward	\$232,235
Youth Build	\$343,750
LEAP	\$202,0259
Tech Hire	\$1,021,613
Total Budget	\$9,904,724.18

Required Action: authorization to approve the final budget for the Workforce Development Board for the period beginning July 1, 2016 and ending June 30, 2017 a total aggregate amount of \$9,904.724

Attachment 1

WIOA Funds													
Revenue	PY15 WIOA ADULT CARRY IN	PY16 WIOA Adult	Total WIOA ADULT	PY15 WIOA DLW CARRY IN	PY16 WIOA DLW	Total WIOA DLW	PY16 WIOA YOUTH CARRY IN	PY16 WIOA Youth	Total WIOA Youth	PY15 Admin Carry In	PY16 Admin	Total PY16 Admin	Total WIOA Budget
PY 2015 Carry-in	\$76,526.64	\$0.00	\$76,526.64			\$0.00	\$123,512.93		\$123,512.93	\$20,440.28		\$20,440.28	\$220,479.85
PY 2016 Allocation		\$1,108,882.00	\$1,108,882.00		\$1,197,361.00	\$1,197,361.00	\$0.00	\$1,139,085.00	\$1,139,085.00	\$0.00	\$344,533.10	\$344,533.10	\$3,789,861.10
Total Revenue	\$76,526.64	\$1,108,882.00	\$1,185,408.64		\$1,197,361.00	\$1,197,361.00	\$0.00	\$1,139,085.00	\$1,139,085.00	\$20,440.28	\$344,533.10	\$364,973.38	\$3,886,828.02
less: WDB Administrative Cost (10%)		\$110,888.20	\$110,888.20		\$119,736.10	\$119,736.10	\$0.00	\$113,908.50	\$113,908.50	\$0.00		\$0.00	\$344,532.80
Balance	\$76,526.64	\$997,993.80	\$1,074,520.44	\$0.00	\$1,077,624.90	\$1,077,624.90	\$123,512.93	\$1,025,176.50	\$1,148,689.43	\$20,440.28	\$344,533.10	\$364,973.38	\$3,665,808.15
Expenditures													
Set Aside Set Aside for Training (30 %)		\$299,398.14	\$299,398.14		\$323,287.47	\$323,287.47							\$622,685.61
Incumbent Worker (20%)		\$199,598.76	\$199,598.76		\$215,524.98	\$215,524.98							\$415,123.74
Youth Experience (20%)		\$0.00	\$0.00		\$0.00	\$0.00		\$199,599.30	\$199,599.30				\$199,599.30
Sub-total Set Aside		\$498,996.90	\$498,996.90		\$538,812.45	\$538,812.45		\$199,599.30	\$199,599.30				\$1,237,408.65
Balance (less set asides)		\$498,996.90	\$498,996.90		\$538,812.45	\$538,812.45		\$798,397.20	\$798,397.20				\$1,836,206.55
Putnam One- Stop Operation Costs (Based on NYS DOL Formula)		\$48,526.22	\$48,526.22		\$64,104.13	\$64,104.13		\$52,931.34	\$52,931.34				\$165,561.69
Westchester's One Stop Operation Costs		\$464,062.03	\$464,062.03		\$474,708.32	\$474,708.32		\$745,465.86	\$745,465.86				\$1,684,236.21
Operation Costs													
Salary and Fringe		\$48,526.22	\$48,526.22		\$64,104.13	\$64,104.13							\$112,630.35
Available for ITA		\$29,115.73	\$29,115.73		\$38,462.48	\$38,462.48							\$67,578.21
Available for Incumbent Worker		\$19,410.49	\$19,410.49		\$25,641.65	\$25,641.65							\$45,052.14
Putnam's sub-total		\$97,052.43	\$97,052.43		\$128,208.27	\$128,208.27							\$225,260.70
Westchester's One Stop Operation Costs													
Salary and Fringe	\$23,533.40	\$368,911.07	\$392,444.47		\$369,705.47	\$369,705.47							\$762,149.94
OTPS (Estimates based on current expenditures)	\$9,362.82	\$62,254.74	\$71,617.56		\$105,002.85	\$105,002.85							\$176,620.41
Training	\$21,815.21	\$241,774.08	\$263,589.29		\$248,627.53	\$248,627.53							\$512,216.82
Available for Incumbent Worker	\$21,815.21	\$111,829.98	\$133,645.19		\$153,685.87	\$153,685.87							\$287,331.06
Carryover to PY17		\$116,171.49	\$116,171.49		\$72,394.93	\$72,394.93							\$188,566.42
Westchester sub-total		\$900,941.36	\$900,941.36		\$949,416.65	\$949,416.65							\$1,850,358.01
Total Area Budget	\$76,526.64	\$997,993.80	\$1,074,520.44	\$0.00	\$1,077,624.92	\$1,077,624.92	\$123,512.93	\$1,025,176.50	\$1,148,689.43	\$20,440.28	\$344,533.10	\$364,973.38	\$2,152,145.35
Workforce Development Board													
Salary and Fringe							\$7,080.80	\$58,771.70	\$65,852.50	\$18,396.25	\$309,648.43	\$328,044.68	\$393,897.18
OTPS							\$3,325.31	\$27,600.60	\$30,925.91	\$2,044.03	\$34,884.67	\$36,928.70	\$67,854.61
WDAY							\$89,059.17	\$739,204.90	\$828,264.07	\$0.00			\$828,264.07
Youth Experience							\$24,047.65	\$199,599.30	\$223,646.95	\$0.00			\$223,646.95
Contractual Obligations													
Program Expenditures													
Sub-Total	\$76,526.64	\$997,993.80	\$1,074,520.44	\$0.00	\$1,077,624.92	\$1,077,624.92	\$123,512.93	\$1,025,176.50	\$1,148,689.43	\$20,440.28	\$344,533.10	\$364,973.38	\$3,665,808.16

Discretionary Grants														
	PY15 Jobs Waiting Carry In	PY16 Jobs Waiting	Total Jobs Waiting	PY15 Strive Forward Carry in	Strive Forward	Total Strive Forward	PY15 Youth Build Carry in	Youth Build	Total Youth Build	PY15 LEAP Carry in	LEAP	PY15Tech Hire Carry in	TECHHIRE	Total
PY 2015 Carry-in	\$641,901.77		\$641,901.77	\$46,447.00		\$46,447.00	\$68,750.00		\$68,750.00	\$0.00		\$0.00		\$757,098.77
PY 2016 Allocation		\$2,882,594.25	\$2,882,594.25		\$185,788.00	\$185,788.00		\$275,000.00	\$275,000.00	\$0.00	\$202,059.00	\$0.00	\$1,021,613.00	\$4,567,054.25
Total Revenue	\$641,901.77	\$2,882,594.25	\$3,524,496.02	\$46,447.00	\$185,788.00	\$232,235.00	\$68,750.00	\$275,000.00	\$343,750.00	\$0.00	\$202,059.00	\$0.00	\$1,021,613.00	\$5,324,153.02
														\$0.00
Expenditures														\$0.00
Salary and Fringe		\$197,094.00	\$197,094.00	\$6,159.00	\$24,636.00	\$30,795.00	\$12,008.63	\$48,034.50	\$60,043.13	\$0.00		\$0.00	\$259,888.00	\$547,820.13
OTPS		\$91,162.23	\$91,162.23	\$217.00	\$868.00	\$1,085.00	\$1,936.36	\$7,745.45	\$9,681.81	\$0.00	\$5,310.00	\$0.00	\$70,158.00	\$177,397.04
WDAY														\$0.00
Youth Experience														\$0.00
Training											\$30,000.00			\$30,000.00
Contractual Obligations		\$712,699.00	\$712,699.00	\$40,071.00	\$160,284.00	\$200,355.00	\$51,062.50	\$204,250.00	\$255,312.50	\$0.00	\$166,749.00	\$0.00	\$300,067.00	\$1,635,182.50
Program Expenditures	\$641,901.77	\$1,881,639.02	\$2,523,540.79				\$3,742.51	\$14,970.05	\$18,712.56	\$0.00		\$0.00	\$391,500.00	\$2,933,753.35
Sub-Total	\$641,901.77	\$2,882,594.25	\$3,524,496.02	\$46,447.00	\$185,788.00	\$232,235.00	\$68,750.00	\$275,000.00	\$343,750.00	\$0.00	\$202,059.00	\$0.00	\$1,021,613.00	\$5,324,153.02

Other Funds							
	PY15 TANF Carry-In	PY16 TANF	Total TANF	PY15 Summer Employment Carry-In	PY16 Summer Employment	Total Summer Employment	Total
PY 2015 Carry-in	\$0.00			\$0.00			
PY 2016 Allocation		\$400,000.00	\$400,000.00		\$514,762.00	\$51,476.00	\$451,476.00
Total Revenue	\$0.00	\$400,000.00	\$400,000.00	\$0.00	\$514,762.00	\$51,476.00	\$451,476.00
Expenditures							
Salary and Fringe	\$0.00			\$0.00	\$1,846.00	\$1,846.00	\$1,846.00
OTPS	\$0.00			\$0.00			
WDAY	\$0.00			\$0.00			
Youth Services	\$0.00	\$200,000.00	\$200,000.00	\$0.00	\$512,916.00	\$512,916.00	\$712,916.00
Training	\$0.00	\$100,000.00	\$100,000.00	\$0.00			\$100,000.00
Contractual Obligations	\$0.00			\$0.00			
Program Expenditures	\$0.00	\$100,000.00	\$100,000.00	\$0.00			\$100,000.00
Sub-Total	\$0.00	\$400,000.00	\$400,000.00	\$0.00	\$514,762.00	\$51,476.00	\$914,762.00

PY2015 Expenditures

	PY15 WIOA Youth	PY15 WIOA Adult	PY15 WIOA DLW	PY15 WIOA ADMIN	PY15 Jobs Waiting	PY15 Strive Forward	PY15 Youth Build	Total
NOA Amount	\$1,086,420.60	\$1,057,714.20	\$1,351,641.65	\$388,419.90	\$1,086,420.60	\$185,788.00	\$275,000.00	\$5,431,404.95
Cumulative Expenses	\$597,309.89	\$706,798.20	\$823,969.17	\$334,135.87	\$444,518.83	\$139,341.00	\$206,250.00	\$3,252,322.96
Unliquidated Obligations	\$365,597.78	\$274,389.36	\$527,672.48	\$33,843.75				
Balance (PY2015 Carry- in)	\$123,512.93	\$76,526.64	\$0.00	\$20,440.28	\$641,901.77	\$46,447.00	\$68,750.00	\$2,179,081.99

**WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD
EXECUTIVE COMMITTEE MEETING**

H-1B Tech Hire Partnership Grant (Tech Hire)

On July 22, 2016 the USDOL notified the WPDPB that it has been awarded \$4 million to operate a Tech Hire Program in the counties of: Westchester, Yonkers, Putnam, and Rockland, Dutchess, Orange, Ulster and Sullivan counties. This award is for a four (4) year period starting July 1, 2015 and ending June 30, 2020. The program will provide workforce preparation services to 400 individuals 17 through 19 years old with barrier to employment. This grant will specifically target Advance Manufacturing, Bio-Tech, Healthcare and Computer Information Technology industries.

Plan for implementing the Tech Hire grant includes:

- I. Day to day program activities will be assigned to current Westchester County employee, LaTasha Hamlett-Carver, Program Specialist. See Attachment 1 for a copy of qualification and experience.
- II. Allocating funds from the grant to allow each participating WDB and its corresponding Career Center or Centers to hire Career Coaches and Job Developers.
- III. Issuance of a Request for Proposal (RFP) to identify one or more vendor to provide Boot Camp services that may include Platform 2 employment, Strive and READI.

Program Model

1. Outreach and Recruitment: Outreach and recruit through the American Job Centers (AJC) throughout the County. The initiative will also work with other local non-profit agencies that serve at-risk youth and targeted low-income persons that could benefit from this program. Outreach will utilize various media channels including but not limited to radio and TV announcements, newspaper press releases and notices posted in the program sites listed above.
2. Assessment: Each candidate will be tested using the TABE®, the most comprehensive and reliable academic assessment product in adult basic education.
3. Orientation: Candidates that meet all criteria will be assigned a Dedicated Career Coach., The Coach will assist the participant through the remained of the program and through the first

year of employment. Participants will be targeted to one of the three following “boot camp” type programs. Each has been proven effective.

- a. STRIVE: participants towards the attitudes and workplace behaviors they need to overcome employment obstacles and transform their lives.
 - b. READI (youth) model: READI stands for Respect, Enthusiasm, Articulate, Dependable and Initiative. The program builds around these concepts for youth.
 - c. Platform to Employment (P2E) (for long-term unemployed): P2E is a vehicle to move the long-term unemployed into employment. The program is a five-week training course that emphasizes job-procurement skills: resume development, interviewing, self-esteem building.
4. Focused Occupational Skills Training leading to Career Ladders: Participants will be enrolled in a focused competency-based occupational skills training program that will result in a degree, certification or a credential or an alternative short-term occupational skills training program which will provide competencies to qualify the participant for entry level technology positions.
 5. Job Placement: will enlist companies that utilize technology and have positions to fill with workers skilled in technology competencies. Dedicated Career Coaches will work with their participants to assist them to secure employment with one of the participating employers

Recommended Action: Authorization to accept Tech Hire grant award \$4 million and implementation plan of to provide Career Pathways and related training individuals 17 to 19 years old in the Hudson Valley Region including Westchester, Putnam, and Rockland counties

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

EXECUTIVE COMMITTEE MEETING

AMENDMENT OF TECH HIRE GRANT PLAN

The application submitted for this Tech HIRE SGA only included Westchester, Yonkers, Putnam and Rockland counties. Subsequent to receipt of the grant award, Con Edison expressed interest in hiring and training 100 individuals in all Mid-Hudson Valley counties, including Dutchess, Sullivan, Orange and Ulster.

In order to ease implementation of the project, the WDBs in the Hudson Valley region were contacted and each has agreed to participate in the program if the USDOL accepts the request for an amendment of the plan. This amendment has been discussed with the Federal Procurement Officer and is pending WPWDB approval to be formally submitted to USDOL.

Action Recommended: Authorization for amending the Tech Hire agreement to USDOL to add Dutchess, Orange, Ulster and Sullivan counties and to make the necessary adjustment to provide staff in each Career Center to implement grant.

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

THURSDAY, SEPTEMBER 22, 2016

**RFP for BOOT CAMP SERVICES
H1-B TECHHIRE PARTNERSHIP GRANT AND A SECOND ROUND**

A Request for Proposal (RFP) will be issued to solicit proposals from vendor(s) to run a five-week boot camp Boot Camps for participants of the Tech Hire grant. Each boot camp will include the following elements.

- Comprehensive Assessment
- Individual Career Plan and Map
- Financial Planning
- Attitudinal and Resiliency Training
- Community Building
- Computer and Social Media Skills
- Job Coaching, Placement, and Retention

There will be three customized Attitudinal and Resiliency Training based on the demographics of the participants. Respondents may submit proposals to provide services for one or more of boot camps

1. Youth participants will receive READI curriculum
2. Hard to serve participants will receive STRIVE© curriculum
3. Long term unemployed participants will receive the P2E (Platform to Employment)

See attachment 2 for the full scope of work.

Estimated date of issuance will be September 15, 2016.

Required Action: Authorization to issue a Request for Proposal (RFP) to solicit proposals from vendor(s) to run a five-week boot camp Boot Camps for participants of the Tech Hire grant

Attachment 2

SCOPE OF WORK

The successful proposer will provide either the TechHire or Workforce Re-entry boot camp, or both, as specified below, through three separate five-week boot camps that will be provided to the target population (the "Work"). The Boot Camp Services in each five-week boot camp will include the following:

1. Comprehensive Assessment

The successful proposer will be responsible for initiating and updating each boot camp participant's hard copy and electronic case records to include a comprehensive assessment of the participant, including personal background information, education history and accomplishments, employment and work experience; special skills and certifications. The successful proposer will also capture information on the individual's special needs or classification based on military experience, criminal history and disabilities. This assessment is anticipated to take no more than one week. The successful proposer will use this information to determine each individual's readiness to participate in the boot camp and subsequent activities in other Grant-Funded Services. The successful proposer will use this information to develop the individual healthcare career plan and map, which is described below.

2. Individual Career Plan and Map

The successful proposer will be responsible for developing with each participant a career plan and map in the OSOS case management system that will provide the guiding paths to a career. The successful proposer will use the resources of the One-Stop Employment Centers located in Westchester, Putnam, Rockland, Orange, Dutchess, Sullivan, and Ulster counties; including the center located at 120 Bloomingdale Road, White Plains, New York, and any other resource that may be deemed necessary for this individual to succeed in a healthcare career. The successful proposer will modify and update this document for each participant as elements of the individual career plan change.

3. Financial Planning

The successful proposer will offer financial planning training to all boot camp participants to help each to establish and appreciate his/her financial position and to incorporate this into his/her healthcare career plan. The successful proposer will be required to help each participant develop a document that reflects his/her current financial position and the plan to improve his/her financial position through a healthcare career. The successful proposer will have participants examine the financial impact of long-term unemployment, how to manage their households while engaging in education and credentialing, and how to plan for their financial future. This part of the Boot Camp Services is anticipated to be provided through a series of workshops.

4. Attitudinal and Resiliency Training

The successful proposer will be responsible for offering training (through mental health professionals, as appropriate) that will help each participant identify personal attributes that may contribute to his/her success in a healthcare career. The successful proposer will also help each individual to identify personal attributes that may affect the development of a healthcare career in a negative way. The successful proposer may use a recognized successful model or develop a training model on its own but, in either case, this offering must help each participant develop general self-confidence and a positive attitude toward the healthcare career that he/she is pursuing. This aspect of the Boot Camp Services is anticipated to be provided through workshops during the six-week boot camp. The successful proposer will be required to offer a series of up to ten private, one-on-one sessions to address ongoing depression, stress, fear of change, and/or other issues common to LTU individuals. The successful proposer will be required to refer to appropriate providers those participants who need further assistance after the private, one-on-one sessions have been completed.

5. Community Building

The successful proposer is responsible for each participant completing a community based project that helps him/her learn more about the local economy, employment, education and businesses. The successful proposer must ensure that participants complete a community development project that reflects their apperception for their economic realities in the immediate community and their place in that system. The successful proposer will work with employer Partners to provide participants with introductions to targeted professions, including through off-site “Day on the Job” experiences that will allow LTU individuals to ‘see’ themselves in the field.

6. Computer and Social Media Skills

The successful proposer must help each participant develop the competency he/she needs to use a computer and related social media resources to aid in job readiness preparation, job search, and finding and securing employment. This work must specifically include a primer on how to effectively use LinkedIn, Facebook, Google Hangout, and other social media to network, market, research, and continue skills training and education. Each participant must be able to successfully establish competency in basic computer skills and related social media applications. In addition, the successful proposer must introduce participants to the Connection’s online community, which is currently under development, and how to use that website to keep in touch with participant cohort members during the course of the Project.

7. Job Coaching, Placement, and Retention

The successful proposer will be responsible for helping find employment opportunities for participants, making appropriate job referrals, and helping employed participants retain their

jobs. The successful proposer will support participants in their efforts to put together applications for college and training programs, as well as update their resumes and prepare for healthcare job interviews.

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD**THURSDAY, SEPTEMBER 22, 2016****ACCEPTANCE OF LEAP GRANT AND IMPLEMENTATION**

On July 24, 2016 WPWDB was notified by the USDOL of LEAP grant award of \$500,000 for four (4) years to provide transition services to 70 incarcerated individuals to help them return to their communities and to employment; this is for two (2) years.

Implementation Plan

- I. LEAP2 will provide the following comprehensive job-readiness and wrap-around case management services to soon-to-be-released local inmates 45 days prior to release:
 - A. Outreach and Recruitment

The Department of Correction will identify and select eligible participants and provide classroom space for the program, and collaborate with LEAP-W staff.
 - B. Pre-release Services

Individuals participate in the intensive STRIVE Work Readiness Training curriculum, which simulates a work environment and provides experience, analysis, and guidance on appropriate workplace behavior, speech, dress, and interactions. An in-jail AJC staffed by a job developer from the community AJC guides participants in preparing for job searches after their release, with résumé development, guidance on completing job applications, and preparing for interviews. Participants will receive orientation and training on how to use the online job search functions available through westchesterputnamonestop.com.
 - C. Post Release Services

The Westchester County Department of Social Services will work with case managers to set up supportive services to facilitate participants' reentry, providing emergency, cash, housing, medical support and public assistance. A number of businesses have provided letters of commitment to promote and refer to potential job placements for participants, and provide information on local industry needs for skilled workers to ensure that services align with employers' job openings and lead to future employment.
 - D. Focused Occupational Skills Training leading to Career Ladders

Career ladders have been developed in key areas such as healthcare to guide jobseekers through different levels of jobs to identify the skill, experience and education/certification requirements for each level. When a participant's education proves a barrier to employment, plans are made for further education or occupational skills training.

E. Job Placement

The transition to post-release services at the community AJC allows participants to further prepare for employment through workshops and job fairs. Job developers help participants to find placements in employment or on-the-job training. Once a placement is made, follow-up services continue for at least one year, with regular contact between the job developer and both the employee and employer.

- II. A vendor will be procured via the RFP process to provide an in-jail four-week training using the STRIVE Work Readiness Training curriculum. The STRIVE training has proven effective at increasing participants' job retention rates and wage earnings, as well as reducing education and vocational programs' attrition rates.

Action Recommended: Authorization to accept \$500,000 to USDOL grant award and implementation plan to help seventy (70) soon-to-be-released incarcerated adults successfully transition employment.

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

THURSDAY, SEPTEMBER 22, 2016

Hire Westchester- Putnam Requests

Hire Westchester-Putnam consists of on-the-job training, customized training and incumbent worker training, business sector training, including federal, state and local business incentive programs. The jobs must be full time and must pay no less than \$10.00 and no more than \$25.00 per hour. Each business applicant may apply for up to \$20,000 for OJT or Customized Training and/or Business Sector Training to offset the cost of hiring. OJT is geared towards an individual worker to develop the skills and competencies needed for a specific job function.

The following businesses submitted applications for Hire Westchester-Putnam OJT funding:

Company	Position	Proposed Hires	Actual Hires	Pending Hires	Hourly Wage	Training Cost	WPWBD Funding Level
Corporate Computer Solutions Inc.	Sales Admins	2	0	0	\$21	\$21	\$10,000
Belgrave Appliance, Inc.	Appliance Technician (2)	3	0	0	\$15-\$21	\$15-\$21	\$20,000
	Office Manager(1)						

Recommended Action: authorization requested to enter into an On-the-Job Training agreements with Corporate Computer Solutions Inc. for an amount not-to-exceed \$10,000 for the period of July 1, 2016 to June 31, 2017 and Belgrave Appliance Inc. amount not-to-exceed \$20,000 for the period of July 1, 2016 to June 31, 2017.

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

THURSDAY, SEPTEMBER 22, 2016

JOBS WAITING MARKETING AND PROMOTION

On January 29, 2016, the Board approved Harrison Edwards administer the Marketing and Promotional Services for the Ready to Work (Jobs Waiting) Program from January 15, 2016 to October 31, 2018 for an amount not to exceed **\$100,000**.

The agreement was further amended by an additional \$173,351 for the media buy-in for the first year of the contract for a new not to exceed amount **of \$273,351**.

The additional funds include the cost for advertising placement services will include additional cable TV, print, radio and digital media buys. Additional advertising production services will include additional design, voiceovers, editing, royalty-free production music, stock photography and stock video, equipment rentals, and all associated fees.

We are now requesting the Board to approve funding for the media buy-in for second year of the contact by amended the agreement by an additional \$100,000 to not-to-exceed contract amount to **\$373,351**.

Action Recommended: authorize to amend an agreement with Harrison Edwards, Inc. for the provision of marketing and promotional services for the County's Ready-to-Work ("Jobs Waiting") initiative for the period from January 15, 2016 through October 31, 2018 for a total aggregate amount not to exceed \$373,351.

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

THURSDAY, SEPTEMBER 22, 2016

JUST ADD ONE PROGRAM

The WPWDB entered into a contract with Westchester Community College to recruit and train small businesses in the area and assist them in improving their businesses in order to hire at least an additional employee.

The period of performance of the contract was from April 1, 2015 to June 30, 2016 for an amount not-to-exceed \$134,000.

We are now requesting this committee to excise the option to renew the agreement the period July 1, 2016 to June 3, 2017 for \$94,000.

Required Action: authorization requested to amend an agreement with Westchester Community College for provision of as siting small business operators with the goal of increasing employment opportunities in Westchester and Putnam Counties for the “Just Add-One-Program for a total aggregate amount not- to- exceed \$228,000 by 1) adding an additional \$94,000, and 2) extend the contract for additional 12 months or for the period of July 1, 2016 to June 30, 2017.

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

THURSDAY, SEPTEMBER 22, 2016

WIOA Youth Work Experience Manager

An RFP was issued on July 31, 2015 on behalf of the Westchester/Putnam Workforce Development Board to solicit proposals from public and private non-profit agencies to administer the WIOA Youth Work Experience Manager program from September 1, 2015 to August 31, 2019.

On September 29, 2015, this committee agreed to enter into a contractual agreement with Business Counsel of Westchester to be the WIOA Youth Experience Manger.

We are now requesting this committee to excise the option to renew the agreement the period September 1, 2016 to August 31, 2017 for \$100,000.

Recommended Action: authorization requested to amend an agreement to with Business Council of Westchester to provide WIOA Youth Experience Manager Services for a total aggregate amount not-to-exceed **\$230,000** by 1) adding an additional \$100,000, and 2) extend the contract for additional 12 months or for the period of September 1, 2016 to August 31, 2017.

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

THURSDAY, SEPTEMBER 22, 2016

SPONSORSHIP OF THE RECRUIT WESTCHESTER

Date: Friday, October 28 from 10 a.m. – 1 p.m.

Location: Westchester County Center, White Plains

Event Overview: An opportunity for employers, both from public and private sectors to connect with all regional colleges and universities. Students and alumni from 15 institutions participate in a 1-day career and internship fair. Education and networking opportunities will be enhanced this year to include: pre-event webinars and coaching sessions, on-site mock interviews, resume reviewing, and seminars led by young professionals in the WCA network.

Sponsorship amount requested: \$5,000

Benefits include:

- Premium double booth location; registration fee included for up to 4 people
 - To include set-up for internship clearing house portal
- Speaking opportunity at Ribbon Cutting
- Access to all Jobs Waiting boot camp graduates
- Access to all data and analytics from post-event survey.
- Your logo (with link back to One Stop website) prominently placed on Recruit Westchester’s dedicated and frequently visited website and pre-event webinars. Website is used for both employer and student registration
- Logo displayed in prominent area on event signage
- Logo (or company name) included in marketing material related to the event
- Prominent mention in all traditional and social media

Required Action: authorization requested to sponsor the Westchester County Association “Recruit Westchester” program for an amount not-to-exceed \$5,000.

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

THURSDAY, SEPTEMBER 22, 2016

AMENDMENT OF ACCREDITATION GURU AGREEMENT

On September 29 2015 the Board approved entering into a contractual agreement with Accreditation Guru to write a Policy and Procedural Manual for the Workforce Development Board, the One Stop Career Center and the Workforce Development Academy for Youth for Westchester and Putnam counties from October 1, 2015 to September 30, 2016.

A request is now being made for a no cost extension to extend the period of performance from September 30, 2016 to December 31, 2016. The purpose of this request is to give the vendor more time to complete the work.

Required Action: authorization requested to amend the agreement with Accreditation Guru to write a policy and procedural manual by extending the contract for additional 9 months or for the period of October 1, 2016 to June 30, 2017 at no additional cost

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

THURSDAY, SEPTEMBER 22, 2016

WIOA Sector Partnership Manager

On September 29, 2015 this Board approved entering into a contractual agreement with Hospitality Resource Group to administer and manage the Business Sector Partnership program from October 1, 2015 to September 30, 2016 for an amount no to exceed : \$46,500.00.

A request is now being excise the option the first of three options to renew the contract for the period of performance from October 1, 2015 to September 30, 2016 for an amount not to exceed \$46,500.00 .

Scope of Work

1. Following a review of the Business Sector Partnership plan and development for 2015/2016, the Sector Manager have developed specific goals to achieve the objectives of the strategic plan to increase employer participation
2. The goal of this plan is to increase membership by 5 in each of 5 industry sectors we have identified to develop a pipeline of skilled workers to help meet the demands of Westchester and Putnam County employers for new and incumbent workers
3. This strategy will be pursued working from proven models of success, including the Westchester/Putnam Business Sector Partnership in Healthcare, along with other State and National programs
4. The top priority activities for the Business Sector Manager over the next 6 month period will include:
 - a. **Create “Sector Academies”**- this will include developing industry partnerships between employers and educators to identify and develop job specific courses and programs to promote employment through Career Pathways
 - b. **Increase Employer Membership**- convening employers through meetings and communication with Sector co-chairs
 - c. **Develop employer workforce solutions** through training modalities, communication and workforce development
5. Over the next 6 months, the Sector Manager will prioritize engaging co-chairs and area employers in these 5 industry Sectors:
 - a. Advanced Manufacturing
 - b. Hospitality
 - c. Professional Services
 - d. Not for Profit
 - e. Biotech
6. The WPWDB Director and Sector Manager will meet monthly to review these goals and measure against objectives

Required Action: authorization requested the agreement with authorized to enter into an agreement with Hospitality Resource Group, Inc. pursuant to which HRG will serve as the Business Sector Partnership Manager for a total aggregate amount not- to- exceed **\$93,000** for by 1) adding an additional \$46,500, and 2) extend the contract for additional 12 months or for the period of October 1, 2016 to September 30, 2017.

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

**THURSDAY, SEPTEMBER 22, 2016
MARKETING AND PROMOTION STRATEGY**

On June 24, 2016 the Board approved entering a contract with Harquin Creative Group to develop and implement Promotion and Marketing Services for the Westchester-Putnam Workforce System.

Harquin submitted the following marketing and promotion strategy and timeline to accomplish the goal of this campaign.

1. Assess current situation and materials; identify multiple target audience. (Due on or about 8/17/2016)

- General information session that will involve selected marketing agency's key personnel to meet with Career Center's stakeholders.
- Discussion of multiple target audiences and positioning—private agencies, corporations, small to mid-size business, professional level job-seekers, etc.
- Discussion of Career Center's unique selling benefits, differentiating points, competitive environment, strategic plan and available research.
- Identification and discussion of business sectors.
- Review of County's website guidelines and delineate responsibilities between County IT department and selected Marketing agency.
- Review and evaluate the current marketing and promotional material and determine its effectiveness in reaching the target population.
- Review and suggest how center can best leverage social media for branding, messaging and communication.
- Review of the Career Center's image resources and brand guidelines.
- Review of the County's communications, media and production resources; cable, video, print.
- Tie in center's unique selling benefits to meet the staffing and talent hiring and development needs of county organizations.
- Determine priorities, schedule, and expectations.
- Determine measurement of success metrics.
- Submission of creative brief.

2. Set up interviews and meetings (Due on or about 10/12/2016)

- Selected marketing agency will meet and interview designated board members and partners to obtain the long-range vision and goals of interested partners as discussed in Step One. Align goals with interested parties and describe how businesses can benefit from increasing their partnership with the Career Center.

Question areas selected marketing agency will cover and discuss include, but are not limited to:

- What is the Career Center's future vision?
- What partnerships and programs in the business community have already been established?
- What more can be done?
- What are the goals and how will the economic climate impact those goals?
- What are the biggest opportunities?
- What are the biggest competitive factors?

3. Develop a public awareness campaign and marketing strategy and tactics/methods that target businesses and job seekers. (Due on or about 11/9/2016)

Selected marketing agency will create a marketing strategy and communications campaign designed specifically for the Career Center. The concepts will provide the foundation for all communications, ensuring uniformity of look, feel, positioning, and message to maximize long-term results.

Deliverables include:

- Determine a brand strategy for new marketing and promotional material to reach the multiple target audiences—business owners, executives and job-seekers.
- Present 2 options for look and feel with tagline options, top level messaging (headline styles, call to action) and voice sample for copywriting. The selected marketing agency will create a custom look, feel and voice designed specifically for the career centers throughout all touchpoints.
- Show the approved look and voice on sample deliverables; TV spot, radio spot, online ad, pamphlet, poster, postcards, e-blast, banner ads, website pages

4. Write the marketing strategy and plan with schedules, specifications and budgets. (Due on or about 12/7/2016)

- Working with the communications department and IT department, selected marketing agency will create a marketing plan to be implemented over the course of the year.
- Determine specifications and schedule for all deliverables.
- Provide milestone benchmarks related to rollout.

5. Writing, layout and production of deliverables. (Due on or about 2/1/2017)

- Using approved design and headlines from Step 3 and deliverables determined by marketing plan, selected marketing agency will write and lay out deliverables. Details of deliverables to be determined by marketing plan which will include: Website pages, Online ads ,Print ads ,Pamphlets ,Postcard Posters ,Radio script and TV spot storyboard

Recommended Action: authorization to accept the strategic plan and timeline provided by Harquin Creative Group to accomplish designing and creating a marketing and promotional plan to effectively market and promote the Westchester-Putnam One Stop Career Centers

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

THURSDAY, SEPTEMBER 22, 2016

REQUEST FOR INDIVIDUAL TRAINING ACCOUNT OVER-THE-LIMIT

1. Jermaine Aru

Customer is a WDAY Program enrollee. He expressed great interest in receiving ITA training for HVAC from Southern Westchester BOCES. After diligent steps were taken to ensure that customer was a good match for this training, customer was informed about the steps and requirement for ITA and the \$3000 limit. Customer decided that he was going to go ahead with the training since this was his dream. Requesting approval for an additional \$850 over the \$3,000 ITA limit for this individual for a total aggregate not-to-exceed amount of \$3,850.

2. Rodney Santiago

Customer is a WDAY Program enrollee. He expressed great interest in receiving ITA training for HVAC from Southern Westchester BOCES. After diligent steps were taken to ensure that customer was a good match for this training, customer was informed about the steps and requirement for ITA and the \$3000 limit. Requesting approval for an additional \$850.00 over the \$3000.00 ITA limit for this individual for a total aggregate not-to-exceed amount of \$3,850

3. Jeffrey Jones (NY 010177031)

Customer is a WDAY Program enrollee. He expressed great interest in receiving ITA training for CNA/ Phlebotomy/ EKG Bundle Fall/Winter 2016 and the fee is \$3750.00 from Southern Westchester BOCES. After diligent steps were taken to ensure that customer was a good match for this training, customer was informed about the steps and requirement for ITA and the \$3000 limit. Requesting approval for an additional \$850.00 over the \$3000.00 ITA limit for this individual for a total aggregate not-to-exceed amount of \$3,850

Recommended Action: authorization to approve Individual Training Accounts over the limit of \$3,000 threshold for three customers; Jermaine Aru for an additional \$850.00 over the limit for this individual for a total aggregate not-to-exceed amount of \$3,850 , Rodney Santiago an additional \$850.00 over the limit for this individual for a total aggregate not-to-exceed amount of \$3,850 and Jeffrey Jones for an additional \$850.00 over the \$3000.00 ITA limit for this individual for a total aggregate not-to-exceed amount of \$3,850

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

THURSDAY SEPTEMBER 22, 2016

REGIONAL BUSINESS SERVICE REPORT

1. Business Services

In August, our Business Services Team continued their partnership with the Westchester-Putnam One Stop Career Center, the Westchester-Putnam Workforce Development Board (WDB), the New York State Department of Labor and our partner agencies in the not-for-profit and public sector to provide a wide range of services to businesses and customers seeking employment.

2. Job Postings:

From June through August, 268 job orders were posted – for a total of 1469 jobs posted by 143 companies with Business Services throughout Westchester and Putnam counties (source: New York State Department of Labor; AOSOS database). 102 of these employers are working with Business Services in the Westchester/Putnam region for the first time, including ongoing activity with 608 businesses. Business Services over three months also facilitated 793 referrals.

In August, 616 jobs were posted from 94 job orders by 59 companies – 33 employers working with Business Services for the first time, including ongoing activity with 184 businesses – and 163

August Totals:

59 Companies
94 Job Orders
616 Job Openings
163 Referrals

Three Month Totals (June through August):

143 Companies
268 Job Orders
1469 Job Openings
793 Referrals

3. Hire Westchester-Putnam

On-The-Job Training (Hire Westchester-Putnam) continues to attract local businesses hiring new employees.

	OJT Participants/Hires		Positions
Action Subpoena	1	\$8,000	Executive/Research Assistant
American Solar Partners, LLC.	2	\$8,000	Project Manager(s)
Business of Your Business	1	\$7,500	Payroll Secretary
Clover Heating	2	\$20,000	Office Manager/HVAC Technician
Corporate Computer Solutions	2	\$20,000	Sales Support (2)
Denise M. Knight and Associates.	1	\$4,750	Tax Preparer
Falcon and Singer	1	\$9,600	Legal Assistant
MBN Diagnostics	1	\$8,000	Medical Diagnostic Technician
Michelle Barnett Occhino	1	\$7,500	Sales Agent
Macan Deve Engineers	1	\$12,500	Administrative Assistant
Shoprite	3	\$20,000	Manager(s)
Signs Ink	1	\$4,750	Service Assistant Manager
Sun Blue Energy	3	\$20,000	Solar Panel Installer(s)
T.C. Dunham Paint	1	\$7,000	Administrative Assistant
Inspiria Media	3	\$20,000	Office Manager, Graphic Designer Marketing Associate
Jennings Group	3	\$20,000	Mortgage Specialist, Sales Associate (2)
Belgrove Appliances, Inc.	3	\$20,000	Technician (2), Office Manager

4. Job Fairs (August)

- Partners In Care
- ShopRite (2) – Supervisory training sessions at our White Plains One Stop location.

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

THURSDAY SEPTEMBER 22, 2016

CUSTOMER SERVICE INDICATORS
Program Year 2015 (Final)

	GOAL	ACHIEVEMENT
Initial Assessment	95.0%	94.8%
Employability Profile	95.0%	96.1%
JSRS Referrals	95.0%	91.0%
JRS JobZone Resume Based Search	95.0%	57.2%
CareerZone Portfolio	35.0%	52.5%
Training - Mid-Hudson	95.0%	84.4%
Business Customer Job Referral Follow up - Mid-Hudson	95.0%	93.2%

	GOAL	ACHIEVEMENT
Initial Assessment		
Mount Vernon Career Center	95.0%	98.1%
Peekskill Career Center	95.0%	98.4%
Putnam Career Center	95.0%	97.8%
Westchester Career Center	95.0%	92.4%
Employability Profile		
Mount Vernon Career Center	95.0%	93.1%
Peekskill Career Center	95.0%	98.8%
Putnam Career Center	95.0%	98.4%
Westchester Career Center	95.0%	95.4%

JSRS Referrals		
Mount Vernon Career Center	95.0%	0.0%
Peekskill Career Center	95.0%	96.5%
Putnam Career Center	95.0%	100.0%
Westchester Career Center	95.0%	86.9%
JRS JobZone Resume Based Search		
Mount Vernon Career Center	95.0%	18.2%
Peekskill Career Center	95.0%	97.0%
Putnam Career Center	95.0%	93.4%
Westchester Career Center	95.0%	72.3%
CareerZone Portfolio		
Children's Village	35.0%	80.6%
City of White Plains Youth Bureau	35.0%	50.8%
Children's Village DCY	35.0%	N/A
The Guidance Center DCY	35.0%	42.4%
WestCOP	35.0%	19.0%
Weshab	35.0%	37.5%
Mount Vernon Youth Bureau	35.0%	50.0%
PNWBOCES	35.0%	N/A

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

THURSDAY SEPTEMBER 22, 2016

CAREER CENTERS ACTIVITIES REPORT

1. Job Seekers

During July 2016, there were 2,632 customers who use the four career centers; 1,253 White Plains, 841 in Mount Vernon, 336 in Peekskill and 202 in Putnam. A total of 24 individual training accounts issued in the following occupational categories; healthcare and professional services (CDL licenses, security guards, computer, finance).

2. Businesses

During this month business activities have slowed due to summer vacation. There were 5 new business users and 3 repeat businesses posting jobs on the website, combined 18 jobs were posted and 3 businesses submitted applications for financial assistance with training.

3. Abled Body Working Adult (ABAWD) Customers

One stop career center staffs are working with ABAWD customers who are being called into the career centers. So far 121 ABAWD have attended the One-Stop orientation, 18 of which are participating in career centers services.

4. Staffing to serve Family Assistance Customers

Career center staff has been working with OWA to hire and training staff that will be placed in the career center beginning in August 2016 to work directly with Family Assistance customers to provide the highest quality employment and reemployment services.

5. Test Assessing Secondary Completion (TASC) & English as s Secondary Language (ESL)

Southern Westchester BOCES continues to provide TASC and ESL instructions during the summer months. This summer instructions are being provided four days per week (Monday through Thursday) at the Westchester One-Stop Career Center. Classes are held form 5:30pm to 8:00pm.

6. YOUTH PROGRAMS ACTIVITIES

A. Summer Employment Programs: Each of the 13 contractors operating this program this summer, except for Greater Centennial Church, which withdrew, has made their enrollment requirements and the participants have been placed on work sites.

B. Private Sector Summer Jobs – 159 participants have been placed and started work.

C. Foster care- there are 40 youth who have been hired so far and they are working throughout nine (9) county parks and recreation facilities.

7. Youth Build

After much delay WESTCOP has started its first of two cohorts of twenty-five (25) in its mental toughness aspect of the program which covers two weeks. Upon the conclusion the youth who completed will officially be enrolled into Youth Build. These participants are from both Mount Vernon and Yonkers. Northern Westchester-Putnam BOCES has had to delay its start another time due to poor enrollment. Staff is actively involved in helping to increase program outreach in the community.

8. Strive for the Future

This program is operating well, except for the mentoring component, which we are still negotiating with FSW. Presently fourteen (14) youth are enrolled.

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

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2016 NYATEP NYS WORKFORCE PROGRAM AWARD FOR THE JUST ADD ONE PROGRAM

NYATEP has selected the “Just Add One Westchester-Putnam” for this year’s 2016 NYATEP NYS Workforce Program Award Recipient. The Award ceremony will be held in conjunction with the 2016 Fall Conference “*A Skilled New York: The Intersection of Higher Education, Economic and Workforce Development*” during the Wednesday, October 25, 2016 luncheon beginning at 12:00 PM. Susan Arbetter, The Capital Pressroom, will be the emcee for this event.

Required Action: For Discussion Only

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

THURSDAY, SEPTEMBER 22, 2016

NYS LEGISLATORS VISIT TO THE WESTCHESTER CAREER CENTER

NYATEP member has selected Westchester to invite elected official to visit the Career Center. NYATEP is trying to take every opportunity available to educate NYS Legislators about the successes and challenges workforce programs and initiatives are currently facing. Before our elected officials are immersed in the election season and the beginning of the 2017 Legislative session, we are asking key players in the NYATEP community to invite representatives and/or staff to visit local sites and programs. These visits will provide an opportunity to educate your elected officials about your programs, including challenges you may be facing like funding cuts, etc. and most importantly to help you develop a relationship with the official or staff prior to the legislative year.

A plan will include:

1. Develop an email invitation
2. Developing an agenda for the visit

9:00 AM – 9:20 AM	Site Tour
9:20 AM – 9:30 AM	Meet and Greet with [INSERT jobseeker/employer NAME]
9:30 AM – 10:00 AM	Conversation About Program Including: <ul style="list-style-type: none"> · Successes/Local Innovation · Importance of Partnership · Challenges Associated with Reduced Funding

3. Sending a follow-up letter and thank you to the Senator’s office and share with us key outcomes and pictures.

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

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LAUNCH OF THE READI PROGRAM

The Westchester-Putnam WIB adopted the Big 5 campaign as a way to inform youth of the top five skill sets employers expect youth to possess that will assist them in becoming successful employees and enhance their career development. The identified attributes are:

- R- Respect
- E- Enthusiasm
- A- Articulate
- D- Dependable
- I- Initiative

Hospitality Resource Group developed a curriculum of instruction for the READI initiative that will be implemented throughout all WIOA sponsored youth and will be available for public use throughout Westchester County. Copy of the Curriculum is attached.

The next in in the plan is to develop a strategy to launch the program. The plan is to include:

1. A marketing and promotion campaign
2. Staff training

WESTCHESTER-PUTNAM WORKFORCE DEVELOPMENT BOARD

THURSDAY SEPTEMBER 22, 2016

REQUEST FOR AN ECONOMIC ADVISORY GROUP

To ensure that the WDB is meeting the needs of business partners an ad hoc group will be formed among the board members to include combine business association and economic development.

The goal of the ad hoc group will be to:

- Inform and advise government leadership on economic competitiveness issues;
- Expand and strengthen partnerships between County government and businesses; and
- Facilitate and promote economic priority projects.

