

WIB Meeting Minutes

DATE: January 26, 2021

LOCATION/TIME: Zoom Meeting Platform

ATTENDEES: Julius Gregg Adams, Jomo Akono, Fred Boenheim, Cheryl Byrne, John Cappellino, Tracy Cardwell, Phyllis Damico, Steven Davis, Andrew Federick, Joseph Hanna, Charles G. Jones, Jr., Brian Manley, Michael Martin, Dennis Martinez, Brenda McDuffie, Oswaldo Mestre, Jr., Elizabeth Miller, Robert Mootry, Jr., Spencer Murray, Scott Pallotta, Patricia Riegle, April Sanders, David Sullivan, and Ted Walsh, Jr.,

ABSENT/EXCUSED: Mary Margaret Aprile, D. Sylvester Dihaan, Silvia Fakler, Cory Haqq, L. Nathan Hare, Douglas Parks, Bridget Russo, Ralph Salerno, and Myrna Young

STAFF ATTENDEES: Jessica Corrigan, Mark Cosgrove, David Kaczor, Francine Nicholas, Joseph Ricchiazzi, Russell Sferlazza, Anthony Scello, Lavon Stephens, Geoff Szymanski and Marty Taggart

GUESTS: Cheryl Fisher, Magavern, Magavern & Grimm

TOPIC	DISCUSSION	ACTION
Call to Order	Mr. Jones called the meeting to order at 9:00 a.m. Ms. Taggart and Mr. Kaczor, taking roll, verified a quorum. Mr. Jones welcomed three new Board members: Cheryl Byrne, Steven Davis, and Ted Walsh, Jr.; and he thanked everyone for their attendance.	
I. Executive Director's Report	<p>Mr. Szymanski covered the following:</p> <p>Continued COVID-19 Procedures: The WIB/WDC is continuing to alternate work days here at Exchange Street while following proper New York State guidelines of maintaining proper safe distancing and other preventive practices. Adjustments have been made throughout the pandemic and will continue to be adjusted in the future as circumstances demand.</p> <p>Trade & Economic Transition Grant (TET) The Trade and Economic Transition - National Dislocated Worker Grant (TET-NDWG) is awarded to the WDC by New York State Department of Labor (NYSDOL). This grant offers training and paid work experience to WIOA dislocated workers in demand occupations including advanced manufacturing and technology. Due to Covid-19 and the social effects thereof limiting the ability for people to complete training, \$380,000 will be de-obligated, leaving just over \$865,000 in funding. The program is set to expire in September of 2021.</p> <p>Board Appointment: Three new board appointments were nominated and signed off by both Mayor Brown and County Executive Poloncarz.</p> <p>Cheryl Byrne is the director of Human Resources for the West Herr Automotive Group. Prior to her time with West Herr, Cheryl served a combined fourteen years between Lawley Insurance and Multisorb Technologies as their Human Resource director. Cheryl is the secretary and development chair of Junior Achievement of Western New York, whose purpose is to inspire and prepare young people to succeed in a global</p>	

economy by helping students realize that the education they are getting today will help them to have a bright future tomorrow. JA's unique, volunteer delivered programs, show students all of the possibilities that lay before them whether its through college or through a specific trade.

Steve Davis is the fifth generation Davis to lead the family business as president. The original company was Davis Bulletin Company, founded in 1919 and was ground breaking in the area of commercial advertising and marketing. Tapecon is a city based, family-owned and operated manufacturing company with a commitment to their team members and to the Western New York community and is considered an essential employer during the Covid-19 era.

Ted Walsh Jr. was the fourth generation chief executive officer of the family owned Walsh-Duffield insurance company, a company that was established in 1860. Ted began his insurance career in 1976 in a management training program with the Continental Insurance Company before joining Walsh Duffield in 1977. Philanthropy is important to Ted, and he has been an active community volunteer for over 35 years. Just recently, Walsh-Duffield has installed a new chief executive officer who will serve as the 5th generation leader of the business

HPOG

We will have a better understanding around March of this year whether HPOG will be extended by the federal government. Participation levels are slightly lower then where we would like them to be but this is almost entirely due to Covid-19 and the challenges of remote learning in a field that requires hands on training.

WIOA Spending Rate

We are currently operating at a lower rate of usage than our anticipated budgeted operating level. With a significant carryover in adult and youth funding from 2019 and 2020, we may have to prepare for recapturing from the state if areas are not opened up at a level that can create a better training environment. We will continue monitoring this ongoing financial situation, this is all based on the training levels to be utilized during this pandemic and how the state operates during these troubling times. The reduced spending rate is solely related to Covid-19.

WIOA Memorandum of Understanding:

NYS DOL has provided the local boards with MOU Template and Guidance for the 2020-2023 service delivery MOU with our system partners. We're preparing the infrastructure budgets based a cost allocation methodology based on square footage and agreed upon by our system partners. New York State has finally authorized digital signatures, which will expedite the process of approval once finalized.

Governor Cuomo's Workforce Development Challenge – Round 3-

The WIB/WDC discussed and initiated the pursuit of Round 3 of the Workforce Development Challenge. The WNY Workforce Development Challenge (WDC), a Buffalo Billion initiative, ensures the region's workforce pipeline is responding to industry demands by promoting and investing in scalable approaches to workforce training for underserved populations. The first round was set in 2017. In 2019, to further build on the program's success, the Ralph C. Wilson, Jr. Foundation announced an additional \$1.5 million contribution, for a fund total of \$11.5 million.

	<p>The previous BECWIB director did not pursue the earlier rounds as it seemed to be based on entry level job training only. We recognized a different spin in which its been foreseen that these funds parallel with our WIOA projects but were not restricted to federal WIOA guidelines and rules, the team agreed and we submitted our project to the Community Foundation for a Greater Buffalo (the grant administrator) for a total of \$419,970 dollars, of which \$350,000 will be from the Challenge and the remaining \$72,000 will be matched from other resources.</p> <p>The main focus will be to train 36 individuals who are unemployed, underemployed or dislocated workers, with priority given to under-represented populations in our targeted industries, and who seek reskilling for demand jobs due to a changed economic landscape. Trainees will be adults 18 yrs. or older with a high school diploma, and little or no work experience in the targeted job training. Our recruitment efforts will include those unemployed due to business layoffs or disruptions caused by COVID. We will also reach out to WNY Opportunity Agenda's priority populations –unemployed individuals living in poverty (i.e. those with a family income that does not exceed the higher of (a) the poverty level or (b) 70% of the lower living standard income level. The training will be in advanced manufacturing and technology in priority sectors.</p> <p>WIOA Youth Services Program Year 2020/Program Year 2021</p> <p>Our current WIOA youth service providers (Buffalo Urban League, Catholic Charities of Buffalo and The Service Collaborative of WNY) continue to provide needed services while following all CDC safety protocols. New enrollments have been challenging but they continue to outreach to the community.</p> <p>These current providers were selected on a competitive basis in 2018. The original Request For Proposal (RFP) covered two program years and allowed for two, one-year extensions. An extension of these contracts for PY 2021 (starting July 1, 2021) will be the final extension should the WIB exercise this option. The other option is a new competitive process before the start of the new program year on July 1st.</p> <p>WIOA requires a minimum of 75% of youth funding be spent of services to Out-of-School youth. WIOA also requires 20% of overall WIOA youth funding be used for Work Experience-related expenses. Our local area exceeded those benchmarks last program year. Though it is still premature to say with certainty, it is expected that our local area will meet these benchmarks again for the current program year.</p> <p>WIB Podcast</p> <p>Board member Spencer Murray will be hosting a podcast highlighting Workforce and has twelve episodes scheduled to begin by the end of January. A wide range of topics and organizations have been identified for the broadcast with an option to extend for more episodes.</p>	
<p>II. Action Items</p> <p>a) Minutes from October 27, 2020 meeting.</p>		<p>Motion to approve the minutes from the January 14, 2020 meeting was made by Mr. Boeheim seconded by Mr. Murray. Roll call was taken. All were in favor. Motion carried.</p>

<p>b) Board Resolution Adopting New York State Department of Labor Technical Advisory Policies</p>	<p>Mr. Kaczor spoke for Ms. Nicholas, who is on bereavement, for the passing of her father, John Bruno. In regard to the Resolution, NYSDOL, in regard to the WIOA Program, issues numerous technical advisories during the year to give us direction and to help us facilitate our program. What they have requested is that LOCAL WIB not only receive these, but basically request formal acceptance by the WIB Boards. The particular advisories are posted on our website. Some examples of the advisories are; Equal Employment and Non-Discrimination Policy, Implementation of the EENDP, Self-Sufficiency Earnings Estimator, and Processing Non-Criminal Complaints and Grievances. The Resolution formalizes the fact that WIB and its Board accepts these Technical Advisories and allows the public to view them. Mr. Kaczor read the last paragraph of the Resolution which we are to adhere to, and then, asked the Board for approval of this Resolution.</p>	<p>Motion to approve the Resolution adopting New York State Department of Labor Technical Advisory policy was made by Mr. Mestre, Jr., seconded by Ms. McDuffie. Roll call was taken. All were in favor. Motion carried.</p>
<p>III. Budget Report/Spending Update</p>	<p>Mr. Ricchiazzi covered the following for Program Year (PY) 20 – 2nd Quarter Budget Report:</p> <p>A. Workforce Innovation and Opportunity Act (WIOA)</p> <p>Total Salary & Fringes were \$1,713,672; Operating Expenses were \$415,849; Total Training & Support Expenses were \$845,877. Total Expenditures in the WIOA Program as of the 2nd Quarter of \$2,975,973. Our most under expended area of WIOA is the Training and Support field. Mr. Ricchiazzi continued by covering the breakdown of the Total Expenses by WIOA Segment for the 2nd Quarter. Admin Expenses were \$374,679, with 48% of budget remaining; Adult Expenses were \$961,620 with 62% remaining; Dislocated Worker Expenses were \$246,735, with 53% remaining; and Youth Expenses were \$1,392,364, with 59% remaining. WIOA Total Expenses for the 2nd Quarter totaled \$2,975,397, with 58% remaining.</p> <p>B. Health Profession Opportunity Grant (HPOG)</p> <p>The HPOG funding is going to end September 29, 2021. The Total Expenses for the 2nd Quarter were \$508,856 out of the Total Budget of \$1,600,885.</p> <p>C. Trade & Economic Transition Grant (TET)</p> <p>As Mr. Szymanski described in his Executive Summary, \$380,000 will be de-obligated from the National Dislocated Worker Grant, leaving \$865,213, which is our new total award. Mr. Ricchiazzi indicated that the grant has lasted two years, so as of 12/31/20 we have 18% of the budget remaining, with Total Expenses at \$712,386. We have allocated monies in to areas where we project to spend by the end of the September 30, 2021, when the program is set to expire.</p> <p>Mr. Ricchiazzi noted that the WIB applied for funding with NYSDOL Cares Act, and we were approved as the recipient of \$160,700 from the Employment Recovery National Dislocated Worker Grant (NDWG). These funds will most likely not be utilized until the next program year. We do have two years to extend those funds.</p> <p>D. Other Grants</p> <p>1. The THRIVE program has been closed and the grant has ended. It was extended until 10/31/20,</p>	

and that is why you see a negative variance. The budget was never updated after that no cost extension was given.

2. The Consolidated Funding Application (CFA 8.0) We never received the extension from the program, so that grant has officially ended. There are no expenses to report at this time.

E. Training/Youth Contracts

1. Training Costs is an area we are closely watching, because support costs are down. There is a lot of discretionary spending in this category. The support costs are down We haven't been paying for child care or transportation costs, since the onset of the pandemic; due to the fact, constituents are receiving their training online from home,
2. The Individual Training Accounts are at 65% as of December 31st; which are down, as Mr. Smith referred to, because of the pandemic. We will need to watch this area to avoid recapture. We would also like to see more training funds being utilized with the HPOG and WIOA Adult Programs.
3. For our Youth Programs, we have some flexibility within the Work Experience and Non-Work Experience categories of the Out of School Youth so the low remaining budget in Work Experience should not be an issue, as long as we spend 20% minimum on work experience. In School Youth Expenditures are a little bit lower than we would like to see, at 76% budget remaining.
4. With WIOA Expenditures by Program Year, the appropriation year is how we are awarded funds. The 80% obligation is within that appropriation year. We had a high Carry-In for PY19, mainly for Adult and Youth Expenditures, because of the COVID pandemic. We currently have \$8,964 from 2019, which we will need to spend before utilizing from PY20. Program Year 2020 Expenditures are as follows: WIOA Admin. is \$511,151; WIOA Adult is \$1,680,329; WIOA Youth is \$1,802, 405; and WIOA Dislocated Worker is \$1,117,625 which represents the 80% of NOA we are required to spend during the current year. Right now in aggregate, we have approximately 77% of the budget remaining. We have the entire \$1.6 million balance in WIOA Adult for PY20 We do have the ability to move funds between Adult Programs, so we will watch these funds in the 3rd Quarter, to possibly obligate the PY20 Youth Funds to next year's contracts, as part of the RFP extension process. The Board did approve the Director of Finance to be able to transfer money between the Dislocated Worker and Adult. Admin expenditures of \$374,000 can be utilized again specific funding sources to avoid recapture. The Youth funds are going to have to be obligated to next year's contract.

Mr. Mestre Jr., asked for further explanation regarding the remaining Youth Funds. Mr. Ricchiazzi explained that the participant level going into the third and fourth quarter of the prior fiscal year was much lower than we anticipated,

	<p>because of the lack of youth participants, due to the ongoing pandemic.</p> <p>Mr. Akono inquired about the WIB's plan to spend these funds, and if the money can be used for new programming and connecting constituents. Mr. Ricchiazzi stated that this will be up to the Program Directors as far as how we increase participant training. Mr. Cosgrove said Ms. Braunscheidel has four new and unique programs going on now. We are always open to new ideas to put people into demand occupations.</p> <p>Mr. Martin asked if we could use some of the funding for advertising to re-educate people and businesses of our services and opportunities. Mr. Ricchiazzi pointed out our new Podcast Series, which is one of our newer outreach avenues. Mr. Murray agreed that we need to continue to tell the story of what we do. As we move more toward a more virtual space in technology, we find different ways to publicize what Workforce Buffalo does. He thanked all the staff involved with helping him get the Podcast up and running. Mr. Murray then explained that in the first episode, we will hear from Mark Cosgrove, to learn about HPOG and what opportunities they can provide. In another episode, we will hear from Denise Raymond about the SUNY Erie Career Center and the services they provide, such as resume building, creating a LinkedIn Account, and teaching people to navigate their career path. Mr. Mestre, Jr., mentioned that we should be watchful of who we tell the story to, and be mindful of the people who have been adversely impacted by the pandemic, as well as, to those who are underserved. We should see what constituents are coming in to our centers to use our services and who is not. Mr. Mestre, Jr. also, emphasized, that if possible, we allow agencies to be more flexible and look outside of the box when assisting our constituents.</p> <p>Mr. Cosgrove talked about the advertising HPOG has done, such as, billboards along Rte. 33, in zip codes with the highest unemployment, advertising for healthcare careers. We have had commercials on television about HPOG, and we are always running the WNY Works ad. We have advertised on buses and bus stops. We should work with the fiscal staff to see how we can get more creative with the WIOA side. Mr. Szymanski added that the Podcast is only successful to those who we reach. We are looking to recruit as many elected officials, businesses leaders, and constituents as possible, to assist us with contacts and getting our message out there.</p> <p>Mr. Cappellino asked for clarification, is the reason for the lower participant rate, due to a public health concern for the participants? Mr. Cosgrove responded that fear is a concern. For example, McGuire Group, which oversees five nursing homes in the area, has had troubles with COVID deaths at times, and the fear of catching the virus has kept people away from the program. Mr. Szymanski mentioned that this is not a local issue, but rather statewide, either due to a lack of knowledge or fear. BETC and SUNY Erie Career Center has had all the safety</p>	
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	<p>protocols in place, to prevent spread of the virus. Mr. Kaczor added that another reason why constituent traffic is down in our centers, is because these individuals are not motivated to go back to work for a lower paying job, when they are making more on unemployment with the additional supplemental financial insurance. Mr. Kaczor, concluded by saying, with COVID still being a health concern, we will continue to have issues gaining the confidence of getting people back into the center.</p> <p>Ms. McDuffie agreed with all the comments and echoed the sentiment. She added, there are people whose lives have been dramatically impacted, who are not receiving additional resources, and who are under a great deal of stress, because of family members with health conditions, lack of childcare coverage, etc. All of these factors are impacting people from coming forward and taking advantage of our resources in this particular environment. Ms. McDuffie went on to say, we need to keep on educating and utilize traditional and nontraditional outreach outlets, such as, radio stations, word of mouth, testimonials, billboards in suitable neighborhoods, focus groups, and social media outlets. It is a very challenging time to get unemployed people in to a labor market who are in need of essential workers.</p> <p>Mr. Sullivan praised the board members for their helpful comments and discussion. Mr. Jones, Jr., thanked everyone for their useful participation, and concluded that we will pursue all of these suggestions.</p>	
<p>IV. Business Services</p>	<p>Ms. Braunscheidel gave the Board an update of the what Business Services is doing.</p> <p><u>Pathways Programming Update:</u></p> <ul style="list-style-type: none"> ● Pathways Programming is no longer specifically designating classes solely for dislocated workers or WIOA adults. Each class has now expanded to be inclusive of both dislocated workers and WIOA adults ● We have four upcoming Pathways Programs; we are in active recruitment for three presently. See below: <ul style="list-style-type: none"> ○ <i>Web Services with D'Youville, January 2021</i> ○ <i>Full Stack Web Development with ECC, February 2021</i> ○ <i>IT Jumpstart with Trocaire, February 2021</i> ○ <i>Building Trades SACRA Program with Assembly House 150, February / March 2021</i> ● We are partnering with Niagara County to designate five spaces in each of our three upcoming Tech Industry Pathways Programs for Niagara County customers. All work opportunities are focused on Erie County employers <p><u>On-The-Job Training Update:</u></p> <ul style="list-style-type: none"> ● We have successfully completed three contracts with <i>Flat #12 Mushrooms</i> ● We will be successfully completing one contract with <i>Cypress North</i> in January 2021 	

	<ul style="list-style-type: none"> • <i>Southern Junction's</i> candidate was lost due to personal health and wellness opportunities. A new candidate has been successfully identified with a new target start date of January 25th, 2021. Completion date TBA • We currently have 2 open applications with the following businesses, contract dates TBA: <ul style="list-style-type: none"> ○ <i>Tapecon Inc.</i> ○ <i>Mold Tech Inc.</i> <p><u>Business Services Outreach Update:</u></p> <ul style="list-style-type: none"> • October 2020 <ul style="list-style-type: none"> ○ <u>Average businesses served:</u> 29 ○ <u>Average partners served:</u> 12 • November 2020 <ul style="list-style-type: none"> ○ <u>Average businesses served:</u> 20 ○ <u>Average partners served:</u> 16 • December 2020 <ul style="list-style-type: none"> ○ <u>Average businesses served:</u> 36 ○ <u>Average partners served:</u> 25 <p><u>General Team Updates:</u></p> <ul style="list-style-type: none"> • Minesh Patel has transitioned out of his position as Pathways Navigator, supported by the TET grant and into a permanent position with the Business Services Team as Business Services Specialist, Project Manager as of November 2020. 	
<p>V. Career Center Updates</p> <p>A. SUNY Erie Career Center</p>	<p>Ms. Raymond opened by saying that the Center is struggling, at times, with constituents wanting to accept job referrals, because of the fear of getting COVID. There are, also, other resources available to them during this time, such as NYSDOL's extra Stimulus money.</p> <p><u>Virtual Workshops & Services</u></p> <ul style="list-style-type: none"> • Virtual career coaching and resume appointments are occurring 8 a.m. to 6 p.m. Monday to Thursday and on Fridays 8 a.m. until 4:30 p.m. • New customer enrollments are down since my last report to the full WIB. Many of our registered constituents are active in their job searches, however. We decreased our orientations to offer one per day Monday to Friday, and our Career Coaches are using this extra time for resume writing, LinkedIn and other job search assistance activities. • We will be losing one full-time Career Coach who accepted other employment effective 1/29/2021, so there will be a slight reduction in workshops beginning in February until we can replace our employee. • New workshops we are offering these days include Developing Your Personal Brand and various workshops that deal with technology and Applicant Tracking Systems. Normally, we provide anywhere from 30-50 workshops per month. • Employer recruitments are occurring as requested, via WebEx. 	

- Customers can register on www.workforcebuffalo.org or at <https://elinks.ecc.edu/onestop/>.

When time permits, we will review customers' job placement details for LMI and opportunities to partner. Job placements over the past ten days include Systems Analysts, Business Analysts, Material Handlers, Truck Drivers, Accountants, Human Resources Specialists, Cooks, Financial Analysts, Customer Care Specialists, Healthcare Administrators, Engineers, and Graphic Designers.

SUNY Erie Food Pantry Partnership with Feedmore WNY

- Customers and staff are following safety protocols and are using the CampusClear phone app.
- Constituents do not have to be tested for COVID when they are scheduled to be on campus for under 60 minutes (SUNY rules).
- We have not had any failed screenings using the screening questions and infrared forehead scanner thermometer at the checkpoint sites since we reopened the pantries on 12/09/2020.
- The food pantry traffic has been light, even though we called constituents who use the pantries to let them know we are fully stocked and open.
- SUNY Erie Auxiliary Services donated a large amount of fresh fruits, produce and dairy in December, resulting in each household receiving extra food last month.

Walden Galleria & LinkedIn Partnerships

- We have been working with the Microsoft Office Walden Galleria Store and LinkedIn teams on strategies that can help us offer structured supports such as “how to” workshops. To that end, our Career Coaches completed a train-the-trainer series on LinkedIn.
- The LinkedIn staff has been very generous with their time and resources. They gave us their electronic PowerPoints, handouts, and teaching notes/materials.

WDC Business Services Partnership

We have been working with Jessica Braunscheidel, WDC Business Services Manager on industry-specific employers. The target areas for our most active and recent customer participants are:

- IT – all areas
- Administration – assistants, supervisors, comptrollers
- Management – operations, general, purchasing
- Engineering – manufacturing, construction

Virtual Workshops & Services

- Virtual career coaching and resume appointments are occurring 8 a.m. to 6 p.m. Monday to Thursday and on Fridays 8 a.m. until 4:30 p.m.
- Employer recruitments are occurring as requested, via WebEx.

<p>B. Buffalo Employment & Training Center</p>	<ul style="list-style-type: none"> • 50-60 virtual workshops are provided reach month via WebEx. Customers can register on www.workforcebuffalo.org or at https://elinks.ecc.edu/onestop/. • New workshops are being added such as <i>How to Make Your Resume ATS Friendly</i>, <i>Getting Better Results with Applicant Tracking Systems (ATS)</i>, <i>Personal Branding</i>, and more. <p>Ms. Raymond stated that the Trade Act had a lot of changes in the last year, so the Career Center is doing everything they can to engage our jobseekers. Our Center is featuring constituents success stories in the Center's Newsletter; which is a great way to market the constituent as well as our Center. Mr. Jones, Jr., commended Ms. Raymond on the thorough report, and all the good work her team is doing.</p> <p>Mr. Smith opened by saying, due to COVID, things are a little slower than usual at the center. They do have staff working in the center every day from 9 am – 5 pm. The Center is seeing approx. a 25% increase in constituent activity, with around 20 walk-ins a day. Most of BETC's referrals come through the link on the City of Buffalo's website. The Center had to move some training funds back, because most of the training providers are back up an running. Mr. Smith mentioned a staffing change; Joe Sullivan has retired. BETC's advertising budget is very low, mostly by work of mouth; nonetheless, the Center is spreading the word about the training offered for career pathways. When the pandemic hit, CDL driver's became in high demand. BETC can train 8 customers at a time for CDL Training. At times, they have had to hold two classes to meet the demand. Mr. Smith mentioned that there has been a flip in gender looking for employment, during the pandemic More men are seeking work, and women are staying home because of the lack of child care. BETC has been working with Business Services for their assistance with CDL Training, as well as, with recruiting for three other programs. He is pleased with the strategy they collaborated on with Business Services. The Center will assess applicants and place them into training they can benefit from. Placements are not as high as they would like; however, a lot of jobs are starting to come back. The Center is currently recruiting for Nichols School, who is hiring. They are also recruiting for workers to oversee the Cities School Zone Cameras, as well as, with M&T Bank and Rich Products. We are offering free headshots on Thursday's, for those who want to post on their social media. We, also, recently held a virtual job fair. In the upcoming weeks, BETC will be going through some restructuring, since things have changed with how employment services are delivered. The staff has been focusing on ways the Center can provide services through the internet and social media. So far we were able to reach 10,000 people on social media, 500 clicks on the post, and 700 engagements. Mr. Smith concluded that the staff will continue to develop these connections between the employers and the job seekers.</p>	
<p>C. System Coordinator</p>	<p>Mr. Slenker opened by saying, as we know COVID has brought many challenges to the workforce system. We have seen an increase in jobless clients and reduced traffic at the career centers. This has caused a decline in referrals to our partner agencies. To alleviate the problem, we have developed an email referral system to our partnering agencies with a data file containing every new registrant into OSOS from Erie County from the</p>	

	<p>previous week. In the case of Native American Community Services, a special file is sent to the Dept. of Labor in Albany, who can select based on race, which we receive once a month. We are working with NACS, Service Collaborative, Job Corp., Associates for Training & Development (A4TD), Community Action Organization, and Supportive Services. Each agency has developed an email, which can be sent to registrants who meet the specific criteria. In addition, we have been working with Mr. Cosgrove, for recruitment with HPOG and Ms. Braunscheidel in Business Services to develop emails for their training. We are reaching on average 600 registrants a week; with 11,000 emails sent to-date. The past week there were 1,215 new registrants; 700 of which provided emails. There were 582 referrals made to CAO; 454 referrals with Associates for Training & Development and Senior Services; 72 with Job Corp. & TSC; 615 for each of the training programs; and 618 referrals made to NACS. We are not allowed to provide the agencies with the email addresses of the individuals, but we are able to provide the individuals with a workforce center/agency, because of confidentiality reasons. This process has been in place for at least two months with every agency. On average, we can expect 2-3% of the referrals to actually make contact. It goes out to everyone who applies for unemployment insurance, whether you receive the benefits or not. Mr. Slenker concluded that texting will be their next step.</p> <p>Mr. Boenheim asked why aren't more people, who are receiving this correspondence, taking advantage of our services. Mr. Slenker, stated that this percentage is based on what you would receive in a normal marketing program, because we don't have any metrics yet. Ms. Raymond and Mr. Smith also spoke about email outreach and the reasons for the low percentage of customers they reach. The younger generation responds to different forms of outreach, i.e., Facebook, Instagram and communication via text.</p>	
<p>VI. Other Business</p>	<p>Mr. Jones, Jr., had some good news to share with the Board. He referenced the article entitled, "Business First Launches Diversity Advisory Board," where one of our Board members, Brenda McDuffie, was featured. Mr. Jones thanked Ms. McDuffie on behalf of the board for her assistance as we work toward making WNY A better and more equitable place.</p> <p>Mr. Szymanski indicated that NYSDOL has found a replacement for Carolyn Bright, who recently retired. Phyllis Damico will be joining the WIB Board going forward.</p>	
<p>Adjourn</p>	<p>Mr. Jones, Jr. would like to adjourn in memory of John Bruno, Francine Nicholas' father. Meeting adjourned at 10:30 a.m.</p>	<p>Motion to adjourn was made by Mr. Sullivan, seconded by Mr. Jones. All were in favor. Roll call was taken. Motion carried.</p>