

# NEW YORK CITY WORKFORCE INVESTMENT BOARD EMPLOYER ENGAGEMENT COMMITTEE

March 2, 2011  
Bloomingdale's  
1000 Third Avenue  
6th floor, Le Train Bleu Restaurant  
8:30 – 10:00 AM

## MINUTES

### **Members in Attendance:**

Les Bluestone	Richard Mast
Marion Boykin	Daphne Montanez
Nikki Georges-Clapp	Ray Singleton
Debra-Ellen Glickstein	
Marc Leff	

### **Also Present:**

Alan Cheng	Deldreana Peterkin
Helena Gulamhusein	Tim Pinel
Lea Kilraine	Michelle Pogue
Nnenna Lynch	Phil Weinberg

### **Introduction and Chairman's Overview of the Committee**

Les Bluestone, Committee Chair called the meeting to order and opened the NYC Workforce Investment Board (WIB) Employer Engagement Committee meeting by reviewing the agenda and announcing the goals of the group. Mr. Bluestone highlighted the WIB intentions of creating the group and asked that all members introduce themselves and their involvement with business services, either at the employer or agency level. He also thanked Richard Mast of Bloomingdale's for hosting the meeting.

### **Priorities and Role of the Committee**

After establishing familiarity with the entities, the members voiced their ideas and began to set the scope and agenda of the Committee going forward. It was agreed that the overall goal of the WIB Employer Engagement Committee is to support the building and strengthening of strong partnerships between the City's employers and its workforce agencies.

The following priorities and role of the committee for the first and second quarters include:

- Promote NYC's workforce system in business community by serving as ambassadors to external audiences and potential partners. In particular, have committee members advocate to their networks the Department of Small Business (SBS): NYC Business Solutions Recruitment Services. This could include having members create opportunities for NYC Business Solutions staff to hold presentations to highlight their services and recruit for additional employers to make use of them.
- Increase utilization of the public workforce system by WIB members. The goal is to have 100% utilization by the current business members of the Board.
- Mobilize committee members to fundraise from the private sector for the Summer Youth Employment Program (SYEP).

The Committee then heard from Richard Mast and Michelle Pogue at Bloomingdale's about their involvement with the Summer Youth and Employment Program (SYEP) at the NYC Department of Youth and Community Development (DYCD). Alan Cheng of DYCD and the NYC Mayor's fund also presented the fundraising campaign for the program to WIB members. With the help of the Mayor's Fund to Advance New York City, a new marketing campaign was launched to encourage businesses to donate funds in support of SYEP slots this summer. The Board also heard from the NYC Business Solutions Recruitment team to learn further about potential partnership opportunities.

### **Next Steps and Closing**

After a discussion among members on potential initiatives to achieve the noted priorities, Mr. Bluestone shared that WIB Director of Strategic Initiatives Ms. Kilraine will be reaching out to members to learn more about their specific needs as a member of the committee and explore suggestions of outreach events, i.e. roundtables, etc. Committee members were asked to approach their personal networks about the NYC Business Solutions Recruitment services and fundraise for the SYEP program. He anticipated that the next board meeting will be held in the coming months at a business location of an employer committee member.

The meeting was adjourned.