

# The Southwest Ohio Region

## WORKFORCE INVESTMENT BOARD

### Quarterly Board Meeting

#### Super Jobs Center

August 14, 2008

8:00 a.m. – 10:00 a.m.

#### Minutes

**WIB Members:** Michael Conner, Alphonso Cornejo, Kim Fender, Paul Heldman, Paul Magnus, Sherry Kelley Marshall, Ron McKinley, Walter McLarty, Rene McPhedran, David Pepper, Rob Reifsnnyder, Paul Reynolds, Gwen Robinson, Jennifer Roeder, Richard Rust, Jim Schwab, Jeff Startzman, Pete Strange, Tyrone Stuckey, Bob Scarborough (for Robin White), John Young, Terry Janke (for Beth Brannigan).

**Staff:** Pat Massey, Deborah Rose Milavec, Amy Nock, Tim Riordan (Consultant), Heather Couch (Intern)

**Others:** Michael Blackmon, Wayde Smith, Mike Kelly, Cheryl Brueggeman, Ruth Young, Debbie Dutton-Lambert, Kevin Holt, Sandi Vest, Chuck Walters, Chuck Bowles, Emily Scardena, Sharon Thompson, Scott Henderson, Dorothy Edgerton, Nandi Clement and two illegible signatures.

#### I. Opening

Marshall indicated that McLarty would be arriving late to the meeting due to an emergency so Vice-Chair Young would assume leadership to start the meeting. With a quorum present, Young called the WIB Quarterly Board Meeting to order at 8:10 a.m. on August 14, 2008 at 1916 Central Parkway. Everyone present introduced themselves. Marshall thanked Michael Conner and Frisch's for providing the breakfast meal, and thanked Cincinnati Cooks for their excellent cuisine and service.

#### II. Approval of Agenda

Young reviewed the agenda and noted the explanation about consent agendas which comprised pages 1-2 of the Board meeting packet. He explained that the consent agenda is frequently used by larger boards to handle the more routine business of the organization in an efficient fashion in order to have time to focus on more essential discussions. The proposed practice is that everyone is to review the consent agenda and indicate during the "Approval of Agenda" item any consent agenda item they wish to be pulled from the consent agenda and addressed as other business. Given that explanation, Reynolds requested that the Nominating/Recruiting Committee report be added to "Other Business". There being no other requests, Robinson moved, McKinley seconded, that the agenda be approved. Motion passed unanimously.

#### III. Consent Agenda

Young asked everyone to review the list of items now included in the Consent Agenda. Robinson moved, Conner seconded that the consent agenda be approved. Motion passed unanimously. The following approved materials provided in the Board packet were therefore approved.

- Approved Minutes from the Quarterly Board Meeting of May 8, 2008 with a correction of the meeting date as 2008 not 2007, and another correction on page 2, under *WIB Audit Required Service Delivery Policies*, paragraph 3, line 3 where the "she" in the line "noted that she these materials" needs to be deleted.
- Committee Structure Summary for 2008
- Emerging Workforce Council Report, including various Youth Services Policies
- Board and Executive Committee Meeting Schedule for 2009
- WIB Consolidated Budget for FY2009
- WIB Inventory Summary
- Fiscal Technical Assistant Recommendations and Management's TA Response Summary
- Policies for Media and Conflict of Interest
- Resolutions providing authorizations to the President related to services for Incumbent Workers, Policy Adjustments for Rapid Response, and Grant Pursuit.

#### IV. President's Report

##### Amended Code of Regulations

President Marshall noted the need for the code of regulations to be updated to reflect the maturity of the organization's operations and aspects of tax exemption that are expected by the IRS. She reviewed the changes in the code of regulations being proposed and noting that the current and proposed code requires 15 days advanced

written notice to Board Members before being voted upon, therefore, the amended Code of Regulations will be on next Quarterly Meeting Agenda for approval. Young noted that the Board could consider this review as meeting the time frame requirement for reading and then conduct the actual vote at the next Board meeting. Marshall responded to several questions relating to proposed amendments and indicated that all Board members will need to file new conflict of interest forms at the February 2009 board meeting. There being no further questions, Marshall suggested that after each member review the proposed Code amendments and call her with any additional questions. She reinforced the fact that the primary reason for updating the Code of Regulations, Policies and Procedures as well as updating Authorizations is to bring the WIB into operating and contractual compliance in anticipation of the upcoming audits, both a state audit, and the WIB's first independent financial audit. However, there are things that cannot be changed retroactively and it is fully anticipated there will be findings for which we now have a corrected course of action or response.

With the arrival of Chairman McLarty, McLarty assumed the leadership of the meeting. He apologized for being late due to a business need and asked the Board's indulgence as he caught up with the meeting. He asked if any committee reports or other items were moved from the consent agenda to other business and Young reported that the Nominating/Recruiting Report would be considered under other business.

#### Administrative Entity Report

Marshall noted that the full Administrative Entity Report was not included in the Board packet for this meeting because the fiscal year only ended June 30, 2008 and the first month of activity was focused on prior year closeout. Marshall and Holt are continuing to work on the primary features for the administrative entity report so the November meeting will feature that progress and several months of data. Holt shared information on the successful placement work of the SuperJobs Center for the 2007 program year resulting in Hamilton County surpassing all other metropolitan areas for total job placements. This data is validated through several sources and speaks highly of our vendor and our required partners' collective and cooperative efforts.

#### **V. SuperJobs Center Report**

Michael Blackmon, former Director of SuperJobs Center returned from Texas to present the year end report on the achievements of the SuperJobs Center for the past fiscal year, July 1, 2007 through June 30, 2008, which occurred during his tenure with the SJC. While there were a number of noteworthy achievements which he highlighted in the end of year performance report that was distributed, he reported the following changes that caused significant increases in productive services over and above target goals:

- The numbers of new employers being provided services increased.
- The quarterly Employer Workshops allowed the Business Services Team to build relationships with these new employers allowing them to sell SuperJobs Center services as an extension of the employer's own Human Resources Teams.
- The targeting of skill development in workers with skills the business sector has identified as priorities has increased the number of placements.

President Marshall then presented Proclamations from both the City and the County thanking Blackmon for all his hard work and service to the region during his tenure at the SuperJobs Center as well as a \$100 American Express Gift Certificate from the SWORWIB in appreciation for his efforts.

Blackmon introduced Wayde Smith as Arbor's selection for the SuperJobs Center Director and noted that he had assisted in Smith's orientation before his departure back to Texas. Smith shared his excitement at joining the SuperJobs Center team and reviewed his prior experiences in workforce development, including his most recent appointment in Chicago, Illinois.

#### **VI. Key Issues**

##### Rapid Response

Marshall reported that she had been working with the Executive Committee on several critical issues that face the Board's work in the community and had determined with the officers that the Board meetings needed to include more expanded information sharing and discussion about these key issues. In particular, the impact of layoffs in the state and the region are having great impact on the public workforce development system. She noted that the southwest section of Ohio due to its industry diversification has not been as adversely impacted by industry shifts as other parts of the state for the last decade. However, those shifts are now affecting the southwest region and changing state practices and expectations about how services to dislocated workers will be undertaken by the public

workforce system. Consequently, Marshall worked with the SuperJobs Center leadership to develop a PowerPoint presentation on the Rapid Response activities in our service area.

Blackmon and Smith reviewed a PowerPoint presentation on Rapid Response work in Hamilton County and the City of Cincinnati noting that the total number of workers affected by layoff and plant closing dislocations during the 2008 fiscal year in Hamilton County was a total of 1051 workers. Given the regional nature of employment however, we must consider the surrounding counties, particularly Ohio counties, such as Butler, Clermont, Warren, Montgomery and Clinton Counties where there were a total of 11,685 displaced workers affected during the same time period. A list of the various layoffs and closings was reviewed and it was noted that more are expected for the upcoming 2009 service year. For the prior service year, only 190 workers were engaged in dislocated worker services.

The challenges to the Rapid Response System Success are:

- Employers and the laid-off workers misunderstanding the nature of services available
- The services are a misnomer since most workers wait until their unemployment compensation is used up before seeking services – and are therefore anything but “rapid” in their actions even though the system is rapid in trying to reach them to get them focused on getting re-employed
- Laid-off workers mindsets which are unrealistic about their next job and how long it takes to get a next job.
- Mismatch between the skills of the laid-off worker and what the job market now requires/needs.
- Deficits in database tracking to follow workers through the training services
- Increasing need, fewer dollars
- Special funding for some populations require more data management, staff training, different policies and more customer dissatisfaction to manage when the system cannot meet their expectations.

There is a growing demand for the targeted services of the Rapid Response focus which can conflict with the ongoing need for services for the disadvantaged and chronically unemployed. There is more demand for WIB staff and one-stop center staff to assist and participate in the state’s need to develop an improved system because of the growing demand for additional services due to the high impact of large layoffs and industry shifts. Additionally, applying for more funds to serve these high demands, such as National Emergency Grant (NEG) for events such as the DHL Wilmington closing, also requires additional participation in state processes and grant development as well as coordinating the regions response depending on the layoff size and impact and the unique policies related to the funding source. We are currently dealing with these challenges for the Ford rapid response grant that the SWORWIB President facilitated for over \$700,000 additional dollars, and anticipating it for the NEG resources expected for the DHL impacted workers.

Considerable Board discussion occurred clarifying the rapid response processes used and results to date as well as challenges ahead. The Board challenged the staff to consider the most effective ways to communicate to companies facing layoffs and their job seekers all the community resources that are available to them and how they access these services. Building broader community partnerships to bring in additional resources for dislocated workers was also encouraged. Marshall noted that the growing partnership with the networks of the Hamilton County Jobs and Family Services providers and the United Way providers is advancing that broader system integration.

### Training

Marshall noted that the training topic is an especially critical topic as we begin this fiscal year because the rescission payments back to the State and US Treasury have impacted our resources for training, a particularly egregious situation since so many dislocated workers and disadvantaged jobseekers require new skill development to be competitive for available employment opportunities. Marshall indicated that it was important for the Board to understand the training services because there are likely to be considerably more complaints as the realities of so much less resources for individual training accounts impact jobseekers who want training. Smith reviewed a PowerPoint presentation explaining the training activities of the SuperJobs Center for the last couple of years and concerns looking forward to the 2009 service year.

For the last two service years, the Healthcare Industry led the way in largest training resources by industry sector closely followed by Construction and Related Industries in second place and Technology in third place. 308 jobseekers were enrolled in healthcare training for a total of \$674,644. Construction Trades enrolled a total of 76 jobseekers for a total of \$468,650. The Healthcare Training services placed 417 workers, Construction and Related

Services placed 39 workers, and Customer Service (including Banking and Retail) placed 856 jobseekers. Placements in the top six targeted segments totaled 1,482 jobseekers. State funded training grants, known as the Career Advancement Accounts, providing up to \$3000 for those impacted by automotive industry changes, also allowed us to focus more on training than we will be able to in the future. Our area received the largest number of approved CAA accounts recently thereby providing another \$xxx in training resources for our area. Only \$850,380 for ITAs is expected for the 2009 program year, despite sharply increased need resulting from economic shifts. Funding for CAAs is unknown at this time.

The Incumbent Worker Training Program is designed to develop a highly skilled workforce capable of supporting business competitiveness, productivity and increased business financial viability. The ODOD Talent and Workforce development director for Hamilton County worked with the SWORWIB President and SuperJobs Center staff to provide \$556,500 in incumbent worker training grant funds for 1,260 incumbent workers in 7 companies: Cast-Fab, Cornerstone Spec Wood Products, Gardner Publication, Hydro-Systems, Patheon Pharmaceuticals, Rumpke and St. Bernard Soap. Activities are underway for a similar amount of resources for the 2009 program year. However, this approach requires considerable unfunded work by the SWORWIB staff in coordinating contracts and compliance with ODOD and the SuperJobs Center. Additional administrative work that requires time previously dedicated to other efforts by the staff, including coordination at state meetings.

Board members raised several concerns about the challenge with training resources. Strange in particular noted that some industry training always costs the maximum of \$5000 whereas other training is less costly. Marshall explained that healthcare has a lesser cost entry point for new workers and provides a livable wage and benefits as well as ways for workers to continue their education, whereas many other industry sectors are more expensive and do not produce those kinds of opportunities. Board members wondered if we needed to consider additional policies that encouraged lower entry level costs in order to spread the limited dollars to serve more workers needing training rather than assist industries and training vendors who required the full maximum training allocation. Other members expressed appreciation for this level of detail about the training benefits and requested that the topic of training policy be reconsidered in August 2009 when services for the 2009 year were able to be summarized and recommendations based on the new challenges could be discussed. Several members also requested that the PowerPoint presentations and other comparison performance charts be sent to the board members electronically so they have these resources.

Marshall reviewed proposed Eligible Training Provider Evaluation Criteria aimed at improving the effectiveness of the training providers funded with WIA dollars and in raising the expectations for performance with those seeking training and with the training providers. After discussion Strange moved a motion, seconded by Reifsnnyder to approve the continuous improvement criteria for training providers and authorizing President Marshall to meet with certified training providers to discuss their progress to date, create an improvement plan whenever needed and be given time to implement that plan. Motion was unanimously approved.

## **VII. Other or New Business**

### **Nominating Committee Report**

Nominating Committee Chairman Reynolds reported that he and President Marshall are actively recruiting new board members for recommendation to the Board and subsequent recommendation to the Mayor of Cincinnati in accordance with the Intergovernmental Services Agreement and SWORWIB Code of Regulations. He noted that several resignations resulting from employment position changes and relocations out of town have resulted in a challenging need to recruit business leaders in particular. He reviewed the summary of needs for the board recruitment and encouraged Board members to submit nominations to him or the President using the nominations form included in the Board packet.

### **Workforce Development Month in Ohio**

Marshall reported that September is Workforce Development Month and several upcoming events are scheduled:

- A Service Mapping session involving the three employment-related networks is scheduled for September 23, 2008. 8:00 am – 3:00 pm, at the CAA conference room. United Way, HCJFS and the SWORWIB networks will all be present.
- The Faith Based Community Job Club Training Event is scheduled for September 25, 2008 at Allen Temple AME Church, 8:30 am-1:30 pm as part of the process of building the retention support services for the Banks project and beginning to strengthen faith-based involvement in retention activities for serving all challenged jobseekers within Hamilton County.

- An Apprenticeship Fair is scheduled for September 18, 2008. 1:00 p.m. as part of the Banks recruitment efforts to get interested candidates into apprenticeship programs. The Apprenticeship Fair will be held on the second floor of SuperJobs Center.

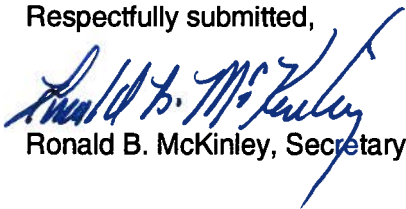
National Workforce Solutions Fund Application and the Greater Cincinnati Workforce Network

Marshall noted that the SWORWIB and SuperJobs Center have been actively involved with nearly 100 other organizations in the tri-state area in developing the application to the National Workforce Solutions Fund for which we have received word that the Greater Cincinnati Workforce Network (led by the Greater Cincinnati Foundation) will receive a site visit scheduled for week of August 25, 2008. Marshall will be involved in several of the site visit gatherings as will other WIB leaders across the region since the NWSF effort highly encourages partnership with the public workforce development system in building the career pathways for lower-income communities.

**VIII. Next Meeting and Adjournment**

The next meeting of the SWORWIB Board will be held at the Super Jobs Center on November 13, 2008, 8:00 a.m. at the SuperJobs Center. There being no further questions or business before the Board, McLarty received a motion from Strange to adjourn the meeting. McPhedran seconded and the motion was unanimously approved. The SWORWIB meeting adjourned at 10:00 a.m.

Respectfully submitted,



Ronald B. McKinley, Secretary