

The Southwest Ohio Region

WORKFORCE INVESTMENT BOARD

Quarterly Board Meeting Super Jobs Center February 14, 2008 8:00am – 10:00am Minutes

WIB Members: Beth Brannigan, Michael Conner, Alphonso Cornejo, Kim Fender, Paul Magnus, Sherry Kelley Marshall, Ron McKinley, Paul Magnus, Walter McLarty, Rene McPhedran, Paul Reynolds, Teji Adeyemon (for Jennifer Roeder), Jim Schwab, Pete Strange, Jeff Startzman, Tyrone Stuckey, Robin White, John Young

Staff: Deborah Milavec, Lourdes Ramirez

Others: Michael Blackmon, Chuck Bowles, Steffi Cappel, Bridget Doherty, Lisa Fitzgibbons, Kevin Holt, Andy Lotter, Teri O'Brien, Sheila Roth, Sharon Thompson, Jennifer Spohr, Chuck Walters

I. Opening

With a quorum present, Chairman McLarty opened the meeting at 8:10am by introducing himself as the new Chairman of the Board. He then introduced Sherry Kelley Marshall as the new President of the Southwest Ohio Investment Board and welcomed her to her new role. He then asked everyone on the board to introduce themselves and welcomed Rene McPhedran and Jeff Startzman as new members, and returning members Pete Strange and Ty Stuckey.

II. Approve Agenda & Meeting Minutes

Strange moved approval of the minutes from the November 12, 2007 minutes as previously distributed, seconded by Schwab. There were no changes or objections and the motion was unanimously approved.

III. Chairman's Report

Before going into the Chairman's Report, McLarty thanked John Young and the other Executive Directors and Presidents of organizations in the area who hosted a welcoming event for our new President Sherry Kelley Marshall who also expressed her appreciation for the event. Marshall also asked the board to recognize and thank the Super Jobs center staff for the last six months of support to the WIB. In particular she recognized Sheila Roth for all her service taking minutes, Chuck Walters for his assistance in recruitment, and Andy Lotter for serving as the Assistant to the President until a new assistant was hired.

McLarty noted that Marshall had been aggressively undertaking key work since her arrival and that she had worked with the Executive Committee to move forward in January on timing matters for which the Board's ratification is requested on the approval of the one-stop operator selection. McLarty reviewed the process of the bid for our one-stop partner and the process of reviewing the bids received. Holt and Marshall convened a solid review committee for which McLarty, Marshall and Cheryl Meadows from the City represented the WIB along with Kevin Holt and Tom Grote for administrative entity and several other county procurement and budget personnel. There were two proposals received and evaluated by each member and the committee as a whole, one from Arbor, our existing provider and one from Dynamic Education System. After this thorough process, Arbor's score was considerably higher resulting in the decision to recommend acceptance of the Arbor submission. In order to move forward with negotiations and assure a smooth transition of operations at July 1, Marshall presented the recommendation to the Executive Committee and asked to proceed with negotiations and request ratification at the board meeting. McLarty made a motion to ratify the Executive Committee decision to continue with Arbor as our area's one stop and adult/dislocated worker services provider. Conner seconded the motion. There were no changes or objections and the motion was unanimously approved, with Paul Magnus abstaining to avoid perception of conflict.

McLarty explained the need for the President and any of the Officers to be able to sign routine contracts and amendments for the WIB. He read a resolution for signature authority. Reynolds moved, Stuckey seconded a motion to approve the resolution which passed unanimously. McLarty asked that Holt include a list of all contracts and amendments in the administrative entity report that is distributed to the board.

McLarty reminded the Board members about the Southwest Ohio Region Workforce Investment Board orientation and future planning session scheduled for March 20 at 8am at the Super Job Center and encouraged to attend. A consultant Marshall has been working with will present progress on roles and responsibilities and other findings of prior audits that Marshall has been addressing since her arrival.

McLarty announced that he and Marshall would be attending the National Association of Workforce Board Conference in Washington, D.C. February 23-26. He asked that any others who want to attend connect with Marshall at the end of the board meeting.

IV. President's Report

Marshall thanked Job Corps and the Chef for preparing breakfast.

Developing a WIB Treasurer's Report: Relative to information on WIA funds under the Board's responsibility, Marshall and Holt have been working on a "WIB Treasurers Report" so all board members are aware of the amount of WIA funds in the area. A first version had been distributed with the meeting notification and was included in the board meeting packet, and Holt distributed an updated version based on information received from the State of Ohio. Marshall noted that providing the answers to these key financial questions is a more complicated procedure than general business deals with largely because of county and state systems and points of time in entry and reporting. However, the "big picture" information on how much money is available in the various elements of WIA operations (Adults, Dislocated Workers, Youth, Administration, and other special funds) is important for the board members to understand so we will continue to perfect the Question/Answer format of the "WIB Treasurer's Report". Schwab and McLarty questioned about underspending and carry over and Holt agreed to adjust the next report for these aspects. Marshall also explained that rescission of WIA dollars from the federal government is imminent and that Ohio will be one of the states in the top returns category. The range of returned dollars expected for Ohio is approximately \$20 million. With 20 WIBs in the state a simple numeric is one million per WIB, but the formula that will be used is much more complicated than this resulting in our area needing to anticipate a range of \$500,000 - \$1.5 million, depending on the timing of and formula for the final payback determination.

The Banks Project: Marshall shared that she had been attempting to get an understanding of the Banks project with the WIB before even starting her position. The Banks Working Group (BWG) has requested that the WIB assume responsibility for ensuring some significant results related to construction workforce development for the banks hiring requirements with contractors and for building a pipeline to apprenticeship programs. Marshall expressed some concern that enthusiasm and opportunity were important and that now the WIB and she specifically, had to determine the tactical level details for delivery on the promises made for participation in the Banks, promises that did not include any additional dollars, but a significant staffing investment to deliver. She has been working with Eric Stuckey, Patricia Bready, Tim Riordan, Kevin Holt and the SuperJobs team to determine a delivery process, however, she does not recommend that the Board accept the BWG description without clarification about what the SuperJobs Center can really do to assist. In particular, there was the expectation that training dollars distributed through individual accounts could be used to build employee readiness skills for those who are interested in jobs and apprenticeship, but ITAs are limited to hard skills training, rather than the soft skills readiness training that is envisioned for the Construction Employee Readiness Program Certificate. (CERP)

Stuckey expressed concern that the WIB had not agreed to undertake the CERP Certificate training for no money – he thought that there had been discussions about a "cents per hour" charge to the contractors so there would be resources for the readiness training. McLarty noted that there is confusion after all these months without staff to lead this effort, and that he believes this is an important effort for

the WIB that could “make or break us” but he also didn’t understand that the WIB would have to undertake this kind of concentrated workforce project without any additional funds. He recommended that Marshall continue to work with the BWG to get clearer about what their expectations are and whether there is some way to bring additional resources to the picture because of his own experience with what it takes to get the broader community that we want to impact “ready” for employment. Strange moved that the committees that were requested by the BWG be started while Marshall and key WIB members meet with Tim Riordan to get clarification on what the WIB can do within existing resources and how the BWG description of the CERP might then need to be adjusted. Stuckey seconded and the motion passed unanimously.

Board Survey Monkey: Marshall thanked the board members for completing the survey instruments that were emailed in January, and those board members with whom she had already been able to have individual interviews. She noted that she would hope to complete the board interviews by the end of February. She explained that she had wanted to use the surveymonkey to get an idea about shared priorities and acknowledged that there are challenges ahead for the region’s economy and the WIB. Additionally, there are areas of concern by the board that we hope to address through the upcoming orientation and planning session on March 20. She expressed excitement about being back and having things moving ahead with lots of opportunities from which to choose. She summarized the findings of the survey and noted that what is not seen as working is coordination of services, communication of the board, and understanding and choices about the use of money. Marshall asked to be contacted that if anyone thinks of something important and or wants to clarify comments they submitted. She also noted appreciation for the advice to “watch her back” and asked the board members to assist with that. Regarding the Youth Council survey, there is general consensus that the Council is moving forward well with many compliments to Milavec for her work in organizing the Council. Some of the negative feedback was lack of understanding with some very specific advice for changes to Youth Council meeting operations that Milavec has already begun adjustment and will mention in the Youth Council report.

The Regional Adult Workforce Development Working Group: Marshall reviewed nearly a dozen regional efforts that are currently underway for which workforce development is being identified as a key issue. She reported trying to get to as many of these key meetings as possible so the WIB is represented and what we have to offer is considered. She asked that all the Board members who are involved in these efforts please connect with her to discuss strategy related to the WIB when they are at these meetings. Strange questioned why the WIB isn’t leading or being seen as a leader in some of these efforts. Marshall noted that the WIB needs to determine if its interests are in being a WIA-only WIB or a WIB involved in broader efforts than the WIA system. Strange suggested that this be a topic at the March training session. McPhedran stated that this is a critical discussion for her as a new board member and wondered whether we could add onto the current agenda for the board training. Strange moved, McPhedran seconded a motion to add strategic efforts in the region and the WIBs role the agenda as a separate session after the already scheduled topics to talk about strategic initiatives and the role of the board in raising funds for efforts beyond WIA.

WIA Fiscal Audit: Marshall reported that the State of Ohio conducted both a program and fiscal audit of the WIB in the last days before and weeks after the departure of the prior director and executive assistant. Milavec rose to the occasion and assisted with the audit even though she had only been on the job a few weeks herself and was not involved in most of the activities for which they wanted documentation. Marshall met with the fiscal report auditors and with the state Office of Workforce Development to review the audit findings and seek assistance in addressing the issues and in reorganizing with a new WIB staff complement. Marshall requested that these audits be rescheduled for this summer and we should know about this request soon. Meanwhile, the Office of Workforce Development is willing to provide consulting technical assistance through the Center for Workforce Learning, particularly if we will work with these consultants to improve our performance numbers because as one of the key urban areas, the State of Ohio needs its urban centers to perform well in order for the state to perform well in WIA measurements. Marshall and McLarty met with these consultants and will discuss results at the board training session on March 20th.

Regional Planning Grant Development: Schwab asked how many others in other regions we are regularly talking with about workforce development to which Marshall responded that she attends a monthly statewide meeting of all the WIB Directors in Ohio and a Regional One-Stop and WIB Directors Consortium meeting every other month. She noted that the regional consortium is collaborating on a Regional Innovations Grant that involved strategic planning for the region and for which she believes that we will be able to obtain much of the background information that we need for developing our business plan for the next five years. The WIB plan is a 2004-2009 plan and will need to be redeveloped and refilled with the State by the end of 2009. With this group, Marshall is also working on grants for workforce development in the STEM fields (science, technology, engineering and math). Additionally, she is working with UC and Cincinnati State on a grant for assisting the energy industry with workforce development strategies.

Disabilities Program Navigator Grant: Marshall thanked Lisa Fitzgibbons, Debbie Dutton Lambert, RSC staff, and the SJC management, for assisting her to submit a proposal to the State of Ohio for a Disabilities Program Navigator to facilitate improved services to people with disabilities at the one-stop center. Although the actual grant paperwork has not been received, Marshall did receive official notice that the WIB has been granted \$67,000 for that position within the one-stop for the rest of this year and half of next year.

Measurement and Continuous Improvement: Marshall announced that she had approached the Greater Cincinnati Foundation to extend the grant and permit the use of unspent resources from the Employment Evaluation project to be utilized for a position to work with her on measurement and continuous improvement, picking up at the point of the logic model, and implementing the logic model as a minimum standard for all contracts under the WIB's authority.

Offender Re-entry: Marshall announced that a president's breakfast roundtable is scheduled for March 21 at Super Jobs to talk with leaders about the CIRV offender re-entry effort. Additionally, Marshall mentioned that there would be some training arranged for our area to improve career coaching for offender re-entry.

McLarty motioned to accept Presidents Report, Stuckey seconded, and motion passed unanimously with comments supporting Marshall's early efforts, particularly around grants to support existing and future efforts.

V. Youth Council – Now Emerging Workforce Report

Chairman Stuckey announced the new name for the Youth Council as the Emerging Workforce Council (EWC), stating that the name reflects the intent and direction of the group. He then recognized new members who had joined the EWC: Don Barnes, Pat Bready, Joe Hummel, Angelita Jones, Chris Kennedy, Cynthia Price, Tracy Shouse, Bonnie Kroeger, Deboarah Mariner Allsop, Tim Nolan, Joan Pack Rowe, Jon Quatman, Maureen Sullivan, Joan Woodward, and Jana Lavelle. With these additions, the Council is at 54% business membership against a goal of 51%.

Stuckey deferred to Milavec to report on the changes for the EWC. The EWC Council is changing structure and direction with quarterly meetings for the full EWC Council and standing and short term project committees working in between. They are engaged in a strategic planning process for the next two years having received \$60,000 in grant money this year from ODFJS with another possible \$60,000 next year. As resources get smaller the need is to focus on certain key priorities

Diana Jackson from Learning Work Connection will be submitting a youth services program report to ODJFS on the Area 13 WIA Youth System after she interviewed various providers, JFS staff, and Milavec to determine how they can improve their work.

With regards to contracts, Seven Hills voluntarily terminated their contract. Six months into the contract, they were not able to enroll any youth participants into the program. The President has authorized the Administrative Entity to redirect those dollars by expanding two contracts, JGC and the YWCA since one

serves in-school and one out-of-school and they are both on target or above target in serving the numbers they were contracted to serve.

ODJFS let us know in June 2006 that we could not use 100% WIA funding to fund the Youth Zone. A Request for Information session was held to obtain ideas on a possible new structure for the Youth Zone that would retain as much as possible the present operation was received. Milavec invited those who had ideas about how to fund the Youth Zone to meet immediately after this meeting

Milavec noted that one of the regional efforts mentioned by Marshall is STRIVE. The EWC is actively assisting STRIVE with the summer youth employment initiative with over 40 stakeholders from over 30 organizations are participating in a process that will result in a collaborative effort. Successful outcomes will be measured across various provider organizations. The network is developing a new process map which will be a great tool for understanding how a Youth Employment and Career Pathway system works. They are also developing a career lattice where a youth can come into the system and chart a career pathway.

Strange asked what we have in place to address those served by the youth zone and how much money are we looking for? Milavec answered that many other avenues for funding had been investigated and that we need approximately \$400,000 annually which is the cost of the current contract per year. She stated that the Youth Zone is a good service but that there is no universal youth customer under WIA. and that we have been told. She stated that a great mix of dollars would be resources from County and City general funds but these days that is challenging. But the funding must match the customer and WIA youth is not a universal youth customer. There was extensive discussion about the Youth Zone with Marshall summarizing that we have been audited about the Youth Zone and informed unequivocally that we cannot fund it with 100% WIA dollars. For the 07-08 year a combination of other funds were undertaken to provide another year of operations and seek private resources to continue the Youth Zone. These alternative funds for this year are now significantly reduced by federal policy and no longer available in adequate amounts. Discussions with the county and the city leadership have not been able to identify \$400,000 on an annual basis from their funds, nor have efforts to attract private support for a \$400,000 annual budget for serving general youth customers been successful. Reynolds stated that this looked like another area that we should examine to see if this should be a WIB priority or if it falls outside our priorities. Strange asked that we consider the Youth Zone as part of the March strategic thinking session.

VI. Administrative Entity Report

Holt reviewed the Administrative Entity report as previously distributed, noting that we are working with the City of Cincinnati on a transportation grant as a subset of the existing On the Move services. Bus passes and tokens purchased by the City will be distributed at the SJC. Holt also noted that the County is currently negotiating a separate agreement with the drop out recovery effort formerly known as Fast Forward. The first year of contract will start as soon as all the documents are reviewed and signed. There is a \$50,000 contract with Urban League to start a call center and regarding the One Stop Operator, Arbor E & T was selected through the RFP process as already mentioned by McLarty.

VII. Super Jobs Center Report

Blackmon distributed color-versions of the previously distributed December Monthly report and stated that Arbor is 50% thru contract period. Performance measures are exceeding year to date goals with exception of the dislocated worker, despite efforts with American Airlines regarding the layoffs of 477 employees and work with the Ford plant closing, for which Marshall has been actively involved. He acknowledged the team's effort and integration of services, particularly congratulating Chuck Walters for having come together and matched up customer services reps with business account reps at ODJFS thereby combining the two entities to further enhance the program. An employer seminar was held on "Recruiting in a Digital Age". Some of the companies attending were: the Cincinnati Police Dept., Cincinnati Reds, Delta Airlines, Office Depot, PNC Bank, and Staples. A meeting was held with the University of Cincinnati's Director of Recruiting and Hiring. They discussed their staffing needs and

focused on recruitment, pre-screening, testing and training services. They are planning a tour of SJC and a follow-up meeting for February 8th.

VIII. State Initiatives Update

Governor's Workforce Policy Board: McKinley stated that the key initiative with governor's work for Ohio is to compete with the global economy. What are the industries, how do we keep those people and how do we attract other individuals? The good thing is that the state government is extremely engaged and supportive.

ODJFS: ODJFS is one of our one-stop required partners as well as our oversight agency for WIA dollars. They are currently developing the "Gold Standard" for one-stop certification, for which the one-stop operator and Marshall are actively working on the standards certification process.

Ohio Department of Development: Jennifer Spohr announced the newly formed division on Workforce Talent that will engage companies that have training needs, for which she is the regional representative covering 14 counties in southwest and southeast Ohio. The state has developed two training programs to help with workforce development training: one is the Worker Guarantee Program for those hiring new workers who need training, and the other is the Incumbent Worker Program for building the skills of the existing workforce. Spohr commented that she works with Marshall weekly and believes that the relationship between ODOD, the WIB and the One-stop is among one of the strongest in the state. Information on either of these training programs is available on-line and by contacting her through the handout distributed at the meeting.

Marshall noted that the work between the Business Services Unit managed by Chuck Walters and Sandy Vest's work with the ODJFS staff is one of the most exciting partnerships underway right now, and we are leading the state in this effective collaboration for which she thanked Beth Brannigan and the one-stop team, and promised to share performance results in a future meeting.

IX. New Business

McLarty noted that given the hour any new business will be held until the next meeting.

X. NEXT MEETING AND ADJOURNMENT

The full Board and Emergency Workforce Council Orientation and Board Strategic Planning session is scheduled for March 20, 8:00 a.m. at the SuperJobs Center. The next Quarterly Workforce Investment Board meeting is scheduled for May 8, 8:00-10:00 a.m. at the SuperJobs Center. The business of this meeting accomplished, McKinley moved and the group concurred in adjournment at 10:15 a.m.

Respectfully submitted,

Ronald B. McKinley, Secretary