

The Southwest Ohio Region

WORKFORCE INVESTMENT BOARD

Quarterly Board Meeting

SuperJobs Center

Thursday, November 13, 2008

8:00 a.m. – 10:00 a.m.

Minutes

WIB Members: Beth Casto, Michael Conner, Alfonso Cornejo, Paul Heldman, Carl Hillard, Paul Magnus, Sherry Kelley Marshall, Ron McKinley, Walter McLarty, Rene McPhedran, Doug Moormann, David Pepper, Paul Reynolds, Gwen Robinson, Jennifer Roeder, Jim Schwab, Jeffrey Startzman, Tyronne Stuckey, Robin White, John Young, Joe Zimmer

Staff: Kevin Holt, Pat Massey, Deborah Rose Milavec, Amy Nock, Tim Riordan (Consultant),

Others: Patricia Bready, Chuck Bowles, Brenda Calhoun, Dorothy Edgerton, Kim Hooper, Ross Meyer, Jon Quatman, Wayde Smith, Chuck Walters, Ron Weber, Joe Wright

I. Opening – Welcome and Introductions

With a quorum present, Chairman McLarty opened the meeting at 8:00 a.m. on November 13, 2008 at 1916 Central Parkway. Everyone present introduced themselves. During introductions Startzman informed the Board that because of reorganization at HCJFS he or Cynthia Smith may be assigned to the SWORWIB in January. 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

McLarty reviewed the agenda and reminded member about the consent explaining that the consent agenda is 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 practice is that everyone 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 for discussion. Robinson requested a brief clarification on the Chairman's report about the WIA Adult/Dislocated Worker budget. There being no other requests, McKinley moved, Conner seconded a motion that the agenda be approved as distributed with an explanation on the budget item. Motion passed unanimously.

III. Consent Agenda

Rescission Budget Item: Marshall reminded everyone that the federal government had rescinded WIA funds throughout the country, including Ohio, for which Hamilton County had to borrow to return our share. This resulted in the need to reduce the Arbor contract by \$276,471 from the Adult and Dislocated Workers portion of the returned funds. The Arbor contract would continue but with reduced funds. However additional resources were coming in for rapid response and incumbent worker training that would help offset this reduction.

Young moved, Startzman seconded a motion to approve the consent agenda as previously distributed. Motion passed unanimously. The following approved materials provided in the Board packet were therefore approved:

- August 14, 2008 Minutes
- Committee Reports
- Meeting Schedule for 2009
- Fiscal Agent Report
- SuperJobs Center Report
- Non Partisan Policy
- Resolution on Administrative Policy Changes

IV. Nominating Committee Report

Reynolds distributed the Nominating Committee Recommendations to the Board. Robinson asked if this helps us address the audit findings related to board composition to which Marshall replied that this nominating slate meets regulatory obligations for Board composition but by including so many education and community representatives, we are challenged to recruit adequate business leadership to meet the key composition requirement of having 51% business representation. Conner asked about Brenda Gumbs who was inadvertently omitted from the final recommendation list but is a new business representative who has agreed to serve. Additionally, McLarty noted that Gary Dent had just resigned from UC. Young moved, Cornejo seconded a motion to accept the Nominating Committee recommendations in the Committee report with the inclusion of Gumbs and exclusion of Dent. Motion

approved unanimously. Marshall thanked Reynolds for his leadership and Reynolds recognized Marshall for attending to this key issue. Marshall also thanks Young, Reynolds, McLarty, and Schwab for their assistance in identifying and recruiting candidates. The slate will be recommended to Mayor Mallory with whom we have been in routine contact as candidates were recruited, so we anticipate the slate being approved. Candidates will be notified as soon as Mayor Mallory approves the slate. Orientation training for new members is scheduled for January 29. Marshall invited any existing board members to attend if they want a refresher.

V. President's Report

Amended Code of Regulations

Marshall noted the Amendments to Code of Regulations had been presented at the August 14, 2008 for review and discussion. That presentation more than satisfied the 15 days advanced notice requirement. Marshall reiterated 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 as the organization's operations mature and tax regulations change. Young moved, Cornejo seconded a motion to approve the Amended Code of Regulations. Motion passed unanimously.

Annual Reports

Marshall distributed the SWORWIB Annual Report covering July 1, 2006 through June 30, 2008 and complimented the SuperJobs Center and employer partners for the stellar stories included in the report and the comprehensive data on performance. Additional reports are available for any one who wants them.

Annual Awards

Marshall introduced the suggestion of several Board Members that we begin to honor people and companies that have advanced the work of the WIB or Workforce Development in Cincinnati or regionally. Such awards could be presented at our February Annual Meeting which is when we also seat the newly elected board members. She reviewed the proposed categories for the SuperAwards for which nomination forms were included in the board packet. Nominations need to be submitted by December 9, 2009 so they can be reviewed and determined by the Executive Committee at their December meeting. Young moved, Reynolds seconded a motion to introduce the SuperAwards Program as an annual activity. Motion passed unanimously with the agreement that we need not present each of these awards every year if there was not a candidate that met the criteria.

Required Partners Leadership Council

Marshall reported that the first meeting of the Required Partners Leadership Council will be held immediately after this Board meeting. Gwen Robinson is chairing this effort for the SWORWIB. The Required Partners Leadership Council has been organized to maximize on the integration of services with our one-stop center and the countywide system. The first task for this group will be to renegotiate the Memo of Understanding for operations and financial support for the SuperJobs Center. Schwab asked about the purpose of the MOU. Marshall summarized the purposes of the SuperJobs Center MOU:

- Provide information about the relationship between the SWORWIB and the One Stop System Partners regarding their respective roles, duties, obligations and responsibilities for implementation of the Workforce Investment Act.
- Contribute to a cooperative and mutually beneficial relationship between the Chief Elected Official, Workforce Investment Board, and the various partners, for operating the SuperJobs Center
- Establish joint processes and procedures that enable partners to integrate the current service delivery system to ensure the effective and efficient delivery of workforce services with minimum duplication
- Result in a seamless and comprehensive array of job matching, education, family services, job training and other workforce development services that documents the importance of WIA performance measures and continuous improvement initiatives.

Marshall noted this is a complex process complicated this year by significantly decreasing budgets of all partners and the corresponding increase in community need for services as well as expenses to operate and maintain the physical plant of the SuperJobs Center. The current MOU ends on 6/30/2009 and it will be challenging to consummate the next two-year agreement when the State of Ohio is undergoing so much reorganization that they may not be able to participate yet they are a key agency in the MOU. Robinson noted that an update from this committee should be included at the February and May quarterly board meetings.

Grant Coordination

Marshall noted that a variety of local and federal grant notices have been issued and she is coordinating collaborative approaches to these grant submissions in order to improve our region's success in being selected.

She specifically noted coordination of efforts for the Green Jobs with UC and Cincinnati State; for Youth Build working with CAA; for the Young Parents program working with the Urban League; for the Community Based Job Training grant with Cincinnati State and the Region 5 Workforce Coalition of the Ohio Skills Bank, and noted that Deb Rose Milavec is similarly working with the Youth Employment Services Success Network and Connect2Success Network to apply under the United Way local requests for proposals. The SWORWIB and SuperJobs Center are connected to all of these proposals, and are key partners noted in the grant notices. Pursuing additional resources will be critical to our ability to respond to the ever increasing demands on the SWORWIB and the SuperJobs Center. Board members were reminded by Chairman McLarty that the Executive Committee had previously approved policy permitting the President to seek grant funds on behalf of the SWORWIB and the region.

AFL-CIO Training

Marshall passed out pamphlets informing board members about an educational and networking forum focused on Ohio's workers with special emphasis on strategies for labor to help with the current increase in worker dislocations. The event is sponsored by the Ohio AFL-CIO for November 18 and 19 and underwritten through a contract from the Ohio Department of Jobs and Family Services.

SWORWIB Logo

Marshall announced that working with Amy Nock a creative design for a SWORWIB logo had been crafted. Options for the logo design were passed around during the meeting along with a voting sheet where board members indicated their preference.

VI. Key Issues

Youth System Building

Ty Stuckey, Chairman of the Emerging Workforce Development Council, introduced the presentation on the WIA Youth System Building (YSB) planning process that the Council had been engaged in through a grant from the State of Ohio. SWORWIB is one of three WIBs statewide whose youth councils undertook a strategic approach on how to improve the youth services system. SWORWIB's Coordinator of Emerging Workforce Services, Deborah Rose Milavec, led an extensive overview of the planning process and results, with sections of information presented by members of the Youth System Building team. The YSB process has been an in-depth evaluation of the current system, the potential market for WIA services and a new strategy based on that evaluation for investing WIA dollars and resources. The WIA YSB teams gathered market data, regional economic and workforce data, data regarding poverty, and data about at-risk populations within our region. The University of Cincinnati Evaluation Services served as a consultant for analyzing both market data as well as local WIA service data to develop a picture of the relationship between the potential market for WIA services and the level and quality of WIA services provided over the past three years. The WIA YSB Core team used that analysis to develop four priorities and related long term "stretch" outcomes. Those outcomes were reflected in the Request for Proposal that was released on October 2, 2008, specifically:

- The number of WIA youth served will increase 30% over the number served in FY 2007-2008.
- 75% of WIA out-of-school youth who have dropped out of high school and 65% who are court-involved/offenders will earn a high school diploma or GED during participation or by 3rd quarter after exit.
- 75% of WIA in-school youth at risk of dropping out of school and 65% who are court-involved/offenders will earn a high school diploma or GED during participation or by 3rd quarter after exit.
- 85% of WIA out-of-school youth who drop outs and who are employed in the 1st quarter after exit will retain employment or active military status through the 3rd quarter after exiting from WIA. Alternately, establish a credible baseline of performance/success data related to academic and employment programming for youth who are court involved/offenders
- 65% of WIA youth who exit the program with or after receiving a high school diploma or GED will enter a degree granting or certificate granting program within nine months of receiving the diploma or GED.

The RFP reflected the preference of the SWORWIB to fund applicants who would deliver quality services, achieve the high performance standards in the RFP, and leverage other dollars and resources that would lower their cost per participant so the SWORWIB could achieve its goal of serving 30% more youth. At the October 15, 2008 RFP conference for potential bidders, the SWORWIB President and HCJFS staff strongly reinforced that preference. All proposals are due to be submitted by November 21, 2008 to the HCJFS offices.

Marshall acknowledged the tremendous dedication of the members of the WIA Youth System Building Project. Special thanks were given to EWD Council members Paul Ramstetter and Bonnie Kroeger; HCJFS Staff Kevin Holt, Ruth Young, Lorain Mendleson; Providers Khalliah Sater Harrington, Teri OBrien, Barbara Seibel; the

University of Cincinnati Evaluation Services and Jon Quatman, Sarah Gideonse, Cynthia Price, Corrie Madden and Amy Nock. Marshall then thanked Evelyn Chaffin and Deborah Rose Milavec for their dedication in creating a strongly collaborative effort among providers and to everyone involved in the process for the immense time dedication and struggle with more needs than resources in order to prioritize the SWORWIB's youth services for the next several years.

National Workforce Solutions Fund

Ross Meyer, Executive Director of the Greater Cincinnati Workforce Network (GCWN) provided a history and update on Greater Cincinnati's implementation of the national career pathway initiative of the National Workforce Solutions Fund. He noted that the Greater Cincinnati region is currently facing a dual workforce challenge: our employers are struggling to meet their need for a skilled workforce, and far too many of our residents have insufficient skills and preparation to enter, advance and succeed in the changing labor market. The dual goal of the career pathways is to create both: 1) avenues of advancement for current workers, jobseekers and future labor market entrants; and 2) a supply of qualified workers for local employers. The Health Careers Collaborative of Greater Cincinnati Career Pathway is serving as the conceptual model for both the Ohio Skills Bank, and the outcomes of the Greater Cincinnati Workforce Network over the next three years of the grant which is largely matched by local funds. GCWN will target industries that are important to the regional economy, projected to grow and add jobs in the near future, provide opportunities for advancement, and have significant shortages in key skilled occupations. Employers will be engaged to provide the leadership and set the stage for the career pathway process to meet their projected demand for qualified workers. Career pathways will integrate "wrap-around" support services including career assessment and counseling, case management, child care, transportation, financial aid, soft skills training, and job placement. The GCWN career pathways will develop clear linkages between developmental education, certificate and training programs, and academic degree programs, as well as easy articulation of credits across institutions and "stackable" certificates to enable students to progress seamlessly from one level to the next. Overall the GCWN process aims to transform institutions involved in education, workforce preparation and social services in ways that improve their capacity individually and collectively to respond to the needs of the local residents and employers.

Meyer thanked the SWORWIB and President Marshall as well as WIB leaders in Butler/Clermont/Warren, southeast Indiana and Northern Kentucky. He expressed appreciation to President Marshall for leadership in the Greater Cincinnati Workforce Network as well as with the Leadership Council, Funders Collaborative, Workforce Policy Committee and co-chairing the Data Collection and Measurement Committee and to board members Pete Strange and Rob Reifsynder who are also intimately involved in the GCWN career pathways work.

Banks Development Update

An update on the Banks Development Project was provided by both Patricia Bready of Ellington Management, one of the consultants working on the economic inclusion efforts under contract with the City of Cincinnati and Hamilton County, and Tim Riordan, the WIB's liaison to Mayor Mark Mallory as the Lead Elected Official of the SWORWIB and an active leader in the Banks Working Group. Bready reviewed the highlights of the economic inclusion policy for the Banks development and the groundbreaking work of the SWORWIB's Construction Workforce Policy Committee to organize employers, apprenticeship providers, unions and non-union representative groups, community representatives and city and county representatives to develop a system for obtaining job postings and matching City and County residents to the job postings and apprenticeship opportunities. She highlighted the work of the SuperJobs Center in the "Construction Zone" in the front hall aimed at promoting the construction industry for its employment opportunities for the upcoming years as journeyed trade professionals begin to age out of the construction trades and major construction projects such as the Banks, Western Southern and MSD get full underway.

Riordan provided an update on the SWORWIB's Construction Workforce Policy Committee developing the framework for the construction employee readiness program within the operations of the SuperJobs Center. He noted the SWORWIB focus on the employers to post their open positions, as well as work with the apprenticeship programs to refer jobseekers who were screened with the minimum qualifications for both union and non-union apprenticeship programs and vetted with employers. The Construction Workforce Policy Committee forwarded their work to the Joint Banks Steering Committee with a recommendation for the City and County to form the Employee Readiness Program Committee referenced in the economic inclusion policy. In the course of this work, the SWORWIB leadership also suggested to the City and the County that they consider a resolution requiring that contractors and subcontractors post their employment opportunities at the SuperJobs Center whenever they are bidding on public work.

Marshall noted that the construction policy and industry advocacy work has been very strong despite the sometimes unrealistic expectations of the community for widespread new jobs particularly for disadvantaged and formerly incarcerated citizens. Confirming the minimum qualifications for apprenticeships and employment in construction has been a very useful set of work that helps the community and jobseekers to understand what they may need to do to be ready for employment in construction, while also fast-tracking those who meet the qualifications to consider work in the industry.

Also as a result of the SWORWIB's Banks and construction industry focus as well as the work of the Emerging Workforce Development Council on career pathways, the SWORWIB was requested to submit a proposal to the Spirit of Construction Foundation to develop an industry sector marketing and outreach effort for students in middle school or high school. Furthermore, working with Joe Hummel, President of Allied Construction Industries and Chairman of the Construction Pathway Subcouncil of the EWDC, the President has been included as participants in a national Construction Sector Community of Practice on-line learning network to interface with others throughout the country who are working on construction workforce development and pre-apprenticeship screening efforts.

VII. State Initiatives Updates

Marshall noted that board member Ron McKinley had recently been appointed by the Governor to chair the talent development committee as part of the State of Ohio's strategic plan to *TurnAround Ohio*. McKinley shared that the State had for the first time in decades developed an actual business plan with strategies to move Ohio forward, including a focus on workforce talent development. He distributed an executive summary of the state's plan and encouraged Marshall to get the full plan to distribute to the board members. Marshall indicated that she would distribute the plans at the February meeting when we have speakers to address job vacancies and the economic outlook. There were no reports from the Ohio Skills Bank, Department of Development of Department of Jobs and Family Services Gold Standards for this meeting.

VIII. Other or New Business

McLarty asked if Smith as the SuperJobs Center director could comment on any changes at the Center in response to the many announcements of layoffs. Smith noted that the SuperJobs Center is ahead on most of its contractual measurements for services because of the growing population of jobseekers, but not as far ahead with job placements in this economy. In particular orientation attendance at the SuperJobs Center has increased from the usual 25 -40 people per session on Monday mornings to over 100. The staff are exploring other ways of assisting with orientation through meeting with groups outside the Center, and in the upcoming months working with the Public Library downtown and in various branches to offer employment workshops.

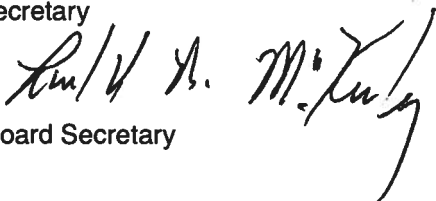
IX. Next Meeting and Adjournment

Orientation for new Members will be held January 29, 2009 At the SuperJobs Center. The next Quarterly Meeting of the SWORWIB Board will be held at the SuperJobs Center on February 12, 2009. 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.

Marshall thanked the board members for a clear choice on the SWORWIB logo with one of the logo options receiving 20 votes. The addition of the SWORWIB logo will be implemented immediately.

Respectfully submitted,

Secretary



Board Secretary