



The Southwest Ohio Region
WORKFORCE INVESTMENT BOARD

**Quarterly Board Meeting
SuperJobs Center
November 18, 2010
8:00 a.m. – 10:00 a.m.
Minutes**

SWORWIB Members: Jay Alvaro, Steve Browne, Michael Conner, Alfonso Cornejo, Natalie Galbato, Jennifer Graft, Brenda Gumbs, Gail Holloman, Joe Hummel, Mike Kelly, Joseph Kramer, Stephen Kuebbing, David Pepper, Paul Reynolds, Sean Rugless, Jim Schwab, Simon Sotelo, Tyronne Stuckey, Vijay Sud, Amy Tanaka, Robin White, John Young,

SWORWIB Members Absent: West Africa, Ted Bergh, Beth Brannigan, Timothy Devine, Margaret Fox, Betsy Harris, Richard Harris, Carl Hilliard, Paul Magnus, Tim McCartney, Walter McLarty, Rene McPhedran, Doug Moorman, Ric Powell, Rob Reifsnnyder, Gwen Robinson, Jennifer Roeder, Doug Sizemore, Pete Strange, Joe Zimmer

SWORWIB Nominees: Leah Cordova, Sharon Hancock, Deb Heater, H. A. Musser, Gregg Oshita, Teresa Tanner, Allen Zink.

SWORWIB Staff: Sherry Kelley Marshall, Pat Massey, Anne Mitchell, Nicole Ware

Resources: Vivian Alexander, Kevin Holt, Bill Scheyer, Mary Stagaman,

Guests: Teresa Applegarth, Daina Dennis, John Earls, Jeremiah Griswold, Chellie McLellan, Cathy Metcalf, Timothy Simpson (for Beth Brannigan), Rita Stall (for Paul Magnus), Eileen Turner, Leah Winkler, Sam Zonker, and one completely unreadable signature.

I. Opening – Welcome and Introductions

With more than a quorum present, Chairman Conner opened the November Quarterly Meeting of the SWORWIB at 8:03 a.m. Conner reminded the members and guests to please legibly sign-in for the official attendance record. Conner recognized all the outgoing board members and thanked them for their work. Marshall presented tokens of appreciation to those outgoing members who were present. Conner requested that all members present introduce themselves. Marshall noted appreciation to Frisch's for donating the continental breakfast for the SWORWIB's meetings for fiscal year 2011 from July 1, 2010 through June 30, 2011. The Board applauded Conner and Frisch's for the donation.

II. Approval of the Agenda

Chairman Conner reviewed the agenda and reminded members that the consent agenda is used by larger boards to handle the business of the organization in an efficient fashion in order to have time to focus on essential discussions. The practice is that everyone reviews the entire agenda before approval including a close review of the consent agenda and then indicates during the "Approval of the Agenda" any consent agenda item they wish to move from the consent agenda to Other Business for separate discussion. There being no requests for agenda changes, Browne moved, Galbato seconded a motion that the agenda be approved as previously distributed. Motion passed unanimously.

III. Consent Agenda

Conner requested that the date in the second line of the Budget Amendment paragraph of the Chairman's Report be corrected from 6/30/2010 to 6/30/2011. There being no other corrections, additions or requests for separate discussion about items on the consent agenda, Kelly moved, Cornejo seconded a motion to approve the Consent Agenda with the amendment of the date in the Budget Amendment paragraph of the Chairman's Report. Motion passed unanimously. The following materials provided in the board packet were, therefore, approved:

- August 12, 2010 Board Minutes
- Chairman's Report
- Youth Policies
- Budget Amendment
- Lease Agreement
- Audit Update Report
- Grant Update Report
- Gold Standard Audit Report
- Workforce Partners Council Report
- Emerging Workforce Development Committee Report
- Required Partners Report
- Measurement & Continuous Improvement Report
- SuperJobs Center Report
- Administrative Entity Report
- Media and Public Relations Report

IV. Nominating Committee Report

Reynolds presented the Nominating Committee Report to the Board. There were 10 resignations or departures at the end of the term. Eighteen current members have agreed to serve another term ending December 2012. Additionally, Reynolds presented the recommendations for officers and committee chairs for 2011.

Fourteen new board member candidates were recruited and have accepted pending board recommendation and Mayoral approval and appointment. New member candidates are Elisabeth Baldock, CCHMC; Leah Cordova; TAFT, Sharon Hancock, Drake; Deborah Heater, WMBE; H.A. Musser, Santa Maria; Gregg Oshita, Right Management; Sean Parker, Proctor & Gamble; Kevin Powell, Meridian BioScience; William Rutz, Messer; Lesha Spahr, Multi-Color; Teresa Tanner, 5/3 Bank; Todd Uterstaedt, Baker Daboll; Charles Wright, United Way and Allen Zink, dunnhumbyUSA. Those candidates who were present were asked to introduce themselves and the board welcomed them. Hummel moved, Schwab seconded a motion to approve the Nominating Report and forward to Mayor Mallory for hopeful approval and appointment of the new members to the Board. Motion passed unanimously.

V. President's Report

President's Written Report-Questions

Marshall asked if there were any questions regarding the President's written report. There were no questions.

One Stop RFP Report

Marshall then reminded the Board that because the youth providers were exceeding all their goals, their contracts were extended until June 2012. This, then, allowed for staggering of the major request for proposals (RFP) processes. This year the RFP was issued for operations of the One Stop and services to employers, adults and dislocated workers. The review committee was comprised of Mike Kelly and René McPhedran from the Board, William Ware representing the Mayor's Office, Sherry Kelley Marshall, Kevin Holt and several members from Hamilton County Jobs and Family Services (HCJFS). After following a prescribed and documented process Arbor was selected as the top scoring applicant for the RFP. Pending Board approval of the recommendation, contract negotiations are expected to be completed prior to the end of the month. White moved, Schwab seconded a motion to approve the work of the RFP Committee and the recommendation to negotiate with Arbor/Rescare for a two-year contract, with renewal years, effective 7/1/2011. Motion passed unanimously.

Recognition of Literacy Center West

Teresa Applegarth Office of Workforce Development (OWD) presented the 2010 Youth Program Excellence Award to Chellie McLellan, the new Executive Director at Literacy Center West. This statewide award was selected from 21 nominations based upon demonstrable results-oriented criteria. Literacy Center West's Next Level program participants are more than 95% below the poverty level. About 75% of participants enter the program without a GED or high school diploma. Yet 76% have entered employment, 75% have a 30 day or longer retention rate and 63% have obtained their GED. Marshall and the Board warmly congratulated the new Executive Director on the success of the organization.

Other

- **Gold Standard:** Marshall reported that the Gold Standard evaluation has been upgraded from bronze to silver achievement against the state standards which is the result of the SWORWIB's efforts to provide information that had not previously been documented to the Ohio Department of Jobs and Family Services.
- **Regression Theory-Based Performance Measurement:** Marshall announced that Office of Workforce Development (OWD) at the Ohio Department of Jobs and Family Services (ODJFS) is implementing Regression

Adjusted Performance Targets for all One Stops. This model of calculating performance will give credit to local areas for working in more difficult conditions and encourages workforce systems to more extensively serve populations with significant barriers to employment. All customers must now be entered into the data base including Rapid Response services, incumbent worker training, labor exchange services, basic intake and Workforce Investment Act (WIA) non-registered service. Ohio is one of nine pilot states chosen by the U.S. Department of Labor (USDOL) to begin testing the statistically adjusted targets for Performance Year 2010 before it will be rolled out nationally in Performance Year 2011. Marshall will arrange a short presentation by key state staff in the future so the board members can appreciate the implications on our performance results going forward.

- **Business Engagement Survey:** Marshall directed the Board's attention to the back of the packet and referred to the Business Engagement Survey. She asked everyone to fill out this survey for the Business Engagement Committee. The committee will work with the SuperJobs Center Director and Business Services Unit (BSU) team to develop ways to improve involvement of the business board members and encourage knowledge and use of the BSU. Stuckey asked if skill sets required will be clearly identified by employers allowing at least some of the hard core unemployed to be prepared and competitive against the increased flow of recently dislocated workers. Board members had a discussion about the changing faces of WIA customers and the challenges of the prior workforce missing computer, team, flexibility and diversity literacy skills, with contributions from HCJFS, the SuperJobs leadership and Young of the Freestore about the disconnect between the skills of the many unemployed people in the community and the expectations for skills for the jobs of today and tomorrow. The Business Engagement Committee is hoping to have board members and/or staffs from their employers participate in sessions with the jobseekers to help them understand the demands of employers in today's market and where they can get additional skill development and workplace training. It is hoped that the SuperJobs Center's workshop offerings will assist jobseekers in understanding the changing marketplace and finding ways to upgrade their competencies.
- **Annual SuperAwards Nominations:** Marshall reminded everyone this is the time of year we prepare for the Annual SuperAwards to be awarded at the February Annual Meeting. Nomination forms are in the back of the board packet and should be sent to Marshall by the end of the month for review at the December Executive Committee meeting.
- **Wanted Technology Training:** Area #13 anticipates being a chosen site to use new regional data technology becoming available from the state. This technology can provide more "real time" data and finely segregated data useful in planning training and response approaches to regional needs. This "Wanted Technology" training will hopefully be scheduled at the SuperJobs Center in January 2011.

Hummel moved, Cornejo seconded a motion to approve the President's Report both as previously distributed and as additionally presented. Motion passed unanimously.

VI. Statewide Initiatives

Ohio Skills Bank Workforce Innovation Solutions

White reported that while the work of the Ohio Skills Bank continues pending changes in the state leadership and administration from the election earlier this month, locally the colleges, career technical providers and both the SWORWIB and Workforce One continue to work collaboratively to serve employers. The regional team has already submitted a funding request to the grant program, Workforce Innovation Solutions and expects to field additional proposals if the program continues. Employers who are interested should contact Harry Snyder at Great Oaks who is the local Ohio Skills Bank Coordinator.

VII. PRESENTATION: Our Region by the Numbers

Agenda 360---Mary Stagaman and Vision 2015---Bill Scheyer

Mary Stagaman and Bill Scheyer reported on Agenda 360 and Vision 2015, a combined Southwest Ohio and Northern Kentucky regional collaborative designed to build upon the area's assets and strengthen or develop additional assets designed to achieve economic prosperity. This initiative involves a 15 county Metropolitan Statistical Area that comprises parts of three states: Southwest Ohio, Northern Kentucky, and Southeast Indiana. The current phase has been to determine the metrics of the region measuring where we are today and how we stack up against other (*aspirational*) regions in six major indicators of economic growth. Even before the current recession, our region was lagging behind national averages on a number of indicators of economic growth pointing out the need to accelerate the pace of recovery if this region is to compete successfully in the global marketplace. Stagaman and Scheyer passed out copies of the report *Our Region by the Numbers* to members. The PowerPoint presentation and report is attached.

Browne asked how the effort is connecting to small and mid-sized businesses to include information about what their needs are. Stagaman pointed out the strategy of growing focused economic clusters in the region is specifically targeted to increase skills, contacts between suppliers and purchasers of services that will foster their growth. Browne encouraged special attention to and with small and mid-sized businesses that are projected to be the core areas for economic and job growth. Zink asked if other regions doing this work have been examined for best practices that could work here. Stagaman replied this had been done and that Pittsburgh is a model that can be applied to our region although she cautioned that Pittsburgh has taken 30 years to recover from its status as the preeminent rust belt city. Members expressed appreciation to Marshall for arranging the presentation and to the presenters for sharing their results and plans, including copies of the summary report. Applegarth commended the SWORWIB for informing itself about broader economic efforts and both learning from them and contributing to them.

VIII. Other Business

Marshall reported that two additional collaborative grants are being worked on. The first has been submitted for an Ohio Department of Development Early Warning Network grant submitted by the CincinnatiUSA Chamber in partnership with both the SWORWIB and Workforce One to help develop regional business retention services for marginal companies and improve linkages between workforce and economic development. Another is the Third Frontier Internship Worksite Learning grant which has not yet been issued, but which will be reviewed by the Ohio Skills Bank team and the Chamber.

IX. Public Comment

Conner asked whether any board members had any other business or announcements to come before the full Board meeting for which there were no additions. Conner then asked whether guests had any business or announcements to come before the Board. Chairman Conner then asked for comments, announcements or questions from the general public or other observers in attendance. There being no further comments, Chairman Conner reminded members of the next meetings.

X. Next Meetings

- December 9, 2010 Executive Committee Meeting 8:00 am – 10:00 am Room A
- January 28, 2011 Annual Strategic Planning Meeting 8:00 am – 9:45 am Conference C
- January 28, 2011 Annual New Member Orientation 10:00 am – 12:00 am - Room A
- February 10, 2011 Annual Meeting of the Full SWORWIB, 8:00 am – 10:00 am - Conference C
- February 10, 2011 Required Partners Leadership Council 10:00 am – 12:00 noon Room A
- February 10, 2011 Measurement and Continuous Improvement Committee 1:00 - 2:30 pm Room A
- February 10, 2011 Workforce Partners Council 3:30-5:00 p.m. Room A

XI. Adjournment

There being no further business, Kelly moved, Cornejo seconded a motion to adjourn the meeting. Motion passed unanimously and Chairman Conner adjourned the meeting at 9:40 a.m.

Respectfully submitted,



René McPhedran
Secretary

Attachments:

Agenda 360 Vision 2015 PowerPoint Presentation
Our Region by the Numbers
Regression Pilot for Implementation of Regression Adjusted Performance Targets