



The Southwest Ohio Region  
WORKFORCE INVESTMENT BOARD

**SuperJobs Center**  
**August 11, 2011**  
**8:00 a.m. – 10:00 a.m.**  
**Minutes**

**SWORWIB Members:** Ted Bergh, Beth Brannigan, Michael Conner, Leah Cordova, Timothy Devine, Margaret Fox, Natalie Galbato, Crystal German, Sharon Hancock, Betsy Harris, Richard Harris, Sherry Kelley Marshall, Mike Kelly, Joseph Kramer, Walter McLarty, H. A. Musser, Gregg Oshita, Gwen Robinson-Benning, Jennifer Roeder, William Rutz, Doug Sizemore, Simon Sotelo, Leshia Spahr, Tyrone Stuckey, Amy Tanaka, Teresa Tanner, Todd Uterstaedt, Karen Wessel, Beverly Williams, Charles Wright, Allen Zink,

**SWORWIB Members Absent:** West Africa, Jay Alvaro, Elizabeth Baldock, Steve Browne, Alfonso Cornejo, Jennifer Graft, Brenda Gumbs, Greg Hartmann, Deborah Heater, Gail Holloman, Joe Hummel, Stephen Kuebbing, Paul Magnus, Tim McCartney, Rene McPhedran, O'dell Owens, Sean Parker, Kevin Powell, Ric Powell, Sean Rugless, Vijay Sud, Todd Uterstaedt, Joe Zimmer

**SWORWIB Staff:** Pat Massey, Anne Mitchell, John Spinelli, William Ware

**Resources:** Mark Birnbrich, Daina Dennis, Sue Ellerhorst, Victor Ponder,

**Guests:** Robert Bell, Stacia Buck, Shawn Butler, Helena Lawson, Chellie McLellan, Cathy Metcalf, Barbara Seibel-Boudi, Harry Snyder (for Roberta White), John Spinelli, Rita Stall, Eileen Turner, Becky Wilson, Leah Winkler, Joe Wright,

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### **I. Opening – Welcome and Introductions**

Having exceeded quorum, Chairman Conner opened the August Quarterly Board Meeting of the SWORWIB at 8:02 a.m. Conner reminded the members and guests to please legibly sign-in for the official attendance record or print your name next to your signature. Conner requested that all members and guests present introduce themselves.

### **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, Zink moved, Kelly seconded a motion that the agenda be approved as previously distributed. Motion passed unanimously.

### **III. Consent Agenda**

There being no corrections, additions or requests for separate discussion about items on the consent agenda, Wessel moved, Stuckey seconded a motion to approve the Consent Agenda. Motion passed unanimously. The following materials provided in the board packet were therefore approved:

- Minutes 5.12.2011
- Chairman's Report
- President's Report
- Treasurer's Report
- Business Engagement Committee Report
- Nominating Committee Report
- Required Partners Leadership Council Report
- EWD Committee Report
- Media and Public Relations Report

Prior to the President's report, Chairman Conner reported that with the input from a majority of Board Members the Executive Committee conducted President Marshall's annual performance review. It was a unanimous decision of the Executive Committee Members that President Marshall had an outstanding performance and the Executive

8.11.2011 Quarterly Board Minutes Unanimously Approved.signed

Committee congratulated her on significant accomplishments throughout the year, approving a merit payment so as not to exceed the contracted budget. Members congratulated Marshall with a hearty round of applause.

#### **IV. President's Report**

##### Questions on the President's Written Report:

There were no questions on the President's written report. However, included in the Board Packet were three policies prepared after the written report was submitted:

- WIAPL #08-12.3 Adult and Dislocated Suitability Requirements for Intensive and Training Services in WIA Programs
- WIAPL #08-13.2 Serving Immediate Family Members, Close Acquaintances, and other Stakeholders
- TEGL #35-10 Transparency and Integrity in Workforce Investment Board Decisions. Marshall commented on the importance of the recently issued Department of Labor policy statement on Transparency and Integrity with WIBs, noting that everyone completes a conflict of interest statement, those with possible conflicts declare and abstain from votes, and all quarterly board meeting minutes are posted on the [www.superjobs.com](http://www.superjobs.com) website after approval.

##### MOU:

Marshall explained the Memorandum of Understanding 2011-2013 (MOU) between the Required Partners and Arbor/ResCare is in negotiation and due for submittal September 15, 2011. Marshall also noted that positions formerly removed from the one-stop by the prior Governor's staff have now been returned to the one-stop with thanks expressed to Beth Brannigan for returning a workforce specialist to the SuperJobs Center, Eileen Turner, and Leah Winkler who serves the suburban areas. Robinson commented on the need to explore non-financial opportunities for service to customers in light of the building costs and everyone's reduced budgets. The significant funding cuts as well as the unpredictability of future funding for all partners makes the negotiations particularly challenging for all but the team is working well together to determine an agreement.

##### Other:

Marshall reported the resignation of Nicole Ware, Emerging Workforce Coordinator who has accepted the position of President/CEO at Emanuel Community Center. Marshall spoke for the Board when she wished her well in this new position. The position will be posted immediately and hopefully a replacement for the EWD Council Coordinator role will be completed by the next board meeting. She additionally introduced John Spinelli, our NewsWIB Editor contractor for FY2012, who would be in contact with some Board members relative to monthly news features for the newsletter.

Fox moved, McLarty seconded a motion to accept the President's report as presented in the packet and with the additions noted, most specifically ratification of the policies. Motion passed unanimously.

#### **V. Presentations**

##### Administrative Entity 2011 Year End Report

In Holt's absence, Marshall reviewed the Administrative Entity Year End Report noting that the June 2011 year end closing looks to be better than anticipated. All expenditures through May are on target with no overspending. Current forecast is that nearly \$300,000 in Adult/DW formula dollars will be available for the 7/11-6/12 contract year which is important because of overall reductions for the FY2012 year from the federal allocations and the current dispute by local areas with the State of Ohio Department of Jobs and Family Services about the federal intent that the state discretionary funds be reduced from 15% to 5% with the 10% being locally allocated in accordance with the federal formula. The current contract pay points require Arbor to enroll 1,200 WIA participants for the 11-12 year. Enrolling this many participants given the current unemployment environments will not be a problem. However, Individual Training Account money has not been allocated to date and it is unclear whether there will be any forthcoming. Since there is no corresponding State performance measure for Enrollments it is in no one's best interest to enroll clients that cannot be served if there are no funds to do so. McLarty proposed dropping the enrollment goal temporarily and revisiting this adjustment on a quarterly or mid-year schedule depending on changes in funding. Stuckey asked what services have been impacted to which Marshall explained that staff has been cut slightly more than 50%, Rapid Response services continue as funds are provided, and universal and business services continue. The relationship between employers and the business services unit continues to be an important link for customers for employment. McLarty moved, Stuckey seconded a motion to reduce the enrollments component of the Arbor/Rescare contract and continue the ITA suspension pending additional funds with a review of status at the November meeting. Motion passed unanimously.

##### SuperJobs FY 2011 Year End Report

To further the discussion about the SuperJobs Center subsequent to the Administrative Entity report review, the SuperJobs Center Report was moved up on the agenda. Latrisha Payne, Charles Walters, Carolyn Reynolds of the SuperJobs Center and Victor Ponder of Arbor/ResCare presented the year-end report for the SuperJobs Center. Unemployment rates for Hamilton County have remained in the 9%+ range for the past three years mirroring the state and national averages. Cincinnati's rate during the same 3 year period has ranged from 10.2% to the current 9.9%. State training funds were reduced from a 2010 level of \$1,806,000 to a 2011 level of \$615,170. The SJC annual budget was reduced by 46% and staffing reduced by slightly more than 50%. It was in this climate that the following accomplishments were achieved to be reported to the Board:

- 9,897 new customers were registered.
- 1,035 of these were offenders and 42 were persons with disabilities
- Of the 1,201 WIA eligible customer enrollments 674 were WIA Adult, 527 were Dislocated Workers
- 217 were enrolled for training
- 482 WIA eligible jobseekers achieved employment of 32 hrs or greater per week and 142 offenders achieved employment of 20 hrs or greater per week
- 289 Employers were served more than once
- 31 employers (1285 affected employees) were served through the SJC Rapid Response Program
- 267 workers from these companies were individually served by the SJC
- 95 of these 267 workers received certification as Production Technicians through the Manufacturing Skills Standard Council (MSSC)
- Three Transition Centers were established: Avon, Jim Beam and Graphic Packaging.

At the conclusion of the report members asked various questions about the changing dynamics of those served and plans for better connections with partners. Wright suggested that an attempt be made to determine the commonalities of those jobseekers that were unable to obtain employment.

Diana Dennis was introduced as the new Project Director from Arbor/ResCare for the SuperJobs Center. She spoke briefly of her background and said that one of her goals was to insure the best possible information was available from which to make sound decisions. The Board Members gave her a warm welcoming with applause.

#### *Spirit of Construction Report*

Mitchell reported on the Construction Clubs and the Summer Camp for 2010-2011. Construction Clubs, funded by the Spirit of Construction Foundation, were held after school between August 10 and May 11 at Ethel Taylor, Quebec Heights, Winton Hills-Midway, Bond Hill, Rothenberg, Oyler and Academy of World Languages for 167 sixth thru eighth graders. These students experienced hands on site preparation, concrete application, carpentry, masonry, electric, pipefitting, insulation, drywall and painting under the oversight of volunteer contractors. There was a strong focus on applying math and science skills to the work in each of the modules.

The Summer Camp consisted of 18 students from Midway, Quebec Heights, St. Lawrence, and Resurrection School. Funded by the Spirit of Construction with small supply contributions from Greater Cincinnati Tech Prep and the Greater Cincinnati Foundation Summer Kids Grant, this three week summer experience used the building of a large playhouse to focus students upon the usefulness of math and science in an applied, practical way. Patient and committed volunteers from Associated Builders and Contractors, Ohio Valley Electric, CBC Specialties, Diversified Facilities Solutions, HGC, G/C Contracting, Flowers Roofing and Landscaping, Pugh Professional Painting, United Group Services, Premier Construction, Kelchner, McD Concrete, Valcom, Yuska Painting, Rizzo Painting, Animoto Software, Forge Lumber and Resurrection School contributed countless hours in extremely hot weather mirroring a key workplace learning about the field of construction being weather impacted. The estimated value of in-kind contributions from these businesses and their volunteers was \$35,959. The personal mentoring by these dedicated volunteers will be a long lasting influence on these student's lives. Responses by attendance, written evaluation, and personal comments of students and parents were universally favorable. Future funding is contingent, however, on the ability to provide data to demonstrate

- if there is a causal relationship between these activities and improvement in applied math and science skills
- if there is a relationship between these activities and an influence upon students continuing on to high school
- if there is a relationship between these activities and choosing a high school related to construction skills for future employment in the construction professions

Board members expressed support for the Middle School Advocacy Program and Ms. Mitchell's enthusiasm and commitment to the youth and their learning and growth. Stuckey asked about expansion of the program and Marshall reminded members that this project cannot be funded with public dollars because the youth served are 11-

14 year olds who are not covered under WIA, therefore the private funding must support the total costs of the program. Marshall shared that the SWORWIB had submitted for funding from another area foundation, and hopes to be able to obtain a fourth year grant from the Spirit of Construction.

## **VI. Statewide Initiatives**

### Ohio Means Jobs

Mark Birnbrich from the Ohio Department of Jobs and Family Services had prepared a PowerPoint on the OhioMeansJobs website but in light of the time instead provided a brief description of the work of the department in partnership with the Governor's Office and the Development and Board of Regents agencies to expand the OhioMeansJobs website and related technology that could provide meaningful information to policy makers, elected officials and WIB members for decision making at the local level. He announced that ODJFS would be conducting youth and employer focus groups in the near future to determine how to deliver messages to these customers in particular about all the advances with OhioMeansJobs and services and information available to Ohio citizens and employers. He mentioned that Marshall had arranged training for business services representatives and youth and adult career coaches to be able to fully utilize the advanced features of the OhioMeansJobs website for working with employer and jobseeker and training customers.

Conner asked if Birnbrich could report on other state initiatives as a representative present for the meeting. Birnbrich shared that a variety of policy guidance is forthcoming related to the significant reduction in federal funding. Hopefully WIBs will follow the SWORWIB example and focus more on short term training that can help people achieve employment and then work with tuition reimbursement from their employers to further advance their training. Additionally this helps demonstrate that WIA does not sit on large commitments of funds for multiple years when granted to individuals for 2-4 year degrees paid for largely by the public and not being expended in a reasonable time frame. Rapid response dollars are dramatically fewer and will not be readily available for every dislocation to have Transition Centers and other unique services, again due to budget constraints at the state level. There are currently a sizeable amount of funds available from the National Emergency Grant given to the State of Ohio but it must be for dislocated workers with a certain amount of time on unemployment payments and only for On-The-Job Training. All WIBs will be encouraged to expand OJT offerings to employers in order to demonstrate employment and reduce the number of people receiving other public funding. Lastly, he shared the good news pending relative to the development of the Marcella Shale mining in eastern Ohio. The Marcellus Shale gas formation is rich in natural gas resources and is estimated to be the second largest natural gas find in the world. Stretching across New York, Pennsylvania, West Virginia, Ohio and Maryland, the United States Geological Survey (USGS) estimates the formation's total area to be around 95,000 square miles, ranging in depth from 4,000 to 8,000 feet. The 400 year-old rock formation is estimated to contain more than 410 trillion cubic feet of natural gas and could supply U.S. consumers' energy needs for hundreds of years. Early research and development activities are already underway in Ohio and are expected to require literally thousands of workers in the next couple of years. Conner thanked Birnbrich for sharing all these updates with the SWORWIB members.

## **VII. Public Comment and Announcements**

Conner announced that the Board agenda always includes time for Public Comments and Announcements so those in the audience can ask questions or make comments and Board members can share related announcements with other Board members. There were no public comments or further announcements at this meeting

## **VIII. Next Meetings:**

- August 11 Required Partners Leadership Council Meeting – MOU Related -Room A 10 a.m.-12 noon
- August 11 Measurement & Continuous Improvement -Room A 1 p.m.-3 p.m.
- September 8 Executive Committee Meeting
- October 13 Executive Committee Meeting
- November 10 Quarterly Board Meeting

## **IX. Adjournment**

There being no further business, Kramer moved, Oshita seconded a motion to adjourn. Motion passed unanimously and Chairman Conner adjourned the meeting at 10:05 am.

Respectfully submitted,



René McPhedran  
Secretary

**Attachments:**

- WIAPL #08-12.3 Adult and Dislocated Suitability Requirements for Intensive and Training Services in WIA Programs
- WIAPL #08-13.2 Serving Immediate Family Members, Close Acquaintances, and other Stakeholders
- TEGL #35-10 Transparency and Integrity in Workforce Investment Board
- Administrative Entity FY 2011 Year End Report
- Spirit of Construction PowerPoint Presentation
- SJC Annual PowerPoint Presentation