



The Southwest Ohio Region
WORKFORCE INVESTMENT BOARD

QUARTERLY BOARD MEETING
SuperJobs Center
Thursday, November 12, 2009
8:00 a.m. – 10:00 a.m.
Minutes

SWORWIB Members: Beth Casto, Michael Conner, Alphonso Cornejo, Margaret Fox, Natalie Galbato, Brenda Gumbs, John Henderson, Gail Holloman, Stephen Kuebbing, Walter McLarty, Rene' McPhedran, Paul Magnus, Doug Moormann, Ric Powell, Rob Reifsnnyder, Paul Reynolds, Gwen Robinson, Jennifer Roeder, Vaughn Smith, Tyrone Stuckey, Vijay Sud, Amy Tanaka, John Young,

SWORWIB Members Absent: Frank Becker, Steve Browne, Jennifer Graft, Betsy Harris, Carl Hilliard, Mike Kelly, Crystal Kendrick, Joseph Kramer, Rex Lee, David Pepper, Richard Rust, Jim Schwab, Doug Sizemore, Simon Sotelo, Pete Strange, Robin White, Joe Zimmer.

SWORWIB Staff: Sherry Kelley Marshall, Evelyn Chaffin, Pat Massey, Wes Miller, Anne Mitchell, Cynthia Sibrel, Nicole Ware, William Ware, Kathleen Williams.

Resources: Kevin Holt, Al Thompson.

Others: Dorothy Edgerton, Vada Lawrence, William Parr, Emily Scardena, Leandra Thompson, Sam Zonker.

I. Opening – Welcome and Introductions

With more than a quorum present, Chairman McLarty opened the meeting of the SWORWIB at 8:05 a.m. McLarty reminded the members and guests to please sign-in for the official attendance record. McLarty asked that Marshall introduce any new board members attending for the first time. Stephen Kuebbing from Kroger Manufacturing was introduced. Everyone present introduced themselves. Marshall introduced new staff members Nicole Ware, Evelyn Chaffin and William Ware. Nicole Ware is the new Emerging Workforce Coordinator; Evelyn Chaffin is the new Measurement and Continuous Improvement Coordinator and William Ware is the Lead Elected Official Liaison replacing Tim Riordan. McLarty announced this would be his last board meeting presiding as Chairman of the Board, although he will remain on the Board. He thanked everyone, especially President Marshall for all the hard work during his tenure as Chairman. The Board responded with a hearty round of thanks for his service. Marshall mentioned the efforts of the staff to prepare the Board for the meeting discussions through the advance notice emailing and asked Board members to please share with Pat Massey their reactions to the use of the "drop box" technology for large documents as a way to give the Board more choice in reviewing and/or printing documents.

II. Approval of the Agenda

McLarty reviewed the agenda and reminded members 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 essential discussions. The practice is that everyone review the entire agenda before approval including a close review of the consent agenda and indicate during the "Approval of the Agenda" item any consent agenda item they wish to remove from the consent agenda for separate discussion. There being no requests, McPhedran moved, Conner seconded a motion that the agenda be approved as previously distributed. Motion passed unanimously.

III. Consent Agenda

There being no discussion about items on the consent agenda, Young moved, Fox seconded a motion to approve the Consent Agenda as presented. Motion passed unanimously. The following materials provided in the board packet were, therefore, approved:

- August 13, 2009 Minutes
- Chairman's Report
- Required Partners Leadership Committee Report
- Measurements and Continuous Improvement Report
- Emerging Workforce Development Committee Report

- SuperJobs Center Report
- Media and Public Relations Report
- Three policies all of which were administrative adjustments in response to ODJFS Advisories:
 - Rapid Response Amendment
 - ARRA Accounting
 - ARRA Contract Monitoring

IV. Nominating Committee Report

Reynolds presented the Nominating Report for the Board's recommendation to the Mayor for appointment. Reynolds commented that the board is stronger than ever in membership numbers, representation, and participation and he commended Marshall for her strong leadership in always recruiting for the Board. At this time, there are no vacancies on the board or with officers at this time. The goal for this November report was to increase the number of business representatives so that there would always be a 51% majority even if someone had to leave the board. This would allow the Board to be in compliance with the law even if there were resignations. Reynolds further reported that McLarty will be completing his term as Chair but will remain on the board. Startzman retired 9/30/2009 and was replaced by Vaughn Smith as the required partner from HCJFS but we have been advised that other adjustments with HCJFS might result in another representative in the near future. Officers recommended for 2010-2012 are: Michael Conner, Chairman; John Young, Vice Chair; Mike Kelly, Second Vice Chair; James Schwab, Treasurer; and Rene McPhedran, Secretary. The Committees and their recommended leadership are: Nominating Committee, Paul Reynolds; Required Partners Leadership Council, Gwen Robinson; Measurement and Continuous Improvement, Kathleen Kraemer; Emerging Workforce Development Council, co-chairs: Richard Harris and Crystal Kendrick; Workforce Partners Council, Lucy Crane, Sherry Kelley Marshall, Ross Meyer, Tri-Chairs; and Middle School Advocacy Outreach, Gary Wolf or other designee from the Spirit of Construction. The following are recommended for appointment by the Mayor subject to his approval: Joseph Hummel, Richard Harris, Timothy J. Devine, Sean Rugless, West Africa, and Jay Alvaro. Young moved, Moorman seconded a motion to submit these recommendations to the Mayor for his review and approval. Motion passed unanimously

V. Administrative Entity Fiscal End of Year Review

In light of the complications of funding spending rate requirements and other funding shifts and the fact that we now have more complete data on the Summer Youth expenditures after everyone has submitted their final reimbursement requests, the President requested that Holt provide a fiscal and administrative annual compliance review update. Holt noted that WIA operates on a July 1-June 30 fiscal year. For the year 7/09-6/10, SWORWIB has \$10.7 million dollars total in both formula funds and American Recovery and Reinvestment Act Funds (known by most as stimulus funds) for WIA Adult, Dislocated Worker, and Youth in Ohio WIA Area #13 – City of Cincinnati and Hamilton County. It does not include any of the special grants for rapid response, disabilities services or National Emergency Grant dollars for which the SWORWIB has applied. This funding comes to Area 13 in 11 separate funding programs with many unique spending rate requirements that demand particular attention and compliance. For example, 60% of Adult and Dislocated Worker stimulus funds must be spent by 1/1/2010. Of the \$10.7million, \$8.1 million is currently obligated. Of that figure, approximately \$1 million is planned under-spending. These dollars add up to 10% of the value of current WIA contracts. This planned under-spending of \$1 million can be rolled into the period beyond 6/30/10. These funds will allow for a softer landing as Area #13 absorbs the loss of stimulus dollars and a 19% reduced allocation which will become effective 7/1/10. Of the \$10.7 million funds, approximately \$2.6 million is currently unobligated and available for purposes permitted by each funding source and must be spent prior to 7/1/2010. Consequently, these funds will be added to existing contracts to serve more people or to serve existing customers with more needed services.

VI. President's Report

WIA Reauthorization

Marshall presented the talking points paper the Board had requested at the August Quarterly Meeting. Marshall offered to meet with Board members and their representatives responsible for educating legislators to discuss the important issues being addressed in the current WIA Reauthorization negotiations. Marshall explained there were a number of organizations lobbying for the management and deployment of these dollars, not all with a broad community outlook. Dr. Henderson reported that he is on a taskforce for Senator Brown. He believes the re-authorization could occur the first months of 2010. Several issues are being discussed; one, the age range of youth to be served. Currently depending on the funding stream is could be 16-18, 18-21, or 18-24. Also being addressed is the structural model for serving youth. Currently legislation requires a separate Youth Council with certain requirements for youth inclusion. Our thinking about this is that the legislation will be changed to convert the Youth Council into a less formal standing committee of the Board and that flexibility will be allowed for

representation of youth input without requiring committee attendance. Other potential changes relate to smaller board construct, more flexibility with funding stream transferability, and more focus on training through postsecondary credit and certificate institutions to raise the educational levels of our workforce with the public investment. Stuckey asked if the need for our customers to develop core competencies were being addressed in the reauthorization. Marshall explained that there is a focus in reauthorization to the need for career pathway development and postsecondary credentialing – both of which develop core competencies as a priority for being able to sustain pathway movement. Moorman asked if we were encouraging stackable certificates and Marshall pointed out the section on Training in the SWORWIB WIA Talking Points, while also noting that our training policy is ahead of the curve on this matter because the Board has been such good stewards of linking public investment in training to relevant economic development industry focuses in the region.

Board Strategy Session and New Member Orientation

Marshall reported that the consultant who had conducted a review of SWORWIB in 2007 for the State of Ohio Jobs and Family Services Department has been contracted to conduct an independent evaluation of our progress over the last two years. The results of that review will be presented at a Board Strategy Session on January 28, 8:00 am to 9:45 am followed by new member orientation from 10:00 am to 12:00pm. In addition to the planning priorities expected to be identified in the two-year performance comparison, topics related to budget after the key spending deadlines and future summer youth funding will also be presented. Throughout 2009, board members Browne and Graft have been leading us in discussion about changes in workforce and workplace dynamics. Plans are to continue these discussions in partnership with the Business Services Unit so time permitting we will also discuss new strategy for working with the Business Services group of SuperJobs for 2010 given the economy and its effects on projections for job openings in the face of growing unemployment.

Grant Updates & Grant Policy

Marshall reviewed progress on approved grant requests and pending requests and noted that many of the efforts we have partnered with expect notification by the end of the year or early 2010. Marshall also reported that in the wake of ARRA funding there has been a blizzard of grant requests for proposals. Most of these require partnerships with other organizations and letters of support. Many also require partnership with the one-stop system and/or the area WIA Board. Unfortunately, some people writing proposals are scurrying at the last minute for letters of support and/or partnership without giving the SWORWIB President time and/or information necessary to make a considered decision about our ability to participate with partnership funding and personnel deployment. In other cases we have supported a competing grant and a grantwriter for the same grant who hasn't worked with the SWORWIB at all is scurrying to get anyone's signature from the front desk people at the SuperJobs Center to individual Board members. Marshall presented a policy for cooperative efforts which provides the process the SWORWIB will follow should our support be requested for grants. This will provide the President a board-approved process to use when people urgently request immediate support without providing the necessary facts to make an informed decision. Stuckey moved, Cornejo seconded a motion to approve the policy as presented. Discussion points included advice to the President to not over commit the resources we have or overly involve the SuperJobs Center in other collaborations which do not provide financial support or assist us in meeting our performance objectives. Motion passed unanimously.

Train the Trainer Course

Marshall was glad to report to the board that up to ten people who completed the Global Career Development Facilitator and Offender Workforce Development Specialist certifications will be trained to become trainers for these programs through our good stewardship of the funds provided from the Greater Cincinnati Foundation and the Haile Foundation. Training is scheduled for January 19-22, and candidates are completing applications and project submissions to the instructor at this time. These two staff development programs have been lead by the SWORWIB in joint support from the United Way and the Greater Cincinnati Workforce Network. Our Workforce Partners Council, co-chaired by the three organizations has undertaken a concerted effort to provide at least two staff development forums annually for the entire workforce network of the broader region.

Building Repairs

Marshall informed the board that the flagpole had shifted and was at risk of falling into the building so it was removed as an emergency measure. Subsequently, a small hole at the side of the flagpole base grew into a sizeable sink hole which is cordoned off and secured pending bidding to excavate and correct. Clearly the need to address the front doors entrance requires more construction repairs beyond the ADA address of the vestibule and Marshall assured the Board these are being addressed. She then showed the architectural drawings of two proposals for the new building entrance and lobby in order to become ADA compliant. One version provides for a set of stairs and the other provides for a very slightly sloped sidewalk that would exclude stairs and provide easiest entry accommodation. The city must approve the no-stairs option since it requires sidewalk adjust for

slope. A temporary door will need to be provided during this construction project. Young moved, McPhedran seconded a motion commending Marshall for the work on the building and formally reauthorizing her to undertake all these safety, soundness and compliance repairs on the Board's behalf. Motion passed unanimously.

1916 Central Parkway Lease Renewal Renegotiations

Marshall also reported that negotiations with the county for a new lease (current lease expires December 19th) are proceeding. There are three key issues from the SWORWIB perspective that need redress in a renegotiated lease – the identification of a given contact office for dealing with building related business with Hamilton County, involvement of the facilities department on building repair projects as the owners, and county involvement in addressing the property tax exemption application that Marshall has been working on for two years without ownership standing. The county has agreed to proceed on a month to month basis until these issues are negotiated into a new five-year lease. Young moved, Moorman seconded a motion re-enforcing the existing resolution of the SWORWIB authorizing the President/CEO to handle all administrative details in accordance with her position and the Board's resolution as well as specifically authorizing her to undertake a month by month lease agreement pending cooperation and technical assistance in maintenance repairs on the facility and in obtaining real estate tax exemption from the State of Ohio and any other essential items as deemed necessary by the President. Motion passed unanimously.

Audit Updates

Marshall referred the members to the Audit Update Report. She reported that the July ODJFS audit went well with no findings. The August Department of Labor and Ohio Department of Jobs and Family Services combined audit of the summer youth employment program under ARRA had one important SWORWIB finding about the temporary lapse of productivity with the Emerging Workforce Development Council. She reported that all corrective actions related to this finding have been addressed and that in addition to hiring the new EWDC coordinator, she had also recruited co-chairs for the Council and obtained verification of parent status for the Council's parent representative which was forwarded to the DOL auditor. Other findings were directed to the Administrative Entity and Fiscal Agent functions which were not as stringently controlled due to the large number of workers laid off in the months preceding the ARRA audit in the Accounting Department, many of whom were responsible for SWORWIB compliance and reports. Young commented that the SWORWIB was under more audits than any other organization he was aware of, and shared that Tim Riordan who was a former City Manager had expressed to the Executive Committee at his resignation that he is amazed at the number of audits the SWORWIB is scheduled for and also amazed at how well the staff is planning for and handling this level of bureaucratic repetition.

Resolution for Relief from Administrative Burdens

Following on Young's comments, Marshall reported that at the previous Executive Committee Meeting it was suggested that a resolution be developed and sent from the Board to ODJFS asking for maximum coordination of audits and relief from certain administrative burdens in light of the state and local staff reductions and the heavy audit and reporting load created by the ARRA funding. Young moved, Comejo seconded a motion that the President communicates this resolution to the Director of the Ohio Department of Jobs and Family Services. Several members felt that the resolution would probably not be well received or any action undertaken, but they agreed that the Board had to speak up about the burden all these audits is creating for the administration of WIA and for serving our growing number of customers. Casto and Roeder requested recorded abstentions given their representative status in state agencies. Motion passed unanimously with the abstentions of Casto and Roeder recorded.

Suitability Policy

Marshall apologized that a policy was overlooked for inclusion in the consent agenda noting that it wasn't too hard to understand considering how many policies there are these days and how many different drafts are developed for public comment before made final by the State. This policy is an amendment to existing policy for determining suitability for various WIA staff assisted core services, intensive services and training services as required by the WIA Policy Letter No. 08-12.2 August 10, 2009. Stuckey moved, Comejo seconded a motion that the policy be approved with the recommended modifications. Motion passed unanimously.

SuperAwards Nominations

Marshall referred to page 20 in the board packet explaining the SuperAwards to be presented at the February Annual Meeting. She asked that all nominations be sent immediately to Walter McLarty or to her to process in time for the February 11, 2010 Annual Meeting. Mayor Mallory and Commissioner President Pepper are expected to present our SuperAwards.

2010 Meeting Schedule

Marshall referred the board to the calendar of meetings included in the packet for their convenience in reserving calendar time for the Quarterly Board Meetings, Executive Committee Meetings, Required Partners Leadership Council, and the Emerging Workforce Development Council. Other committees meet on a more ad hoc schedule determined by the members at each completed meeting.

VII. Exploring the Changing Workplace

Board members Graft and Browne have facilitated board discussion about changes occurring in the workforce in the previous two Quarterly Board Meetings. This month, however, both Graft and Browne were unavailable for the meeting. Marshall offered to facilitate the discussion or to reschedule the discussion for another meeting or in alignment with discussions planned after the presentation of the evaluation report on SWORWIB progress in the last two year. The board agreed to continue the discussion as it best fits into the 2010 schedule. It was requested that the staff resend the articles that have been included in the last board packets as preparation for this discussion.

VIII. Spirit of Construction Update

Marshall reminded Board members of the exceptional work of the Emerging Workforce Development Council previously in detailing a broad construction career pathway with many entry points and solid representation of the construction industry's breadth of career options. Construction has also been identified as a pathway of interest by the Greater Cincinnati Workforce Network and we have been working with them and the industry to continue to advance advocacy for the industry among our customers. For this program, in particular, Marshall reminded the Board of the grant proposal she submitted to the Spirit of Construction Foundation at the encouragement of Board member Pete Strange for the purposes of assisting the construction industry to educate and inform middle-schoolers about opportunities in the industry. She introduced the staff member who was hired under the Spirit of Construction grant to be the Construction Industry Advocate, Anne Mitchell. The Middle School Outreach program was initiated in March 2009 with the mission of engaging middle school students, encouraging them to stay in school, succeed in math, science, and language classes, and consider all options for a construction career, with the intent to recruit more minority students and females into the construction career pathway. Mitchell shared the program basics and showed some of the quality support materials developed. One example was a video "Building Your Future" developed with the participation of ABC-TV Disney Extreme Makeover Home Edition. The students have responded well to this video because the actor, John Littlefield, and the television program are very familiar to them. This marketing effort was undertaken first after determination of the importance of mothers in the consideration of career options, and the wide recognition the TV show and actor have for that demographic. One of the biggest challenges for program implementation has been accessing schools. While many schools have been approached, only seven presentations have been able to be scheduled and most of these from personal contacts of Mitchell and Marshall. Disappointingly, there has not been a response from the Cincinnati Public Schools which is one of the target school systems for the messages. However, to date 563 students have been reached and strong interest has been shown for these students applying to be part of Rosie's Girls and the UC Architecture Camp for summer 2010 as well as interest in participating in the Construction Career Days event scheduled for September 2010. Formation of a Provider's Council of organizations and schools involved in construction related outreach to young people has been an unintended, but gratefully welcomed, by product of the effort. Several board members who have contact with key officials at Cincinnati Public Schools indicated they would connect with Mitchell to see if they could help influence more participation from CPS.

IX. Public Comment and Announcements.

There being no public comment requested, McLarty asked if there were any other business or announcements before adjournment. Cornejo passed out a new booklet called Cincinnati: A City of Immigrants developed by the Hispanic Chamber Cincinnati USA and the Ohio Humanities Council and briefly details the cultural waves of immigrants that have made up the historical development of Cincinnati. It shows how each culture presented its own unique additions to Cincinnati's heritage and how Cincinnati responded to each immigrant wave with suspicions and negative stereotypes until eventually acceptance took place. Currently Cincinnati is adjusting to and assimilating the cultural additions of an increasing Latino population. It is hoped this booklet will provide a springboard for discussions of cultural diversity and acceptance for students.

IX. Next Meetings:

- January 28, 2010 Strategic Planning 8:00 a.m. -9:45 am. (*All Board Members*)
- January 28, 2010 Orientation 10:00 a.m.-12:00 Noon (*New Board Members*)
- February 11, 2010 Annual Board Meeting 8:00 a.m. – 10:00 a.m. (*Everyone*)

XI. Adjournment

There being no further business before the Board, McLarty accepted a motion by Conner, seconded by Gumbs to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 9:36 a.m.

Respectfully submitted,



Rene' McPhedran
Secretary