



The Southwest Ohio Region
WORKFORCE INVESTMENT BOARD

SuperJobs Center
May 12, 2011
8:00 a.m. – 10:00 a.m.
Minutes

SWORWIB Members: West Africa, Beth Brannigan, Steve Browne, Michael Conner, Margaret Fox, Natalie Galbato, Jennifer Graft, Brenda Gumbs, Betsy Harris, Gail Holloman, Joe Hummel, Mike Kelly, Joe Kramer, Stephen Kuebbing, Paul Magnus, Sherry Kelley Marshall, René McPhedran, H.A. Musser, Gregg Oshita, Dr. O’dell Owens, Sean Parker, Gwen Robinson, Sean Rugless, Doug Sizemore, Tyronne Stuckey, Todd Uterstaedt, Karen Wessel, Beverly Williams, Charles Wright, Allen Zink

SWORWIB Members Absent: Jay Alvaro, Elizabeth Baldock, Ted Bergh, Leah Cordova, Alfonso Cornejo, Timothy Devine, Sharon Hancock, Richard Harris, Greg Hartmann, Deborah Heater, Tim McCartney, Walter McLarty, Kevin Powell, Ric Powell, Jennifer Roeder, Bill Rutz, Simon Sotelo, Lesha Spahr, Vijay Sud, Amy Tanaka, Teresa Tanner, Robin White, Joe Zimmer.

SWORWIB Staff: Pat Massey, Nicole Ware.

Resources: Vivian Alexander, Kevin Holt, Carolyn Reynolds.

Guests: Crystal German, Emily Scardena, Barbara Siebel, Jennifer Spohr, Eileen Turner, Susan Waidner (for Greg Hartmann), Leah Winkler.

I. Opening – Welcome and Introductions

Having exceeded quorum, Chairman Conner opened the May 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 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. She noted that with the budget would not be able to accommodate refreshments going forward, but the SWORWIB would welcome donations from other board members.

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, Hummel moved, Gumbs 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, Kelly moved, Stuckey seconded a motion to approve the Consent Agenda. Motion passed unanimously. The following materials provided in the board packet were therefore approved:

2.10.11 Annual Meeting Minutes
President’s Report
Nominating Committee Report
SuperJobs Center Report
Media and Public Relations Report

Chairman’s Report
Measurements and Continuous Improvement Report
Required Partners Leadership Committee Report
Workforce Partners Council Report

IV. Nomination Process and Forms for 2012

Galbato referred Board Members to pages 23-25 and informed members that the recruitment for board terms for January 2012-December 2013 has begun. She requested that anyone with recommendations please fill out the form included and send it to Marshall or call and discuss the recommendation with Marshall or Chair Galbato.

V. Emerging Workforce Development Council Report

Nicole Ware, Coordinator and Joe Hummel co-chair of the Emerging Workforce Development Council presented an update on the EWDC's work. Ware reported that as a result of the earlier Youth System Building Project 870 (97%) youth had been served-- almost double over totals for previous years. The yearly goal is 897. The demographic profile is 54% female, 40% male; 85% African American, 15% white; 86% out of school. Top barriers to employment are lack of literacy, lack of job readiness, lack of documentation such as birth certificate, drivers' license, social security card, etc and lack of transportation. Twice as many youth with reading, writing and math deficits drop out of school than from any other barrier. In 2009, 72.4% of youth were placed in employment or educational programs, 77.9% attained a certificate or diploma, and 38.2% achieved literacy/numeracy gains. By the second quarter of 2010, 62.8% were placed in employment and/or education, 54% attained a certificate or diploma, and 42.3% had made literacy/numeracy gains. The EWDC holds a vision for reaching 50% literacy/numeracy goals this year, which although it sounds low would be the highest in the State of Ohio, and most other states. Hummel explained some of the various focus groups, individual interviews and contests conducted throughout the year as attempts to develop youth engagement. The EWDC has a Construction Career Pathway Committee which focuses on *Construction Offers Opportunities for Life (COOL)* and has a goal of reaching 500 traditional and 250 nontraditional youth to inform and interest them in a career in construction, emphasizing that construction offers a well paying career—not just a job. Uterstaedt asked if any of this links to the MSD (Metropolitan Sewer District) initiatives and efforts by Tony Parrott working with nonprofits and trainers to expose careers to youth. Hummel replied yes and explained that because of mandated improvements in the sewer and water systems there will be several million dollars per year for the next 15-20 years in work upgrading the water system. Robinson pointed out that this involves so many different construction trades. Hummel discussed the differences between vertical and horizontal construction and explained that differing skills are needed for each. Hummel reported they are in the final phases of identifying workforce needs for the various trades which will help develop new career pathways. New stages for energy pathways are beginning to be developed as well and the EWDC is planning to also have an Energy Careers Pathway Committee soon. Ware reported that the City, County and SWORWIB collaborated on a joint Request for Proposals (RFP) for summer programming. However, with the lack of money there will be no summer programming under WIA and the SWORWIB. Marshall pointed out that Area #13 gets half the funding of Cleveland and a third of the funding of Columbus for youth and neither of these areas operate separate City summer programs but rather combine efforts to reach more youth. The EWDC was applauded for its leadership in youth programming and results measurement and complimented for exceeding all Ohio state performance measures last year and most probably this year ending 6/30/2011 as well.

VI. SuperJobs Center Special Report

Rapid Response & Organizational Chart

Referring to the Organizational Chart included in the board package Alexander reported that the SuperJobs Center has reduced staff from 51 to 24 as a result of the decreasing funding and this organizational chart outlines the current staffing arrangements which more clearly link career coaches and business service representatives to focus on our WIA eligible customers more effectively. There has been a decrease in requests for help because Individual Training Account (ITA) funds are on hold. Both the Fresh Start program of CAA and Mature Services contracted programming has been cut due to lack of funding and is not expected to be renewed until after the 10/1/2011 federal budget year depending on federal budget decisions related to WIA. Closing of satellite offices is also necessary and the Return to Work Center partnership with the SJC and Great Oaks/Scarlet Oaks is scheduled to close at 6/30/2011. Robinson asked how the board is involved in deciding which providers are being discontinued and Marshall replied that the SWORWIB works with Hamilton County Jobs and Family Services (HCJFS) to bid for vendor services that include any subcontractors and once the contracts are executed for center services, the vendor handles budget reduction decisions, but does consult with the Executive Committee and HCJFS for alternatives and considerations. Marshall noted that it was the hope of the SWORWIB and the County to ride out the rest of the fiscal year ending June 30, 2010 but the state cut additional funds waiting until the last minute to do so, which required further reductions as well as plans for accommodating additional cuts that are expected after the summer as the new federal fiscal gets underway October 1, 2011. Furthermore, HCJFS has asked all contractors to conserve severely so our workforce local area can get through the summer quarter of July 1 – September 30 which is always the most difficult cash flow period and complicated by unknown funding for next year. An austere approach for May – September is required in order to be positioned for the next federal fiscal assuming WIA is funded. Several Board

members noted that communications about these impacts are very important, not just to the Board and partners, but also to customers and the community as a whole. It was recommended that Alexander factor in some communications and marketing efforts in advance of the implementation of these expected changes.

Alexander introduced Carolyn Reynolds as the staff member responsible for the Rapid Response Services provided to employers and employees being dislocated by reductions in staff and closing operations. The map provided in the board packet demonstrates that southwest Ohio, Hamilton and Butler Counties in particular, have been hardest hit by both official layoff notifications, known as WARNs, as well as non-WARN notifications. Reynolds described the process noting that as soon as a notice is received she initiates contact with the employer, gets their plans and explains the services the SJC Rapid Response Team can provide. She schedules worker orientations for all affected employees using staff from Unemployment, food stamp and other assistance programs to provide information about services available. Each worker is asked to fill out a form giving information about education, family, skills, and their next job interests. This information along with the Employer's plan is then aggregated and a confirmed action plan for the employer is developed. Reynolds reported that it is very hard to get employees who have worked all their lives to believe they need further training or that applying for a job has changed from the days "when you walked in with your resume after your uncle recommended you." Use of the computer for applying for jobs is a huge hurdle. Reynolds complimented Marshall for her success in applying for additional grant dollars to assist with Rapid Response activities. Hummel asked Marshall how much more funds has she applied for with a response that the SJC has received over \$1 Million extra dollars for dislocated workers as well as access to another \$400,000 for grants under the National Emergency Funds for workers who have been laid off a particular amount of time. Funds are received from the state for specific plant closings but the money is received when the WARN notice is given not when the actual closing occurs. These funds are usually encumbered for 12 months. However, most workers do not begin any planning until their 26-99 weeks of unemployment run out. This leaves planning for Rapid Response services in a vortex of meeting last minute deadlines that were preventable. Magnus responded that given this level of need, worker response choices and funding deadlines we may need to develop a triage plan responding first to those people who have the highest chance of being successful with the services available. Magnus also pointed out that the 99 week Unemployment Compensation exhaustees will hit mid-summer and this is expected to affect about another 10,000 people statewide. Conner commented that it was helpful to understand the current challenges the SuperJobs Center is facing and particularly how dramatic the economic conditions are affecting southwest Ohio. Several board members asked about efforts by the business services representatives to reach out to employers so they can get assistance before layoffs are necessary.

Alexander noted that outreach efforts to employers are necessary but challenging with the staff reductions. Browne commented that the Business Engagement group will also be exploring some ways that the SuperJobs Center can conduct improved outreach to employers. Marshall reminded the members that the SWORWIB had partnered with the CincinnatiUSA Regional Chamber in applying for funds to better improve linkages between economic development and workforce development in order to focus more on business retention and business service representatives are involved in business retention survey teams with economic development professionals in southwest Ohio which should help improve knowledge about the SuperJobs Center as an early resource to employers. This effort is now being marketed to business under the moniker of GrowthForce and more information will be featured in publications and other media outlets in the coming weeks. Stuckey questioned if we are able to match economic development efforts to the types of workers that we can supply from our customers. Marshall pointed out that although this would be an interesting approach, our large number of "less than desirably educated, less than technology proficient, and less with 21st century skills such as understanding business, welcoming diversity, cooperating with team members, is not a good promotional message, so we are challenged to raise literacy and numeracy as we have been doing with youth customers similarly for adult customers, particularly many industrial workers being laid off from closing operations. However, the partnerships that we have with training providers who are conducting Manufacturing Skills Standards Credential training for free to our plant closing personnel, and the partnership we have with the Greater Cincinnati Workforce Network to promote the use of the National Career Readiness Certificate as a work readiness credential is beginning to grow with workers and employers and can help reposition and redescribe a large portion of our laborforce to prospective employers and for census reporting.

VII. President's Report

President's Written Report-Questions: Marshall asked if there were any questions regarding the President's written report, but there were no questions.

SWORWIB Grant Report: Marshall explained that efforts continue for obtaining funds in cooperation with other non-profits that will benefit the community. One such project is integrating a United Way grant with the SWORWIB and Workforce Network to fund a beta test program where an employer can find online those schools graduating

students with the job skill sets they need (such as Pharmacologists). This new training portal is expected to be ready by the end of the summer for release on the SuperJobs website and the new Employers First Regional Workforce Network website. A DOL/Duke Get Into Energy grant has been funded to work with youth to interest them in energy careers, with utility companies statewide anticipating hundreds of job openings as skilled and well paying employees retire over the next 3-5 years. Grant applications have been reduced recently as a result of competitive grants being pulled back to address the federal deficit problem-solving, but the region has dramatically benefitted from the various grant collaborations over the last two years.

Policy on State Policies: Marshall reported that subsequent to an audit of the Ohio Department of Jobs and Family Services (ODJFS) operations they are now issuing a plethora of new policies with more prescriptive requirements. While all of our policies have been written with best practice and WIA law in mind, this new flurry of policies and the additional ones expected to arrive soon are taxing the SWORWIB's reduced staffing capacity to re-write policies. Some policies, such as the Rapid Response Policy has been revised seven times in 12 months. Therefore, Marshall recommends an administrative policy today which proposes the staff distribute state policy to the administrative entity and all vendors as local policy unless there is a compelling reason to adjust it. The policies will be transmitted via email and the transmittal will be kept in the policy files for documentation. Any specific requirements for local vendor action will be identified in the transmittal.

MOU Update: Marshall reported that she had requested that ODJFS negotiate a three months extension of the current Memorandum of Agreement (MOU) for the operations of the one-stop center through partner cost sharing arrangements and an extension was granted through September 30, 2011. The Required Partners Leadership Council will therefore meet over the next few months to negotiate a new two-year agreement for 1916 Central Parkway which must be signed and sent to ODJFS by 9/15/2011.

Sublease Update: Marshall reported the new Sublease with Arbor/Rescare for 1916 Central Parkway Arbor/Rescare will start July 1, 2011 and cover through June 30, 2015. The executed agreement has been signed by both parties and been transmitted to the Hamilton County Facilities Department for processing through the Hamilton County Board of Commissioners.

Bold Goals Resolution: Marshall reviewed the presentation at the Annual Strategy Session related to the United Way's community wide effort for Bold Goals 2020 which involve education, income and health goals for the region. She then referred members to the resolution on page 40 of the Board Packet. As part of coordinating with United Way's Bold Goals for the community, the SWORWIB has been asked to formally endorse the Bold Goals and add our outcome numbers related to education and income goals to the summary of community success with Bold Goals.

Performance Measures: Marshall noted that a representative from ODJFS, Bob Haas, had presented to the February meeting on the new approach to performance measures under a regression model. However, the federal Department of Labor has subsequently reconsidered national implementation of the regression model for evaluating outcome measures, so we are returning immediately to the prior performance measures methodology and our FY2011 performance will be calculated as in previous years.

FY 2012 Budget: Marshall referred the Board to the page 41 budget document. She presented the budget for July 1, 2011 thru June 30, 2012 and characterized it as a "Best Guestimate" budget. This budget represents a 28% cut and will need to be adjusted as new information comes in. Marshall reminded the board that the SWORWIB and State budgets begin July 1st. However, the federal budget begins October 1 (if passed) and the Federal Budget severely impacts the State and thus local budgets in workforce development. Should there be further cuts than represented in the budget presented here there will need to be additional staffing changes. Marshall noted that the youth coordinator has been reduced to 3/4 time in this budget, and efforts for continuing the NewsWIB newsletter and perhaps the annual report will be challenged and might require deployment of private funding. Robinson asked if the Lead Elected Official representative would be taking a cut and Marshall replied that his fees were adjusted in line with the full budget reduction. Marshall also noted that a budget revision for FY 2011 had been submitted to HCJFS returning funds reserved for the possible office relocation, some professional services, and property taxes which were dramatically reduced through negotiation. These saved administrative dollars will assist with carryforward for July 1 – September 30 and into the fall quarter depending on federal budget decisions.

Browne moved, Kramer seconded a motion to approve the SWORWIB Policy to Transmit State Policy Advisories, the Bold Goals Resolution and the FY2012 Budget. Motion unanimously approved.

Other: Marshall announced that the SWORWIB and our local workforce area are being recognized in three national studies: The first was a White House Conference on Youth involving facilitators meeting with key leaders to talk about how to be more effective in federally supported youth programs and efforts. Both Ware and Marshall, as well as many of our partners and contractors participated in the facilitated sessions. The second is a planned visit by Jobs for the Future and the Annie B. Casey Foundation exploring our career pathway work and the decade long collaboration of the four regional WIBs known now as Employers First Regional Workforce Network. The third is a visit planned by the senior research team at the U. S. Government Accounting Office as a result of our being nominated by national organizations and elected officials as a best practice Workforce Investment Board which also includes an invitation to make recommendations for the reauthorization of WIA in order to promote similar best practices nationally.

VIII. Administrative Entity Special Report

Funding and Contracting: Holt reported that basically we will not know about future federal funding until the first of October, if the federal budget has passed by then. ODJFS has provided fund allocations that are tentative. We know that there is a 22% cut in funds for youth and 28% cut in Adult, Dislocated Workers and Administration. Budgets need to be approved and operated within these reduced limited. Revised budgets cannot be considered until October 1 when we know about funding carryover. Youth is proving to be the biggest challenge, so Marshall requested that alternative approaches be presented for Board consideration and recommendation on how to handle the third year of the youth contracts:

- Reduce the Number of Providers: We have five youth contractors. They each serve slightly different populations. Reducing a contract that needs monitoring would be helpful to the reduced HCJFS staff.
- Reduce all providers evenly: This gives the illusion of fairness, but challenges us to maintain the disproportionate attention to out-of-school youth decided when these contracts were first negotiated.
- Reducing proportionally based on contract size: If reduced across all five providers could reduce operational functionality for some providers.

There was considerable board discussion around the options. Marshall reminded the Board that after the two-year Youth System Building Task Force conducted research, the EWDC recommended a 70/30 split between out of school /in school youth and that this recommendation was data driven. She also pointed out that a definitive judgment cannot be made from outcome data because all our youth providers have performed well and together have achieved exceeded ratings. Stuckey suggested that using the triage method would argue for more funds for the in-school vendor and reaching youth before they require more assistance to redirect, and therefore may be more successful than our out of school youth efforts. Browne suggested that we are not making a good judgment about where youth are more likely to be successful in school or out of school because we don't have adequate information to make this determination, as well as this does not honor the prior prioritization by the SWORWIB. Magnus commented that we must look at what types of services a provider can leverage even with reduced funding. He also favors proportional cuts to keep a larger footprint in the community so what when finances turn around the provider will be able to continue in the future. After lengthy discussion, Stuckey moved, Gumbs seconded a motion that reductions in youth funding be proportional while attempting to maintain the 70/30 split out of school/in school prioritization and allowing Marshall and Holt administrative leeway within the total available funds. Motion unanimously approved

IX. Regional and State Updates

Marshall reported on the consolidation of efforts between Employees First and the Greater Cincinnati Workforce Network now that they are housed within United Way. Sizemore asked whether the consolidation will change the name of either the Workforce Network or Employers First and how the services will be differentiated. Marshall responded that no name change will be involved nor will either change the services they offer. Employers First addresses issues of the employers (demand side) and the Greater Cincinnati Workforce Network addresses efforts such as the Hard to Hire network aimed more at the supply side of jobseekers. The current Career Pathways projects and determining future possible career pathway efforts will be jointly undertaken by both groups. Sizemore suggested that it would be beneficial to the community if this clarification and better marketing were undertaken. Marshall agreed and noted that a coordinator will be hired soon to assist in these efforts. Marshall thanked Susan Waidner from Commissioner Hartmann's office for their efforts to obtain support from Governor Kasich in joining the Kentucky and Indiana Governor's in supporting the Employers First tri-state collaboration. Marshall distributed invitations and formally invited all board members to attend the Employers First Summit at the Jungle Jim's Conference Center on May 17, 8:00 a.m., in Butler County for a report on the results of the Regional Innovation Grant and featuring a presentation by Jane Oates, Assistant Secretary of the Employment and Training Administration, U. S. Department of Labor.

Emily Scardena from the Ohio Department of Development (ODOD) reported that Jobs Ohio organization developed by Governor Kasich is moving forward and a board will be appointed soon by the Governor. Meanwhile, other aspects of the ODOD work plan are being evaluated and assessed for improvement recommendations that will be undertaken in the near future. Scardena shared resources for the SWORWIB and individual board members related to improvements in information available about the 2010 Census available from www.census.gov.

X. Public Comments, Announcements & Other Business

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.

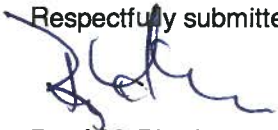
XI. Next Meetings:

6.9.11	Executive Committee Meeting
6.9.11 and 7.14.2011	Required Partners Leadership Council Meetings
8.11.11	Quarterly Board Meeting, Required Partners Leadership Council, Business Engagement and Measurement and Continuous Improvement Committee Meetings

XII. Adjournment

There being no further business, Kelly moved, Gumbs seconded a motion to adjourn. Motion passed unanimously and Chairman Conner adjourned the meeting at 10:12am.

Respectfully submitted,



René McPhedran
Secretary