



The Southwest Ohio Region  
WORKFORCE INVESTMENT BOARD

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

**SWORWIB Members:** West Africa, Jay Alvaro, Elizabeth Baldock, Ted Bergh, Steve Browne, Michael Conner, Leah Cordova, Timothy Devine, Margaret Fox, Natalie Galbato, Jennifer Graft, Brenda Gumbs, Richard Harris, Greg Hartmann, Joe Hummel, Joseph Kramer, Stephen Kuebbing, Paul Magnus, Walter McLarty, René McPhedran, 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, Charles Wright,

**SWORWIB Members Absent:** Beth Brannigan, Alfonso Cornejo, Crystal German, Sharon Hancock, Betsy Harris, Deborah Heater, Gail Holloman, Mike Kelly, Tim McCartney, O'dell Owens, Sean Parker, Kevin Powell, Ric Powell, Sean Rugless, Vijay Sud, Robin White, Beverly Williams, Joe Zimmer, Allen Zink.

**SWORWIB Staff:** Sherry Kelley Marshall, Pat Massey, William Ware

**Resources:** Daina Dennis, Kevin Holt,

**Guests:** Carla Chance for O'dell Owens, Debra Giordano, Sean Gomez, Andrew Lotter, Chellie McLellan, Cathy Metcalf, Amy Motneen(handwriting unreadable), Mark Stoeber, Susan Waidner, Becky Wilson

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

Having exceeded quorum, Chairman Conner opened the November 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 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, Tanner moved, Magnus 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, Browne moved, Galbato seconded a motion to approve the Consent Agenda. Motion passed unanimously. The following materials provided in the board packet were therefore approved:

- Minutes 8.11.2011
- Chairman's Report
- President's Report
- Treasurer's Report
- Business Engagement Committee Report
- MCI Report
- TEGL #35-10 Transparency and Integrity in Workforce Investment Board Decisions
- Required Partners Leadership Council Report
- SuperJobs Center Report
- Media and Public Relations Report
- 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 Stakeholder

#### **IV. Nominating Committee Report**

Galbato presented the Nominating Committee recommendations. The Board has three resignations or departures due to attendance, 24 extensions and has recruited nine new members. This will create a Board membership of 59 members with 37 business representatives and 22 required partners/others. Current federal legislation requires 51% or greater business representation.

Officers and Committee Chairs for 2012 were presented with Michael Conner-Chairman, Mike Kelly-First Vice Chair, Vijay Sud-Second Vice Chair, Brenda Gumbs-Third Vice Chair, Gregg Oshita-Fourth Vice Chair, Karen Wessel-Treasurer, and René McPhedran-Secretary. Committees will be chaired by Steven Browne-Business Engagement, Richard Harris and Joseph Hummel-Emerging Workforce Development Council, Charles Wright-Measurement and Continuous Improvement, Natalie Galbato-Nominating Committee, Gwen Robinson-Benning and Beverly Williams – Required Partners Leadership Council.

Tanner moved, Browne seconded a motion to recommend the slate to Mayor Mark Mallory, Lead Elected Official, for his consideration and Mayoral appointment. Motion passed unanimously.

#### **V. Administrative Entity Report**

##### Budget

Holt referred the Board to the amended budget approved in the consent agenda noting that plans for carry forward availability and use are noted.

##### Performance Report

The Ohio Department of Job and Family Services has nine state performance measures, of which Area #13 met all nine with six of them exceeded. Holt noted Area #13 had more employments for PY 2010 than any metropolitan area in Ohio at a per cost of employment of \$2,074. This was the lowest in the state per cost of employment and \$2,307 below the state average. Marshall noted that as resources are challenged, it will be important to focus on the most critical performance measures, such as these state standards and metropolitan area comparisons for adult, dislocated workers, employers and youth.

##### Youth Report

For existing youth services, the five youth vendors were encouraged to request contract amendments converting the at-risk, performance incentive dollars in their contract to service dollars providing additional flexibility in the current funding environment and contracted adjustments will be processed by year-end. The new Request for Proposals for services to youth, known as the Youth RFP, for July 1, 2012-June 30, 2014, has been issued and bids are expected by December 1, 2011. The RFP requested bids for in-school, out-of-school, with a focus on youthful offenders and Foster Care Exiters.

##### One Stop Report

Holt reported that the SWORWIB and Job and Family Services are examining options for operating the one-stop job center more cost effectively preserving valuable dollars for service activities, such as training accounts. Proposals are requested by December 1, 2011 for review by the SWORWIB and Hamilton County Job and Family Services and a final recommendation is planned to be determined by December 21, 2011. Allowable options that allow for timely consideration are continuation of currently procured operators with cost savings, public entities experienced with WIA delivery, and consortia of required partners for which a coalition approach would allow for leveraged funds for service delivery. Comments from several board members emphasized that quality of service and outcomes need to be maintained as part of the consideration of options and discussion would be necessary about transition time frames and operational aspects as relevant to the submission of options and final determination. Stuckey referenced his tenure on the board, along with others, who were involved a decade ago when both the county and the city operated one-stop centers and neither maintained performance results or cooperated with the business community to meet the intents and purposes of the Workforce Investment Act, but Stuckey noted that it is ten years later and there has been tremendous improvement that he hopes is not sacrificed in the process. Others expressed concern that operations could become more politically motivated rather than performance and results directed. Both Magnus of Mature Services and Robinson-Benning of CAA disclosed that as subcontractors in the past that they remain interested in participating in submitted proposals.

#### **VI. President's Report**

Marshall began her report by asking for a round of applause for Chairman Mike Conner and Frisch's Restaurants for their continued donation of the board meeting refreshments for 2012. Members responded with appreciation.

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

There were no questions on the President's written report.

### 1916 Building Report

Marshall reported she has been exploring use of the lower level of 1916 with Cincinnati State Technical and Community College for use as a placement center as proposed in a multi-state healthcare training for career pathways grant which they are coordinating over the next three years. Additionally, Great Oaks which currently operates the Health Professions Academy may need an alternative training site as there are other plans for their current location in the center of many hospitals in the Clifton neighborhood. While there are many details to be addressed, Marshall noted that this is a possible perfect match of interests and opportunities with these two required partners within the current Memorandum of Understanding for services provided by all partners at the SuperJobs Center. Marshall has confirmed the environmental considerations and all were already known to be areas for environmental correction. She will be meeting with the Hamilton County Facilities Director and staff in December, and hopes to provide a plan of action by the February Annual Meeting.

### Staff Update

Marshall was pleased to announce the re-hiring of Kathleen Williams as the new Emerging Workforce Youth Programs Coordinator and Public Information Officer. Williams is very familiar with the SWORWIB's mission and activities having worked for SWORWIB previously and most recently with Workforce One of Butler County as their Business Services Representative.

### SuperAwards

Marshall requested that Board Members submit nominations of any individual, employee, partner, employer, or program they believe should be recognized for meritorious service this year referring everyone to the forms on page 43-44 of their board packet.

### MSSC Report

Marshall reported on the success of the Manufacturing Skill Standards Council's Certified Production Technician Credential (MSSC-CPT) as a training program of the SWORWIB in partnership with a Department of Labor grant received by the Communications Workers of America and deployed as free training for dislocated workers at Avon, Jim Beam and Graphics Packaging in Hamilton County. She noted that working with her colleagues in Butler County, this resource has since been deployed for plant closings in Butler County as well. Marshall recognized the efforts of both Cathy Metcalf, Executive Director of the Cincinnati Labor Agency for Social Services and Doug Sizemore of the Cincinnati AFL-CIO Labor Council in supporting this partnership. Sizemore said many workers in manufacturing have a lot of good skills but communicating those skills to the next employer can be difficult. The MSSC-CPT certifies skills, and employers have confidence that the worker understands the language and safety priorities of manufacturing. Marshall and Williams wrote a paper on the experience of bringing the MSSC to Greater Cincinnati and presented it to Jane Oates, Assistant Labor Secretary for Employment and Training at an October manufacturing event in Dayton, OH. Oates has posted the Greater Cincinnati MSSC Report on the DOL website and recommended Marshall to be a speaker at a National Manufacturing Conference in Texas next April. Additionally, Marshall has been working with the Workforce Investment Boards of the tri-state to develop manufacturing workshops in each state to share the results of this MSSC and National Career Readiness Credential (NCRC) experiences and expand the use of these credentials among manufacturers through the region.

### Annual Report

Marshall noted the publication of the 2010-2011 Annual Report commenting that following the example of many others, electronic distribution will supplant major printing distribution of the report as an accommodation to reduced budgets. The Annual Reports of the SWORWIB are available on [www.superjob.com/SWORWIB/AnnualReports](http://www.superjob.com/SWORWIB/AnnualReports) for those who wish to share the report with others.

### Other

**Federal Policy on Board Integrity:** Marshall noted that the federal policy related to Board integrity had recently been reissued by the Department of Labor due to conflicted decisions elsewhere in the county that had become known and undermined the integrity of the Workforce Investment Act and the structure of local workforce investment boards. Marshall asked that all board members review the policy which had been approved in the consent agenda and recognize why as board members, they are required to complete a conflict of interest statement annually, and why as President she brings forward the policies for their approval. She assured the board members that she works very hard to balance the competing interests and routine challenges for special consideration for training, for services, etc. and is honored to work for the SWORWIB as a nationally recognized workforce investment board with a four-year

history of solid audits with no financial findings. She thanked the members for their quality service in accordance with this policy and all the others policies approved by the board.

*ITA Funding:* As mentioned in the budget report, the one-stop has carried forward some funds, and funds are anticipated to be received from the Ohio Department of Job and Family Services resulting from the dispersal of Governor discretionary WIA dollars in accordance with federal directives of 10% of the 15% set-aside to local areas. This could mean approximately \$300,000 in additional dollars that could be used for training services and would permit the cancellation of the training funds suspension passed by the Board in March, 2011. Marshall noted that these training resources would best be deployed in partnership with the various career pathway efforts the SWORWIB has partnered on for a decade, and for pilot training efforts for specific credentials such as the medical assistant credential known to be under recruitment by local hospitals. Browne moved, Grafted seconded a motion in support of Marshall's suggestion that the ITA suspension be lifted upon receipt of these new funds and Marshall work with the SuperJobs Center to identify highest potential training opportunities for employment and retention results. Motion passed unanimously.

*ODJFS Director Colbert:* Marshall reported that the Ohio Department of Job and Family Services Director, Michael Colbert, had contacted her to arrange a presentation before the SWORWIB. He had not been able to accommodate this meeting in his schedule but hoped to confirm a meeting in December at which he could share Ohio's new workforce development directions. Marshall noted that this special meeting would likely be attached to the Executive Committee meeting of December 8, 2011, from 9:30-10:30 a.m., and she hoped as many board member as possible would arrange to attend and hear directly from this state agency Director, but she also knows that the November meeting is the last quarterly board meeting for 2011 and attendance may not be as robust at the beginning of the holiday season.

*Government Accounting Office Research and A Planned Site Visit by Jobs for the Future and the Senate H.E.L.P. Committee Staff Team:* Marshall announced that the SWORWIB's decade long work with the Health Careers Collaborative has been selected by the GAO for inclusion in a research report about effective workforce boards throughout the country. Additionally, in partnership with the Greater Cincinnati Workforce Network, the SWORWIB will be hosting the congressional staff, national foundations and Jobs for the Future representatives in early December for a site visit with Employers First Regional Workforce Network, and the consortia for both healthcare and advanced manufacturing. This auspicious group of congressional staff only travel to a local area every 2-3 years to visit innovate delivery and programming and the SWORWIB is honored to be selected to coordinate this site visit.

## **VII. Presentation**

### **Employers First Regional Workforce Network**

Marshall introduced Andrew Lotter as the new Coordinator and Regional Employer Liaison for the Employers First Regional Workforce Network. She noted that Lotter had once worked for the SuperJobs Center and was a past Super Employee Award winner for his stellar metrics with employment placement. Lotter explained that the role of EFRWN was to take a regional approach to cross-geographic issues that impact the area's employment by working with Indiana Region 9 Workforce Board, Northern Kentucky Workforce Investment Board, Southwest Ohio Region Workforce Investment Board and the Workforce One Investment Board of Southwest Ohio. Working as a conduit for individual employers, EFRWN assists employers in finding the level of service they need and connecting to the appropriate Business Services representative(s) of the most appropriate one-stop center operation to match the employer's needs. This combined regional service helps employers with needs for recruitment that cross geographic boundaries, provides quick responses and services to businesses and, in general, helps businesses more effectively utilize the public workforce system. Lotter also demonstrated the Employer Training Portal available at [www.employerfirst.org](http://www.employerfirst.org) for use by economic development professionals and employers to find training opportunities for their current employees and to search for schools producing graduates with the credentials they seek. In addition, as the EFRWN coordinator he will work with regional agencies, economic development agencies, Chambers of Commerce, educational institutions, and the Greater Cincinnati Workforce Network to collaborate EFRWN's work with the many other partnership efforts in the region. Marshall noted that the SWORWIB is lead entity and fiscal agent for a \$150,000 Social Innovation Fund grant to develop this regional Employers First business service as a model of collaborative public one-stop center coordination. The grant runs through November 2012 and the anticipated Workforce Innovation Grant expected by the end of the year will be looking for these kinds of regional workforce approaches that serve a regional economy rather than local and state bounded service delivery.

## **VIII. 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. Shawn Gomez from New Horizons noted an interest in being involved with the SWORWIB for



which Marshall responded that New Horizons has been an eligible training provider in the past and would therefore be conflicted for board service as an entity interested in receiving ITA funding. There was a question about whether there are any satellite centers anymore which Marshall answered that before the last federal funding cuts there had been a partnership with Great Oaks for the Return to Work Center at Scarlet Oaks but as of July 1, 2011, they had to close the location due to funding losses. Additionally, Arbor/ResCare had previously contracted with Community Action Agency of Cincinnati and Hamilton County for a satellite location at Jordan Crossing but since July, 2011 had not been piecing together a partnership with CAA staff for limited hours of service. Marshall noted that even the larger cities are strapped by funding to be able to provide full services at a single one stop location rather than previously dispersed services at multiple locations. Furthermore, national interests are exploring "virtual one-stop service" delivery and direct partnerships with the public library system such as the SWORWIB has encouraged with previous SJC directors. As funds continue to shrink, these delivery options will warrant further consideration by all WIBs nation-wide. There being no other announcements, Chairman Conner closed the public comments agenda item.

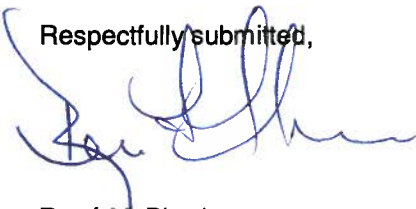
**IX. Next Meetings:**

- 11.10.2011 Business Engagement Room A 10 a.m.-12 noon
- 12.8.2011 Executive Committee Meeting
- 12.8.2011 Special Director Colbert Meeting to be Confirmed, 9:30-10:30 a.m.
- 1.26.2012 Annual Strategy Session 8 a.m.-10 a.m.
- 1.26.2012 New Member Orientation 10a.m.-12 noon

**X. Adjournment**

There being no further business, McLarty moved, Gumbs seconded a motion to adjourn. Motion passed unanimously and Chairman Conner adjourned the meeting at 9:59 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
- Employers First Regional Workforce Network presentation