Quarterly Board Meeting
SuperJobs Center
August 8, 2013 • 8:00 a.m.
Minutes


SWORWIB Members Absent: Jay Alvaro, Steve Browne, Tracy Burnett, Jack Cameron, Jose Luis Chavez, Michael Conner, Leah Cordova, Dayle Deardurff, Timothy Devine, Margaret Fox, Betsy Harris, Gail Holloman, Maggie Lund, Kathy Maybrier, Rene McPhedran, Dee Dee Miller, Ricardo Moncada, Eric Rademacher, Debra Rainer, Dan Ripberger, Gwen Robinson, Safi W. Safi, Doug Sizemore, Amy Tanaka, Teresa Tanner, Robin Throckmorton, Todd Uterstaedt, Beverly Williams, Allen Zink.

SWORWIB Staff: Sherry Kelley Marshall, Pat Massey, Wesley Miller, Kathleen Williams
Resources: Denise Becker, Tim McCartney, Latrisha Payne
Guests: Gena Bell (for Chris Monzel), Mark Fay (for Jennifer Roeder), Michael Florez, Jane Keller, Andrea Milani, Barbara Seibel, Norm Solomon, Benita Spraggs, Jose Tate, Becky Wilson.

I. Opening – Welcome and Introductions
Having exceeded quorum, Chair Powell opened the August 8, 2013 Quarterly Board Meeting at 8:00 a.m. Powell welcomed everyone and reminded the members and guests to please legibly sign-in for the official attendance record or print your name next to your signature. Powell asked any board candidates who were in attendance to introduce themselves. Following these introductions, board members and then guests were asked to introduce themselves before beginning the business of the meeting. President Marshall thanked Chair Powell and Meridian Bioscience for their generosity in providing breakfast for the SWORWIB Board meetings as well as Galbato and Oshita for their help this morning in assisting staff with meeting setup.

II. Approval of the Agenda
Chair Powell 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. Chair Powell indicated that he wanted a by-leave to talk about the Chair's Report and Executive Evaluation before the President's Report. Stoebel noted that the listing of next meetings again has the wrong time for several meetings. Marshall apologized for this repeated oversight and noted the correct meeting times as 8:00 a.m. There being no other corrections noted or requests for agenda changes, Wessel moved, Snyder seconded a motion that the agenda be approved as corrected and with the addition of the Chair addressing the Board on his report. Motion passed unanimously.

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

- 5.9.2013 Meeting Minutes
- Chair's Report
- President's Report
- Board Resolution: President/CEO Signature Authority

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Chair Powell reported to the members that he attended a Governor's Executive Workforce Board meeting in June. He found it interesting that no mention was made of sequestration or budget issues. Powell also thanked all the board members who responded to his announcement at the May Quarterly Board meeting and subsequent email requesting feedback on President Marshall's performance for the last year. He reported that all the feedback received was collated and reviewed by the Officers at the June Executive Committee meeting who also reviewed Marshall's self-assessment which mirrored the findings of the officers about her continued strong performance, including winning the National Association of Workforce Boards WIB Excellence Award presented at the national conference in March. Powell further thanked Jennifer Graft and Vijay Sud who provided objective data on the pay rates and benefits of Presidents/CEOs in nonprofit organizations throughout the Midwest and the local region. Powell also noted that Marshall had researched information from the federal government on limits to pay ranges for certain leadership positions funded with federal dollars with her pay range coming in around the 64% range based on the 2011 range records; however, the federal administration is expected to update these ranges by the end of the summer and Marshall is to report to the Executive Committee on the new ranges. Given the local economy the officers constrained Marshall to a 3% one-time merit payment and made a one time payout of some vacation days that she has not been able to utilize during these ever challenging months with budget cuts and the federal sequester. Kramer moved, Jackson seconded a motion ratifying the executive committee's actions related to executive evaluation and compensation. Motion passed unanimously.

IV. President's Report

Questions on President's Written Report

There were no questions on the President's written report as included in the previously distributed board packet.

Sequestration

As has been reported, there is a 26% overall reduction in funds affecting both operating expenses and Adult and Dislocated Workers. Computations in the formula that most affected Area #13 are: unemployment rate is down compared to elsewhere in the state and lower than the state average and there were no recent mass layoffs. This formulary does not take into account the high poverty rate or the fact that (while difficult to match worker skills to openings available) this area still has more opportunities for employment than smaller areas. The formulary also scores on an either/or status so we lost a full 40 points as a result of being .1% less than the state unemployment rate and having no layoffs considered "mass" as in plant or office closings even though we had more people laid off from more employers than the total of the three plant closings in the prior years. Marshall noted that the three urban centers comprise more than 40% of performance for the state of Ohio and therefore if any one of them (Cleveland, Columbus, Cincinnati) does not meet performance goals, the state will be challenged to meet their state performance measures and will cause further hardships for federal funding rates for Ohio. The prospect of yet another additional 26% sequestration if no FY '13-'14 Federal budget is passed continues to loom.

Revised 7/19/2013 Consolidated Budget

Marshall reported that the budget presented today is the third budget in as many months, each one with major changes. This budget reflects this 26% level of reduction and to protect as much funding as possible for customer service SWORWIB reserves will be used to fund all three SWORWIB staff. At this time, this approach appears necessary through June 30, 2014 and until the longer term effects of sequestration become clearer. Board members expressed concerns about utilizing the SWORWIB's private resources to cover SWORWIB staff formerly covered by administrative dollars. Oudersluys questioned how long the SWORWIB's resources would be able to cover these basic costs and Marshall responded that there were reserves for approximately two years at full costs. Wessel as Treasurer noted that the SWORWIB had invested some reserves in CDs, although the interest rates were low, there was some interest being earned. Marshall noted that these funds had been granted from private fund raising Marshall had undertaken since 2007 that had administrative fees included from Spirit of Construction, Greater Cincinnati Foundation, Performance Excellence Foundation, Social Innovation Funds, Messer
Construction, U.S. Bank, Fifth Third Bank, Cincinnati Children’s Hospital Medical Center, Tri-Health, Frisch’s, David Phillips, and various other individual and small company donations. Powell noted that another budget is likely to be developed in October for presentation in November as carry-forward of federal dollars are known and can be properly assigned to the SWORWIB. Day moved, Johnson seconded a motion to approve this revised 7/19/2013 FY13-14 budget as presented. Motion passed unanimously.

Abell questioned if Marshall needed any motion to be able to seek other funds and negotiate with Hamilton County as carry-forward dollars are identified. Marshall noted it would be beneficial for the Board to provide her authorization to adjust the SWORWIB administrative budget however needed to become beneficial to optimizing WIA administrative dollars over SWORWIB reserves. Kramer moved, Galbato seconded a motion that Marshall coordinate with Hamilton County to obtain carry-forward dollars as soon as feasible in order to reinstate the inclusion of SWORWIB functions as required under WIA to WIA dollars. Motion passed unanimously.

Marshall also noted that she was actively seeking alternative funds from the Ohio Department of Job and Family Services (ODJFS) for rapid response resources with layoffs that have been announced and for a distributed share of set-aside rapid response funds that the State has not used and could grant to the local WIBs to compensate for current limited funds. She is working with the leaders of the five largest metropolitan areas to encourage a change in the distribution formula as well as broadened thinking about releasing funds particularly to the largest urban centers. Marshall requested the SWORWIB’s continued support of the lifting and placing of the limited funds policy on a monthly or bi-monthly basis depending on how funds are flowing within the area. Galbato moved, Gumbs seconded a motion authorizing Marshall to continue to seek funds from the State of Ohio and to collaborate with Kevin Holt to appropriately apply the limited funds policy. Motion passed unanimously.

Marshall requested board members to check on their government relations specialists in their companies or professional organizations that could be available for a briefing from her on the issues related to WIA reauthorization and funding. She indicated she would be eager to meet with them at their convenience if members could arrange a contact.

Policies: Source Documentation for WIA Eligibility
Marshall presented the Workforce Investment Act Policy Letter No. 13-01 that provides detailed documentation requirements to establish WIA Eligibility. She noted that the State of Ohio is becoming prescriptive in their policy letters so whenever possible and appropriate, she will be recommending approval and transmittal to Hamilton County and our service providers directly. Only when local WIBs are noted to address a local policy application will she propose separate SWORWIB policy. Several members commented on the trend of being prescriptive from a state vantage point to local areas that are very different, and noted agreement with Marshall’s recommendation on this matter. Gumbs moved, Graft seconded a motion to forward the state WIAPL as the specific local policy. Motion passed unanimously.

Updates:
- Spirit of Construction Update: Marshall announced that after five years of creating, implementing and managing the Spirit of Construction Middle School Outreach Program through the SWORWIB, this pilot project has been transferred within the construction industry for its next phase after the pilot era. It will now be managed by Allied Construction Industries.
- Employers First Regional Workforce Network (EFRWN) Update: Marshall reported that EFRWN leadership will be transitioned to Northern Kentucky WIB using part of a National Emergency Grant received by the Northern Kentucky WIB. This transition will occur at the end of December with Marshall completing the current contract for services through the Social Innovation Fund grant to the SWORWIB since 2011.
- Re-branding-OMJ Cincinnati/Hamilton County: “OhioMeansJobs-Cincinnati/Hamilton County, a member of the American Jobs Network” will become the official name for all SuperJobs signage, marketing and logos. While the official policy is in the review process as of this date; when it has an official effective date we will have six months to implement the changes.

Other Updates:
- Business Engagement: Marshall thanked Browne and Graft for their continuing work in connecting businesses to SWORWIB through the GCHRRA Regional Conference, Employers Resource Association and Ohio SHRM among other venues. They have both been instrumental in spreading the word about how the SuperJobs Center and OhioMeansJobs can be valuable tools in the processes of recruiting and selecting staff.
- NCRC: Marshall is working to promote recognition of the NCRC as an alternative to GED particularly during the transition to the new GED2014. Changes in the GED have increased costs from $40 to $160, are focusing

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on the Common Core Curriculum change instituted this year which current GED candidates have not had, and on-line testing with no written testing. These changes are predicted to reduce the number of high school non-completers who will be unable to obtain their GED. NCRC certification could provide some level of credible assessment on work readiness skills for this population of job seekers.

- **Ohio ACT Council**: Marshall has been appointed to the Ohio ACT Council to represent work readiness and career exploration interests on this statewide group focused on high school completion and college access. The first meeting will be in late August in Columbus. Gumbs and Oshita congratulated Marshall for again being recognized for her workforce leadership.

- **ACT Foundation Grant Exploration**: Parminder Jassal, a former regional workforce leader has been selected as the new President of the national ACT Foundation. The new Foundation's initial focus will be to fund targeted efforts that support work readiness through both education and workplace success in the United States. President Marshall and Partners for A Competitive Workforce leader, Janet Urbanik, are currently preparing a proposal for a research project to evaluate the effectiveness of NCRC certifications in improving employment opportunities for foster care youth.

- **.Net Developer Apprenticeship Training Partnership**: The first class funded through a joint partnership of the SWORWIB, Partners for a Competitive Workforce and the CIO Roundtable with IT employers has completed their training. Information Technology has become the fourth career pathway of the regional partnership. Of the 12 students in the class for .Net training – all displaced workers – six of the 12 received job offers with either Paycor or Great American Insurance Company before completing their course work. The CIO Roundtable selected Max Technical to conduct the training and they are working with the other students to seek employment. Marshall noted that Becky Wilson is in the audience and has flyers about these other workers that board members may be interested in taking back to their HR departments so she will leave these at the registration table.

- **Ohio Works Incentive Program**: Marshall reported that the SWORWIB had successfully applied for $150,000 from the Ohio Department of Job and Family Services to work with Hamilton County and Talbert House to assist individuals leaving public assistance to gain employment. This statewide grant program is an incentive model program for which the local areas will not only receive the initial $150,000 in startup funds, but will also be awarded incentives funds for placement and retention time frames. We are in the early stages of program implementation but will report as the project gains momentum locally and at the state level.

V. **Presentation: State Measures & FY 2014 Performance Plan**

Chair Powell introduced the Chair of the Measurement and Continuous Improvement Committee (MCI) Charles Wright who presented a PowerPoint on the report from the MCI Committee with the following highlights:

- Despite the challenges presented by a departing one-stop operator and youth provider last year, and with the cooperation of the current one-stop and youth providers, 7 seven of the federal performance goals were met and two performance goals were exceeded by year's end at 6/30/2013.

- The current youth contracts are a continuation of our strategic focus on out-of-school youth, with the addition of harder to serve in-school and out-of-school foster care youth and a higher focus on more youth being served.

- Out-of-school youth are harder to reach and harder to keep up with for successful outcomes; yet success with this population can more dramatically impact their short and long term life opportunities.

- Foster care youth are the hardest to work with and need an intensive array of services and support.

- There is a trend for rising numerical expectations from Federal and State levels without the recognition of a deliberate choice by the local workforce board to focus on the hardest to serve youth.

- This performance cycle taught us the importance for the next Request for Proposals process (RFPs) to specifically recognize the imperative of follow-up for youth transitioning between providers.

- There may be a need to reduce the number of youth served as a success outcome given the challenging populations we are serving and the impact of sequestration on reduced, however somewhat less impacted than adults, funding.

- There is a need to involve other organizations as collaborators as we are doing with the TANF/Connect the Dots project for foster care youth.

- The impact of the Core Curriculum requirements on and changes with the GED 2014 process will definitely impact performance negatively and Marshall's efforts to obtain DOL concurrence on the alternative use of the NCRC as an "interim time frame credential" are admirable, especially given that the National Career Readiness Credential has value in markets like ours where employers & industries recognize its usefulness for their needs.

- Recommended that the board needs to continue to pay less attention to meet/exceed/fail labels and more to the choice to serve more youth and to serve more challenged youth.

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Marshall noted that the MCI Committee also supports her recommendation that the third-year option in the youth providers’ contracts be undertaken during this unsettled budget time so the SWORWIB might get to more stable funding and continuation of WIA by next summer and fall in order to issue the next RFP for youth services. Wright commented that now is not a stable time to deal with an RFP process and the current procedures allow for the SWORWIB to decide to act on the third year option. Wright moved, Stoebber seconded a motion for Marshall to exercise the third year option on the youth services contract. Motion passed unanimously.

Marshall complimented Kathleen Williams, Youth and Communications Coordinator, for her work in following through with a Youth Perspectives Committee for the Emerging Workforce Development Council thereby providing a new way to add the voice of youth which Marshall believes to be better than having a single youth representative on the Council. Williams is meeting periodically with the Youth Perspective team members and getting good feedback about what works and what else could be done to serve youth through WIA.

Wright presented the proposed local SuperJobs Center measures for Hamilton County Job and Family Services as operators of the one-stop and adult/dislocated worker services. These were developed by Holt and Marshall and vetted by the MCI Committee who recommends their formal approval by the full SWORWIB. Wright as chair moved, Graft seconded approval of the SuperJobs Center measures. Motion passed unanimously.

Wright also presented a rough draft of the next scorecard the committee is proposing with comments from Marshall about the continuing dilemma of the increased difficulty for out of school applicants to receive a GED because of the GED 2014 changes. Gumbs moved, Snyder seconded for the MCI Committee to finalize the 2013-2014 Scorecard for use by the full board. Motion passed unanimously. Snyder moved, Gumbs seconded the motion concurred with the MCI recommendations about continuing to seek service to more youth and more challenged youth for highest long term impact for the community. Motion passed unanimously.

VI. Presentation: SuperJobs Center and Administrative Entity 2013 Year End Report
Chair Powell introduced Tim McCartney of Hamilton County Job and Family Services who preceded the SuperJobs Center and the Administrative Entity 2013 Year End Report by giving a brief overview of the history of HCJFS becoming the One-Stop Center Operator. He reminded members that the decision to change providers was done with the primary goal of reducing administrative costs and re-directing that money to direct services. He complimented Holt and his staff as well as all the major decision makers involved in making the HCJFS decision. Marshall noted that Holt was absent because he was doing the "Kevin" – which Marshall explained as taking a vacation, as Chair Kevin Powell had done, that the spouses had scheduled in conflict with the SWORWIB quarterly meetings. Marshall asked all board members to avoid a repeat of the "Kevin" by checking vacation plans and board meeting calendars. A well-humored laugh was enjoyed by all.

McCartney introduced Carolyn Reynolds who provided the Administrative Entity report. Reynolds reported:
- Six youth contracts with vendors for in-school, out-of-school and foster care youth are all on track.
- The 1916 MOU with the partners has been approved with 12 MOU partners. Marshall is negotiating an addendum adding two new partners with the possibility of another partner in the works.
- The SWORWIB reimbursement agreement for 1916 management has been approved by Hamilton County Board of County Commissioners as of yesterday.
- The SWORWIB contract with HCJFS is signed and complete with an addendum added to the current year’s budget to reflect a decrease in the budget to reflect SWORWIB reduced WIA costs.
- As soon as the carry forward funds are determined at October 1st a decision will be made on distribution and obligation of those funds, including possible resources for the SWORWIB administrative costs.

Reynolds then introduced Denise Becker who presented the SJC Year End Report. Becker reported:
- All performance goals were met or exceeded
- Spending on Direct Services to Consumers was increased to $1,732,789 above the goal of $1,330,000
- Operating costs were reduced from $2,470,160 of the previous contractor to $1,763,232.
- WIA enrollments of 1,631 exceeded the previous year of 664
- Training and wage subsidies for 478 people exceeded the prior year of 140.
- In-depth services resulting in employment were provided to 665 people exceeding the previous 422.
- Employers who were served more than once were 302 exceeding the previous 219.
- A 33% reduction in staff occurred from 27 staff to 18 staff.
- 127 Hiring Events held at SuperJobs
- There were 114 On-the-Job Training contracts for the year.

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Rapid Response services were provided to 21 companies affecting 973 employees with 275 various services.

Becker acknowledged the excellent work of fewer staff who served more people with fewer resources saying that without their dedication this would not have been possible. Becker ended the presentation with a plea to board members to themselves become workshop presenters or assign their staff to assist with educational programming at the SuperJobs Center now that funds are more limited. Becker also noted that those workshops lead by employer representatives are always better attended and the evaluations are more complimentary as our customers feel they learn more from the employers directly. Becker asked anyone interested to contact her to talk about their interests. Many board members complimented Reynolds and Becker on their presentation with Chair Powell broadly thanking the leadership and the staff for their hard work and excellent results.

VII. Statewide Initiatives Update

State Proposed Aligned Performance Measures and SWORWIB

Marshall reported that the State of Ohio through the Governor’s Office of Workforce Transformation has proposed a series of six additional metrics for one-stops and WIBs to align with the Workforce Transformation Plan of Ohio and measure the changes proposed in the plan. Two new measures were added; one which the SWORWIB board suggested relative to the number and percentage of employers served who return for additional or repeat service within one year. Marshall reported that the sixth metric added is to evaluate market penetration. She shared how this measure was applied in the Ohio Department of Job and Family Services “Gold Standard” evaluation for which Area #13 only missed points on this market penetration score resulting in a Silver rather than Gold Standard rating. Then and now, she has asked “How can you compare market penetration in one area of thousands of employers with another area with very few local employers?” She asked board members who use the market penetration figure for one of their evaluative criteria to share their rate and measure and contact her to discuss the issues and particularly share the goals they have developed in this large Hamilton County market.

VII. Public Comment and Other Business

Chair Powell asked for any announcements to be shared from the Board or any comments or questions from the guests during this section of the SWORWIB agenda. Mark Fay complimented and thanked Jennifer Graft and Steve Browne for working with ORSC on staff training about reaching employers to work with people with disabilities. Marshall thanked Doug Sizemore and Chad Day for working with the SuperJobs Center to host an Apprenticeship Fair which resulted in a pre-apprenticeship training course for which at least a half dozen completers earned spots in various apprenticeship trades training programs. With no further public comments or announcements, Chair Powell reviewed upcoming meetings.

IX. Next Meetings:

- 9/12/2013 Executive Committee Meeting 8:00 am
- 10/10/2013 Executive Committee Meeting 8:00 am
- 10/10/2013 MCI Committee 3:00 pm
- 11/14/2013 Quarterly Board Meeting 8:00 am
- 11/14/2013 Required Partners Leadership Council 10:00 am

X. Adjournment

There being no further business, Stoeber moved, Snyder seconded a motion to adjourn at 9:58 am. Motion passed unanimously.

Respectfully submitted,

Rene McPhedran
Secretary