Quarterly Board Meeting
SuperJobs Center
November 14, 2013 • 8:00 a.m.
Minutes

SWORWIB Members Present:  Julia Abell, Steve Browne, Tracy Burnett, Jack Cameron, Carla Chance, Michael Conner, Chad Day, Dayle Dearduff, Timothy Devine, Margaret Fox, Natalie Galbato, Crystal German, April Gillespie, Jennifer Graft, Brenda Gumbs, Sharon Hancock, Betsy Harris, Gail Holloman, Mike Kelly, Joseph Kramer, Paul Magnus, Kathy Maybriar, Rene McPhedran, Dee Dee Miller, Gregg Oshita, Kevin Powell, Eric Rademacher, Eric Riddick, Dan Ripberger, Gwen Robinson, Jennifer Roeder, Mark Stoeber, Barry Strum, Tyrone Stuckey, Amy Tanaka, Brian Thomas, Robin Throckmorton, Todd Usterstaedt; Karen Wessel, Beverly Williams, Charles Wright; Allen Zink.


SWORWIB Staff:  Sherry Kelley Marshall, Pat Massey, Wesley Miller, William Ware, Kathleen Williams

Resources:  Kevin Holt, Latrisha Payne, Carolyn Reynolds

Guests:  Doug Arthur, Ben Aydin, Gina Bell (for Chris Monzel), Joseph Carbone, Jane Keller, Ruth Nkrumah-Martey, Jon Quatman (for Harry Snyder), Janice Urbanik, Becky Wilson

I. Opening – Welcome and Introductions

Having exceeded quorum, Chair Powell opened the November 14, 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 board members and guests to introduce themselves before beginning the business of the meeting. President Marshall asked the board members who have volunteered with presentations at the SuperJobs Center to stand. She recognized and thanked them for their generous contribution of time in making various presentations to jobseekers or working with them on interviews skills or volunteering but not yet working out the details of the projects. The feedback has been excellent from the customers who have remarked that they benefited considerably from corporate HR professionals advice. Marshall recognized Denise Becker who is leaving the One-Stop Center to join Tri Health. She thanked her for her energy and contributions over the past years to the work of the One Stop Center and wished her well in her new endeavor. Lastly, President Marshall thanked Chair Powell and Meridian Bioscience for their generosity in providing breakfast for the SWORWIB Board meetings.

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. There being no corrections noted or requests for agenda changes, Magnus moved, Gumbs seconded a motion that the agenda be approved. Motion passed unanimously.

III. Consent Agenda

Marshall noted that the November and February SWORWIB Quarterly Board Meetings are when most policies are made available from the Department of Labor and the State of Ohio and generally include many policies for approval. The policies have for the most part been vetted in appropriate committees before being finalized in drafts or updates for the consent agenda. As a result of the change in bookkeeping operations from a contract with the
Chamber to our own QuickBooks system and bookkeeping and accounting consultants, all of the SWORWIB’s financial policies also had to be updated to reflect the new systems.

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

- 8.08.2013 Meeting Minutes
- 2014 Calendar of Meetings
- Chairman’s Report
- President’s Report:
- Audit & Grant Report
- 12.16.2013 Revised SWORWIB Budget
- Business Engagement Team Report
- Emerging Workforce Development Council Report
- Required Partners Leadership Council Report
- Measurement & Continuous Improvement Report
- Policies for Approval or Ratification presented in Attachment A:
  - SWORWIB Administrative Policy-Financial Management
  - Procurement Policy
  - Resolution on Signature Authority
  - Inventory Control
  - Financial Management-Stop Payment Fees
  - Limited Funds and Priority of Service
  - 2013-3015 DOL Dislocated Worker Training NEG
  - WIA Transmittal Letter # 25-Salary and Bonus Limitations
  - ETP Policy and Process
  - Staff Guidelines
  - Lower Living Standard Income Level & DHHS 2013 Poverty Income Guidelines
  - Ohio Means Jobs Branding WIAPL 13-03
  - Ohio Means Jobs Brand Guidelines
  - Structure and Operating Procedures of EWDC
  - Follow-up Services for Youth
  - Youth Eligibility and Documentation
  - Determination of Status for WIA-Youth
  - Changing Youth Enrollment Status to and from In-School and Out-Of-School
  - Five Percent (5%) Youth Income Exception
  - Use of ITAs for Youth
  - Participation Date for you compliance
  - Sixth Barrier for Youth
  - Supportive Services and Use of Cash Incentives
  - Work Experience for Youth
- SuperJobs Center Report
- Administrative Entity Report
- Media and Public Relations Report

IV. Chairman’s Report

*Meeting with GWEB Regional Representatives*

Chair Powell reported that on October 31st, members of the Governor’s Executive Workforce Board (GEWB) from this region met with himself, board members Conner, Holloman and Oshita, and President Marshall and One Stop Center Director Holt in an effort to develop a better relationship with our regional representatives to the GEWB so they understand the impact of their considerations on those with “boots on the ground”. He reported that the guests were attentive and actively involved with questions and observations during the meeting and tour. The GEWB members who attended were: State Rep. Timothy Derickson of Oxford; Jamie Regg, Senior Executive, GE Aviation; and Doug Reffitt, Director, Indiana, Kentucky and Ohio Regional Council of Carpenters. Representative Derickson was very complimentary of the Board and President Marshall for its leadership in career pathways, evaluating results on training funds and supporting the expansion of OhioMeansJobs as a website and a state brand identity. Both Chair Powell’s and President Marshall are hopeful that this meeting will begin to build trust and create a more
collaborative relationship between the policy makers represented by the GEWB and our local practitioners and policy makers.

Survey and Strategy Session
Chair Powell reported that a Strategy Session for board members will be held January 31, 2013 at 8:00 am at the OhioMeansJobs Center. Prior to this meeting board members will be sent a questionnaire via "survey monkey" that members are requested to complete so the results can be correlated to inform discussion groups at the strategy session. At the December Executive Committee the officers and chairpersons of the committees will meet to determine the survey questions.

V. Nominating Committee Report
Chairwoman Galbato reported there were eight resignations from the board. Galbato asked those members who will not be continuing to stand and be recognized. Board members gave a round of applause to these members. Galbato reported that twelve business representatives have been recruited and agreed to serve for the two year term of January 2014-December 2015. Galbato asked those recommended nominees who were in attendance to stand and be recognized. Galbato reminded the board members that attached to the written recommendation is a list of the 2014 Board Members as well as the 2014 Committee Structure and Descriptions. Browne thanked Galbato for her leadership with annual nominations. Browne moved, Devine seconded a motion to approve the Nominating Committee Report for transmittal to Mayor Mallory. Motion passed unanimously.

VI. President’s Report
Before beginning her report, Marshall brought attention to the "trifecta" of awards the SWORWIB has received in 2013 – the National Association of Workforce Boards WIB Excellence Award, March 2013 – the Ohio Economic Development Association Workforce Innovation Award, October 2013, and the Public Relations Society of America, Cincinnati Chapter, Bronze Award won by Kathleen Williams for her media campaign supporting the Platform To Employment rollout in Cincinnati, October 2013. Marshall encouraged the board members to come see the actual statue and plaques at the front of the meeting room before leaving the meeting today.

Questions on President’s Written Report
There were no questions on the President’s written report included in the previously distributed board packet.

Central Parkway Bike Trail
Marshall reported on a presentation given at the October Executive Committee by representatives from the Bicycle Transportation Program of the City of Cincinnati’s Department of Transportation and Engineering. A dedicated and separated bicycle lane is being planned along 1916 Central Parkway. Marshall has discussed the issues that are likely to impact the operations of the OhioMeansJobs Center with the engineers responsible for planning and development to see that impact is positive for the Center. She referred members to the charts located in the room provided by the Department of Transportation explaining the plans and indicated the May Quarterly Board meeting may likely have progress on the bike trail implementation.

SuperAward Nominations
Marshall reminded members that nominations for the SuperAwards are presented at the February Annual meeting and should be forwarded to her by December 1, 2013 for review and consideration by the Executive Committee. A form is on the last page of your board packet and she will take them via email or telephone call. The SuperAwards are based on interactions with the SWORWIB and our program delivery components over the last year.

MOU Expansion/Space Use
Subsequent to the May 2013 Quarterly Board Meeting three new partners; Medicaid, DESI for JobCorp and Volunteers of America, have been added to the MOU for operations of the OhioMeansJobs Center. Rental for space for these partners contributes to the maintenance of the building and as partners are added the pro rata share for each partner is reduced. In addition, full use of the building increases the likelihood that in the event of further funding reductions the building will be able to be maintained for service to jobseekers. Marshall noted that there continue to be other requests for routine utilization of the Center meeting space by non-contributing parties which is becoming more and more challenging as MOU partners continue to expand the use of the facility for customer service and more partners have joined the MOU. Marshall will keep the board apprised if it becomes necessary to develop policy for exclusive use of the facility by MOU partners.

11.14.2013 Quarterly Board Minutes,
2.13.2014 Approved Unanimously
**New Board Orientation**
The new member board orientation will be held January 23, 2014. To date, all twelve new members have confirmed they will be able to attend the orientation session and several have already returned their conflict of interest forms fully completed. This cohort of new board members represents all business and employers representatives. Marshall requested that those board members who wish to help please contact her. She would appreciate help from the more "seasoned" veterans of the board to partner or "buddy up" with the newest board members to assist them in their transition onto the board.

**Strategy Session**
Marshall reminded members of the previous comments by Chair Powell about the January 31, 2013 Strategy Session and encourage participation to help determine direction in this time of incredible opportunities but continuing anticipation of funding reductions.

**Annual Report**
Marshall referred members to the new Annual Report distributed at the meeting. Marshall noted that in a time of shrinking resources our performance is increasingly strong and complimented the Business Services Team for their successful efforts with hiring events and employer services which directly linked our jobseeking customers to job openings. Both the OhioMeansJobs Center staff and the youth providers worked hard and not only improved performance over the past year but focused upon improving the quality of the services provided. Marshall complimented Kathleen Williams for her leadership with another high quality Annual Report. There are only a few hard copies printed due to budget constraints but electronic versions are disseminated to all of our NewsWIB readers and others as needed.

**Statewide Initiatives**
Ohio Metros Consortium – Marshall reported that the State of Ohio’s distribution formula for Workforce Investment Act funding had dramatically impacted Cincinnati, Cleveland and Columbus disproportionately to all other areas of the State, with Cincinnati taking the largest cut at 25% overall, with over 50% in dislocated worker funding. When the Metro areas spoke about this being reviewed, it became clear that we would need to meet separately from the Ohio WIB Directors Collaborative where 15 of the 20 WIBs are smaller counties without urban metro areas to consider. Marshall led the way in bringing Cincinnati, Columbus, Cleveland, Dayton and Summit County together to propose ways for the formula to be adjusted for the future and meanwhile ways for ODJFS to provide additional funds to ease the impact of these large cuts on the five highest population centers, with the largest concentrations of dislocated workers and those living in poverty. The "Metro Five" were able to influence ODJFS leadership to shift funds held at the state level for rapid response services to a statewide distribution of about $2 Million for dislocated worker services and training resulting in an additional $600K+ for training funds for Hamilton County for dislocated workers so the funds could be used for certification training or for on-the-job training support to employers. Powell complimented Marshall on moving forward with cooperation with the GEWB and the urban WIBs to assure consideration of options when this kind of disparate impact results from data formula designs.

**Shared Work Ohio** - The Shared Work Ohio Act has passed, seeking to avert large layoffs by putting people in part time status with some state unemployment funds support. The goal is to keep more people employed even if at fewer hours until the economy improves by providing partial employment support. Since employees would be employed part time this would reduce the drain on state unemployment funding. Marshall promised to provide additional information when made available to the WIBs to share with board members and employer partners of the one-stop system. Marshall urged the HR representatives of businesses contemplating layoffs to share the information included in the board packet with their employers in the event of anything imminent.

**Other**
Marshall introduced Betty Robinson to the members as the new SWORWIB contract bookkeeper and commented that this change to a dedicated bookkeeping service using QuickBooks has significantly relieved wasted time spent in getting correct financial information and has us back on track for speedy invoicing to HCJFS for reimbursement of expenses paid for administrative operations as well as maintenance and operations of 1916 Central Parkway under our county lease and contract for building services.

Kramer asked about the reasons for a new budget approval at every meeting and Marshall explained the extra challenges of sequestration formula impacts on urban areas, liquidation dates for federal funds, carry forward dollars from everyone’s conservative spending patterns in the prior program year (ending June 30, 2013) in
anticipation of additional cuts as well as some additional dollars becoming available from the efforts of the Metro WIB Directors to influence ODFJS to release funds from state programming to local delivery. She noted that this may occur again several times depending on the timing and length of the continuing resolution which expires in early January. Several members commented about the unfortunate impact on stability in service delivery with this kind of monthly and quarterly budgeting adjustments. Chair Powell interjected thanking Holt and Marshall for the continuous monthly budget review and budget forecasting noting he was very pleased with the diligent attention to this detail. Robinson expressed concern about the prospects of continuing shrinking federal and state dollars for workforce training. Marshall noted that unless there is new or reauthorized legislation, large cities are granted entitlement to petition to "stand alone" from state imposed consolidations but will still be impacted by state formulas that negatively impact urban centers. She further noted that continuing to seek non-WIA funding is important but in the future we must obtain administrative fees to cover the cost of grant management and delivery as Marshall cannot maintain the pace of 100 hour weeks. Holt replied that to some extent the forthcoming changes toward consolidation of state workforce areas will be out of our control.

VII. Presentation: Platform to Employment
Chair Powell introduced Joe Carbone, President of The WorkPlace based in Southwest Connecticut. The Platform to Employment (P2E) program originated by The WorkPlace as a structured program involving classes, counseling and subsidized employment to help the long term unemployed get back into the workforce. Carbone reported that he had been following the SWORWIB and Marshall’s leadership for several years and he believed this area had all the attributes for a successful partnership. So, in early 2013 the SWORWIB was selected as one of 10 sites noted for great performance to replicate the program as part of the national rollout. A cohort group began in March 2013 with the SWORWIB and SuperJobs Center. The outcomes for the first four participating cities—Dallas, Cincinnati, San Diego and Chicago were compelling/ However, Cincinnati’s performance and creativity with adding customer evaluation, outfitting customers, and providing the National Career Readiness Credential opportunity really stood out from the other rollouts. Moreover, the results, though very concerning at the beginning with many of the customers uneducated and very long standing unemployed, were actually among the best with 17 of 24 people completing, getting jobs and retaining these jobs still going into the last quarter of a year’s retention cycle. Given that 7 of the 24 dropped out before completion or removed themselves from job search, Cincinnati had a 100% placement rate among the completers and is maintaining a 100% retention rate at this time. Carbone complimented Marshall and noted that he has extolled her passion and commitment at the Clinton Global Initiative and with the White House team.

Carbone pointed out:
- There are more than 2 million recent dropouts defined as people who want a job but have not looked in the last 4 months.
- In October 2013, 720,000 workers left the labor force
- The labor participation rate is 62.8%. the lowest in 36 years.
- By the end of 2013 over 3 million people will have exhausted all of their unemployment benefits.

Carbone reported that success is not just the numbers but raising the public awareness that given the right tools and services people can get back to work. Studies show that when people cannot find unemployment we begin a new generation of citizens dependent upon public assistance. He believes that for people who have been workers their entire lives to not be able to transfer their skills to productively working again is not just an economic issue but a moral issue. He further reported upon his plans to expand the participating partnerships in 2014 to 25 sites and believes that Cincinnati will again be selected and can contribute their learnings for improvement to the second round. He was gracious in thanking the Board and staff for their commitment and hard work in making this effort a success for the long-time unemployed workers. He answered many questions from board members about how they can get their companies more involved and can assist the one-stop in the event there is federal funding for serving the long term unemployed which he believes he is influencing at this time for a future competitive grant announcement. Fox agreed with Carbone that the public sector should feel an obligation to create a playfield where we have services and tools to help these long term unemployed compete for work more effectively. She wondered if there were intentional and unintentional HR practices that effectively discriminate against these jobseekers, which also may be older and experiencing age discrimination as well.

Robinson asked Carbone about his perspective on future funding and he encouraged the board to work with the Governor’s office as Marshall has been doing to release funds that are being held at the state for use with programs like services to the long term unemployed (LTU population). He shared that he is working to become independent of WIA formula funds, but his Governor is more focused on getting resources to locals for direct
services rather than building up state staff for monitoring and ineffective program development that is then forced down to the locals without time for solid implementation. He also noted that Cincinnati is well-known for a large variety of workforce entities – Strive, City Link, Cincinnati Works, Easter Seals, Goodwill, Jewish Vocational Services, United Way, etc., which already have built relationships for private philanthropy and will make it more difficult for the SWORWIB to compete as a quasi-governmental entity in this market and in this state. Robinson encouraged board members to watch the documentary American Winter which she has shared with her board members and the community through a showing at the Freedom Center. The documentary is focused on the impact of the great recession on the unemployed and their ability to get back to work. Marshall will obtain more specific information and send an email out to all board members about this documentary film.

VIII. **Presentation: NCRC Report**
Powell introduced Janice Urbanik, Executive Director of Partners for a Competitive Workforce, who reported upon a study of the effectiveness of the past five years NCRC credentialing effort for which the SWORWIB and One-Stop have been delivery leaders. The ACT National Career Readiness Credential verifies core employability skills in Applied Mathematics, Locating Information, and Reading for Information. All career pathways and the Work Readiness Collaborative have used the NCRC as the baseline for further training. The Healthcare Collaborative also uses the NCRC Plus focusing on integrity, fit and talent in order to reduce waste in training people who are not suited for healthcare careers. Additionally, Marshall worked with Cincinnati State encouraging the use of the NCRC for their partnership with General Electric for veterans retraining as a result of ACT’s own research of the SWORWIB’s use of NCRC simultaneously with the Manufacturing Skills Standards (MSSC) Certified Production Technician Credential. That research showed the dramatic improvement in CPT passage rates when the NCRC was also taken and on-line only pursuit was limited to those who qualified for a Silver Level NCRC. A study of the 3,854 clients reported through the G*Stars Regional Workforce System showed significant gains in employment, earnings, above and beyond job readiness training alone. These credentials helped participants find employment faster although the effects on employment rates were not as strong as the effects on earnings. Urbanik reported that 87% of those passing the tests were able to find gainful employment. She was particularly complementary of Marshall’s leadership pointing out that this data and credentialing would not have been available without her persistence in getting everyone to use the G*Stars reporting system. Many board members explored questions they had about getting school systems to also use the NCRC as it appears to be more statistically informative about readiness than any of the many diplomas that employers are skeptical about given the performance of public schools in basic skills development such as reading and math and Ohio and the country’s poor standing in these skills nationally and internationally respectively. Others asked how they could find out more information about gaining access to NCRC assessments for their use as employers when doing hiring to confirm these core skills. Marshall also shared that the State of Ohio has added information about NCRC scoring results and practice tests for jobseekers to the enhanced OMJ.com website that will be released for full public use in April, 2014.

IX. **Other Business**
Marshall shared several upcoming events that the SWORWIB is either hosting or assisting with associated with national training leaders:

- A press conference at the SuperJobs Center is being considered by MSSC as they are identifying the possibility of the GE Veteran program having their 50,000th MSSC credential candidate complete in December.
- Marshall has been appointed to the Ohio ACT State Council and is helping to organize the first ACT conference in January that will feature discussions on aligning college and career readiness. Marshall is handling the workforce sessions at the conference January 27-29 in Columbus and has recruited Chris Fridel for a presentation on apprenticeships and Mark Birnich to share new functionality on Ohio Means Jobs that will be available to the public in early 2014. She is also recruiting other workforce leadership for the State Council.
- The SWORWIB has been confirmed as the host for the June 2014 MSSC National Board and Leadership Council meeting which will be held on 6/17 at the 21C Museum Hotel, on 6/18 at the General Electric Training Center with a facility tour, and on 6/19 somewhere in the region with a Veterans Job Fair managed by the Hiring Heroes organization as a result of the General Army Training at the Pentagon attending the MSSC Annual Meeting to present on crosswalking military operations systems training with industry credentials. Board members who are interested in attending should let Marshall know.
- Marshall has also been invited to return to the Clinton Global Initiative Workforce Group in June, 2014.

X. **Public Comment and Announcements**
Chair Powell asked for any announcements or comments to be shared from the board or any comments or questions from the guests during this section of the agenda. There being no public comments or announcements, Chair Powell reviewed the planned upcoming meetings.

**IX. Next Meetings:**
- Today: Required Partners Leadership Committee 10:00 am
- 12.12.2013 Executive Committee Meeting 8:00 am
- 1.23.2014 New Member Orientation 8:00 am
- 1.9.2014 MCI Committee 3:00 pm
- 1.31.2014 Board Strategy 8:00 am
- 2.13.2014 Annual Meeting 8:00 am

**X. Adjournment**
There being no further business, Fox moved, Browne seconded a motion to adjourn at 10:04 am. Motion passed unanimously.

Respectfully submitted,

Rene McPhedran
Secretary