



SWORWIB Annual Meeting and Strategy Session 2014
Ohio Means Jobs Center
February 13, 2014 • 7:45 a.m.
Minutes

SWORWIB Members Present: West Africa, Douglas Arthur, Steve Browne, Jack Cameron, Carla Chance, Michael Conner, Chad Day, Timothy Devine, Margaret Fox, Sanserrae Frazier, Natalie Galbato, April Gillespie, Jennifer Graft, Sharon Hancock, Laurence Jones, Joseph Kramer, Andrew Lotter, Paul Magnus, Kathy Maybriar, Walter McLarty, Rene McPhedran, Dee Dee Miller, Trish Nash, Ruth Nkrumah-Martey, Gregg Oshita, Johnmark Oudersluys, Terry Phillips, Kevin Powell, Eric Rademacher, Eric Riddick, Dan Ripberger, Gwen L. Robinson, Jennifer Roeder, William Rutz, Safi W. Safi, Harry Snyder, Carol Sorenson-Williams, Barry Strum, Tyrone Stuckey, Amy Tanaka, Beverly Williams, Pamela Wilson, Charles Wright, Steve Yancey, Christopher Young, Allen Zink

SWORWIB Members Absent: Julia Abell, Jay Alvaro, Tracy Burnett, Crystal German, Betsy Harris, Shawn Harter, Gail Holloman, Derek Jackson, Gregory Johnson, Mike Kelly, Maggie Lund, Ricardo Moncada, Chris Monzel, Debra Rainer, Doug Sizemore, Mark Stoeber, Brian Thomas, Robin Throckmorton, Alicia Tidwell, Greg Toebe, Karen Wessel, George Wilson

SWORWIB Staff: Sherry Kelley Marshall, Pat Massey, Wesley Miller, Patti Mullikin, Kathleen Williams

Resources: Pat Bready, Kevin Holt, Latrisha Payne, Carolyn Reynolds

Guests: Barbara Arnold, Paul Arnold, Tim Arnold, Denise Bartick, Gena Bell (for Chris Monzel), Cynthia Crews(sp?), Erica Fears, Chris Fridel, Lori Haddle, Trevor Hamilton (for Crystal German), Stacy Hensley, Ed Hubert, Jane Keller, Shawn Kerley, Bill Koopmans, Cheryl Koopman, Cathy Metcalf, Scott O'Shaughnessy, Shannon Schmitt, Bridget Patton, James Saylor, Zhen Tao, Mathew Webb, Leta White, Becky Wilson, Leah Winkler, Greg Witzgall, and Eric Woolf

I. Opening – Welcome and Introductions

President Marshall thanked Jack Cameron, Economic Development representative on the SWORWIB from the Village of Evendale in Hamilton County. Cameron was provided a boisterous round of applause for having the well-known Evendale firm of Raffle's Catering provide the morning refreshments. Having exceeded quorum, President Marshall welcomed the attendees and noted that Chairman Powell had recently had some dental work and consequently past Chair Michael Conner had graciously agreed to chair the 2014 Annual Meeting. Marshall also thanked all the Board members for their willingness to combine the Annual Meeting and bi-annual strategy planning session which allowed her to represent the SWORWIB at the January 31st White House meeting of select invitees to discuss the upcoming release of \$150 million for serving the long-term unemployed throughout the country.

Past Chair Conner opened the February 13, 2014 Annual Meeting and Board Strategy at 8:00 a.m., requesting that all members and guests introduce themselves before beginning the business of the meeting. Special recognition was provided to newly elected Board members who were present for their first meeting: Trish Nash, Ruth Martey, Pamela Wilson, Steve Yancey, and Christopher Young.

II. Approval of the Agenda and Approval of the 11.14.2013 Minutes as Corrected

Conner reviewed the agenda and noted that approval of the Agenda had not been included as an agenda item but he felt that the practice is appropriate so he would ask for Approval of the Agenda as separate from approval of the consent agenda. He 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. Marshall noted that the minutes of 11.14.2013 had incorrectly omitted William Rutz as being present when he was in attendance and therefore should be removed at this time

from the consent agenda and noted for this correction. Rutz confirmed his presence on 11.14.2013 and Marshall noted the significance for every board member to remember to sign-in for the meeting so the attendance record is accurate and the minutes record that accurate attendance record. Galbato moved, Browne seconded a motion that the agenda be approved with the movement of the 11.14.2013 minutes out of the consent agenda for action. Motion passed unanimously. Galbato and Brown moved that the minutes of 11.14.2013 be corrected to reflect William Rutz as in attendance and therefore with this correction the minutes be approved. Motion passed unanimously.

III. Consent Agenda

There being no other corrections, additions or requests for separate discussion about items on the consent agenda, Stuckey moved, Rademacher seconded a motion to approve the Consent Agenda with the removal of the minutes as corrected and approved and noted in Agenda Item II. Motion passed unanimously. The following materials provided in the board packet were, therefore, approved:

- Chair's Report
- President's Report
- Treasurer's Report,
 - FY 2012-2014 Independent Fiscal Audit
 - IRS 990 for Tax year 2012-2013
 - Ohio Charitable Solicitations Report
 - Auditor's Report
- Emerging Workforce Development Council Report
- Measurement and Continuous Improvement Committee Report
- OhioMeansJobs Center Report
- Required Partners Leadership Council Report
- Administrative Entity/Fiscal Agent Report
- Policies
 - Work Experience for Youth
 - Mandated Use of OhioMeansJobs.com
- Media/Public Relations Report

IV. Presentation of SuperAwards

Conner introduced Mayor John Cranley as our new City of Cincinnati Mayor for his first visit to the SWORWIB. Mayor Cranley recognized Sherry Kelley Marshall for her cutting-edge efforts and the enormous depth of work she is doing that is recognized nationally as demonstrated by her invitation to the White House event January 31st. Mayor Cranley expressed appreciation for the work of the Board members and others in the region that resulted in Cincinnati having six guests of the 100 at the White House for the announcement about funding for the long term unemployed. He was very proud to be the Mayor of the City most recognized by the number of attendees from outside of Washington, D.C. Mayor Cranley reported on how Tom Perez, the United States Secretary of Labor, had mentioned that no other city has taken such progressive steps to combat unemployment as Cincinnati has with the large number of industry sector initiatives and career pathway approaches. He noted that he had worked with President Obama to identify leading companies that signed on to the President's pledge to review HR practices that might be inadvertently discriminating against the unemployed. He thanked P&G, Enerfab and other companies that had responded favorably to his outreach to join the President's Pledge. He further noted that he was learning more about the SWORWIB and looked forward to nominating reviews in the near future since he learned that he provides a mayoral appointment of the SWORWIB members to the Board. He mentioned his regret that his schedule was double booked for the Awards presentation and another critical meeting, so he would need to leave before the announcements. He again thanked everyone for their work and the SuperAward winners for their efforts which earned them this recognition, and turned the presentation to President Marshall to announce the SuperAward Winners. President Marshall thanked the Mayor for his recognition of the SWORWIB's efforts and also thanked board members and distinguished guests at our Annual Meeting.

Before beginning the presentation of awards, Marshall recognized three outstanding women, two of which are board members and who were recognized by the Chamber's WE Celebrate Awards. New Board Member **Alicia Tidwell**, Senior Manager of Diversity and Inclusion at Luxottica, was selected as Business of the Year for the company's outstanding mentoring program. Second Year Board Member **Robin Throckmorton**, President of Strategic HR, was a finalist in the Business of the Year category. **Denise Bartick**, President/CEO of Max Technical Training, won the WE award for the .Net Developer Apprenticeship Program with the SWORWIB and Partners for a Competitive Workforce.

Marshall welcomed officers of the Board and Mike Conner to come to the display area so pictures could be taken as the award winners accepted their SuperAward. The following SuperAwards were recognized:

Super Employers

In 2013, **Paycor and Great American Insurance Co.** committed to a new career pathway being developed in Greater Cincinnati – information technology. With several partners involved in this initiative, including SWORWIB, OhioMeansJobs-Cincinnati/Hamilton County, Partners for a Competitive Workforce and the CIO Roundtable, a new IT mid-level training program was developed. The .NET developer apprenticeship program was made possible through the investment of these business partners. Both Paycor and Great American hired workers who completed this program – midcareer workers who had lost their previous jobs, and younger newly trained IT talent. Wages for these training completers ranged from \$23 - \$29/hour.

Accepting the Award for Great American: Greg Witzgall, Divisional Vice President, and Stacy Hensley, HR Business Partner for IT

Accepting the Award for Paycor: Zhen Tao, Paycor's (new) Chief Technology Officer, Bill Koopmans, Vice President of IT, and Lori Haddle, Senior Manager, HR Business Partner

In 2013, **Richards Industries** learned about on-the-job training funds that could help them with their hiring needs. With an OJT, a company does the training and is reimbursed for part of the new worker's wages during the training period. Richards has worked closely with the OhioMeansJobs Employer Services staff to find good matches for the company openings. Thus far, 12 people have been hired by using OJTs including machinists, stockroom and sales.

Accepting the Award for Richards Industries: Cheryl Neiheisel, Vice President of Human Resources

In 2013, **Element Materials Technology** which performs tests on metal and composite materials for aerospace and other industries, was planning to expand its Cincinnati operations. Working with Sherry Kelley Marshall who referred him to the OhioMeansJobs Center Business Services Team, Matt Webb, the Operations Manager, had a hiring event held at the Healing Center in Sharonville and also near Element Materials facility. The team helped with screening candidates, using National Career Readiness Certificate assessments. Elements hired through this partnership and just as importantly the Business Services team understood better the skill sets which manufacturers look for in job candidates.

Accepting the Award for Element Technology: Matt Webb, Operations Manager

General Electric put its name behind a major national initiative to hire more veterans into manufacturing jobs. The Get Skills to Work program was a partnership of the Manufacturing Institute, GE and other national companies. The goal has been to train and match 100,000 veterans by 2015. The first graduate trained in the Manufacturing Skill Standards (MSSC) curriculum at Cincinnati State graduated in March 2013. Thus far, 71 veterans have graduated locally, 40 of which are currently employed and 5 of which were hired by GE. General Electric has been a leader nationally and regionally when it comes to training and hiring veterans. They have also partnered with the SWORWIB to host the Annual Meeting of MSSC at GE on June 18, 2014.

Accepting the Award for General Electric: James Saylor, HR Value Stream Leader and Eric Woolf, Black Belt Military Systems Organization

It's not often we get to tap into all the populations we serve when it comes to helping an employer hire the right people. While having lunch at the Sharonville Bob Evans, and wearing a Finneytown Soccer shirt, Marshall was approached by Scott O'Shaughnessy, the restaurant manager. After introducing himself, Scott advised Marshall that he would be the new manager at the Bob Evans in Finneytown. From there, the company's corporate recruiter, Scott Atkins, worked with Kevin Holt at OhioMeansJobs to assist with recruitment. As a result, many candidates were referred to Bob Evans during their hiring fairs. Marshall also introduced both Scotts to the JCG program at Finneytown High School. Carmen Gaines, the JCG specialist, made sure that several of these WIA youth students attended the hiring events – where they made a very good impression. Bob Evans hired 4 teens from Finneytown as well as about 15 people from OMJ referrals.

Accepting the Award for Bob Evans: Scott O'Shaughnessy, Finneytown Restaurant Manager

Super Labor Partners

It has certainly been no secret that during the Great Recession, the construction industry suffered a horrible downturn. But as the construction industry begins to rebound, our labor partners have been promoting the value of apprenticeships – sometimes referred to as the "other four year degree" – and the opportunity a skilled trade offers for a good, family-sustaining living. Our Super Labor Partners were instrumental in the joint planning of a Construction Apprenticeship Job Fair at our OhioMeansJobs center in February 2013. Hundreds attended the event to learn about the 20 or so construction trades which were represented. Some went directly into apprenticeship programs, while others into pre-apprenticeship training. Our Super Labor Partners serve as great ambassadors for the construction trades and in reaching out to young people ensuring that they understand what a good career construction trades can offer.

Accepting the award for Super Labor Partners: Chad Day, SWORWIB Board Member and Executive Secretary of the Greater Cincinnati Construction and Building Trades Council; and Chris Fridel, Emerging Workforce Council Member, Assistant Director of the IBEW/NECA Electrical Apprenticeship and the Director of the Greater Construction Apprenticeship Council

Super Youth Advocates

Marshall noted that this is the first year for this Youth Advocate recognition and we found three nominees whose work compelled the inclusion of this Super Youth Advocate recognition this year.

Leta White: Eager to work with SWORWIB as we began a pilot project to assess some of our WIA youth and help them earn the National Career Readiness Certificate, Leta White worked with Youth Specialist Kathleen Williams to inform and invite WIA Youth and schedule the NCRC assessments for several public schools in our pilot project. Work Keys assessments were set up at Withrow High School, Oyler and Cincinnati State. Logistically, this was no easy task. However, thanks to her efforts, 42 youth were assessed and of those 31 received the NCRC, demonstrating the competencies which employers are seeking in job candidates.

Tim Arnold: Marshall shared with the audience that **Tim Arnold** did not have a storybook childhood. He was charged with his first felony at age 11. Years in and out of juvenile detention, Tim skated by until his mid-20s. After getting a job in a Carthage steel mill, Tim got serious. Working long hours with experienced plumbers and electricians, Tim learned and absorbed as much as he could. Turning his life around, he decided to pay it forward by helping other young people seek a new direction in life. In 2008, Tim founded Lawn Life and began teaching young men and women the value of hard work, through lawn care, landscaping and rehabbing houses. Lawn Life crews are helping to beautify Cincinnati one lawn at a time. They are even responsible for all the "well kept" vacant lots throughout the city. During the past five years, Tim has hired 435 young men and women, each from hardscrabble backgrounds, some of them former juvenile delinquents like himself. At an hourly rate of \$10, they are expected to show up on time, work a full shift and dress appropriately. Tim offers more than just employment – he helps them obtain drivers licenses, open bank accounts, and rent apartments. Time even assists them find full-time work with other employers. Through a grant obtained by Lighthouse Youth Services, which the SWORWIB supported in the grant application process, the OhioMeansJobs Center has directly contributed to work opportunities for some of these youth as well as benefitted from their efforts as Lawn Life is the selected vendor for the OMJ Center's outside and grounds work. Marshall encouraged Board members to take a look at the brick inlay of the exclamation mark that always ended the former center moniker, SuperJobs!

Shawn Kerley: Like Tim Arnold, Shawn Kerley believes in paying it forward. Since 2007, Shawn has served as the Director of Youth Development at the Community Action Agency. In this position, Shawn oversees programs including YouthBuild, Blueprint for Success and the summer employment youth programs. A typical day may have 70 youth enrolling in programs at CAA, while 300-400 youth may enroll in the summer employment programs. For 8 years, Shawn has also been the basketball coach at Western Hills High School. Between both jobs, Shawn has touched the lives of many young people. Shawn had a very profound connection to one of the WIA youth enrolled in Jobs for Cincinnati Graduates last year at West High. Cortez Adams, then a senior, shared with us how Shawn had mentored him, helped him apply to colleges and helped him get a football scholarship. Cortez received a full-ride scholarship to Texas College and Shawn drove him to Tyler, Texas last August to get him settled.

Super Employees

Since the 2004 opening of the SuperJobsCenter, now rebranded OhioMeansJobs-Cincinnati/Hamilton County, **Wes Miller** has worked as the part-time building manager. Simply put, Wes makes sure the building runs. In addition to working on bid out services and developing contracts for service delivery, Wes has helped in making repairs to the parking lot, installing the new HVAC unit on the roof, and the conversion of the lower level of this building into a new home for the Health Careers Collaborative, Great Oaks and Cincinnati State. No matter if there are issues with the thermostat, a projector, or a microphone, we know Wes will get it working. This year, we recognize Wes for all of his contributions since the opening of the Center in 2004 and thank him for ten years of service.

Lynn Murphy is the outcomes manager at OhioMeansJobs-Cincinnati/Hamilton County. In this role, she has the ability to break down complex data into clear, easy-to-read charts for pertinent management analysis and reporting. The high quality of her measurements reporting allows the management team to quickly see where it stands relative to performance objectives. This is especially helpful when the team needs to adjust priorities throughout the year. Her work is also the basis for the monthly and quarterly reports of performance success by our one-stop center operator; and her submissions are critical to our participation in statewide ROI studies of training investments. Lynn has also been helpful with SWORWIB and employers with NCRC assessments and will work with our 12 new board members to earn their NCRC.

Tim Scott is the Career Coach Manager for the OMJ Center. Tim and his team met the stretch goals set last year. Tim and his team doubled the volume of customer employments from 2012 to 2013. Marshall commended Tim for streamlining the delivery of supportive services so that \$126,000 was approved in the last six months of 2013 to help get people back to work. Tim's staff has necessarily been reduced with our recent funding cuts, but his team remains productive, flexible and customer-oriented.

The OMJ Employer Services Team includes **Chuck Walters**, Manager and his team **Rosemary Peterson**, **Kathleen Busemeyer**, and **Jaime Ireland**. Marshall acknowledged the Employer Services Team for understanding the Center's mission and contributing to it with exceptional service. This year, they will serve more than 300 employers. Last year, through employer hiring events, the team helped connect 744 customers to full-time jobs. This team was instrumental in educating more employers about the value of on-the-job training, and will work with even more employers this year to generate OJT's.

Board Member Stars

Marshall noted that all of our board members are stars in one way or another, but some of them shone extra bright this past year. These board members taught workshops to job seekers to help them improve their skills as they looked for jobs and were recognized with the SWORWIB Star Ornament:

Tracy Burnett of TQL, **April Gillespie** of Legal Shield.com, **Sanserrae Frazier** of PNC Bank, **Gregg Oshita** of GPS Consulting, and **Beverly Williams** of Job Corps. Marshall also recognized **Carol Sorenson Williams** for her work instructing and mentoring the class of long-term unemployed who enrolled in Platform to Employment. Also acknowledged were **Mike Conner** and **Lamont Taylor** of Frisch's for volunteering to assist with workshops at the OMJ Center.

Marshall also recognized the committee chairs for their last couple of years of extra meetings and compelling service: **Steve Browne** and **Jennifer Graft**, chairs of the Business Engagement Committee; **Natalie Galbato**, chair of the Nominating Committee; **Gwen Robinson** and **Beverly Williams**, co-chairs of the Required Partners Leadership Council; **Lamont Taylor** and **Kerry Loeffler**, co-conveners in 2013 of the Emerging Workforce Development Council, and **Charles Wright**, chair of the MCI committee.

Employers Who Signed the President's Pledge for Long Term Unemployed Support: Marshall commented again on the recent Washington trip to the White House to hear the President announce new initiatives to help put the long-term unemployed back to work. As one of the early rollout cities for Platform to Employment and a strong supporter of these efforts to get the long-term unemployed back to work, Marshall thanked **U.S. Bancorp** and **Kroger** for their efforts. Marshall also saluted **Procter & Gamble** and **Enerfab** which were mentioned by Mayor Cranley who recruited them to sign the Pledge as well as **American Fan Co.**, **Jostin Construction**, and **Tipco Punch**.

SWORWIB Retirement Recognition

Marshall congratulated **Pat Massey**, SWORWIB Administrative Assistant since August 2008, on her retirement as of today, and thanked her for over five years of service. Marshall acknowledged Pat for organizational skills, detailed minutes and ensuring packets got to all of our board members in a timely manner and organizing the unending growth of new projects as well as continuing ones. Board members had signed their farewell remarks to Pat and she was provided a dozen roses, a large glass of tulips to plant and a sizeable gift card to purchase more flowers for gardening, her favorite hobby, for which she now has more time.

V. Next Meeting Reminders

- March 13,
 - Executive Committee 8:00 a.m.
 - Required Partners Leadership Council 10:00 a.m.
- April 10,
 - Executive Committee 8:00 a.m.
 - Measurement and Continuous Improvement Committee 3:00 p.m.
- May 8
 - Quarterly Board Meeting

VI. 2014 Board Survey and Strategy Session

Marshall thanked members for their willingness to participate in the survey and strategy session and again thanked them for combining the Annual Meeting and Bi-Annual Strategy Session.

Board Survey Results: Conner asked Marshall to introduce our consultant, Pat Bready. Marshall recognized Pat Bready for her prior work with the SWORWIB during the Banks Project early years and her participation on the Banks Employment Committee led by the SWORWIB in 2007-2009. She further thanked Bready for her willingness to assist the SWORWIB with presentation of the summary findings from the Board Survey. Bready reviewed the summary data from the 2014 Board Survey through a PowerPoint presentation of the survey data:

BOARD STRATEGY SURVEY SUMMARY

Summary of Survey Monkey Results

<i>Board Member Demographics</i>	<i>Response Percent</i>	<i>Response Count</i>
<i>New Board Member (defined as first year)</i>	34.5%	19
<i>Experienced Board Member</i>	56.4%	31
<i>Current or Previous Officer</i>	12.7%	7
<i>Committee Member</i>	7.3%	4
<i>Use One-Stop Services</i>	1.8%	1
<i>Volunteer at the One-Stop</i>	1.8%	1
<i>Other</i>	3.6%	2

55 of our 71 board members completed the survey for a 78% participation rate.

What Do You See As SWORWIB'S Strengths?

- Leadership (38)
- Strong Services and Results (19)
- Collaboration, Communication and Influence (14)
- Experience (5)
- Resourcefulness, Passion , Innovation (3)

What Could the SWORWIB Do To Maximize On These Strengths?

- More Utilization of Board Members (13)
- Increase Marketing to Multiple Targets (11)
- Research/Evaluate/Strategize (6)
- Increase Influence (5)

- Strengthen One Stop (4)

What Do You See As SWORWIB's Weakest Area?

- Unstable/Lack of Funding (10)
- Utilizing Board and Helping Them Learn the Business (10)
- Size of Board (9)
- Political influences on Funding &/or Priorities (6)
- Lack of Community Awareness/Support (5)
- The One Stop (5)

How Should We Address Weaknesses?

- Improve Board Member Participation(12)
- Marketing/Outreach/Collaboration (6)
- Obtain Funding (6)
- Prioritize Strategies (5)
- Improve One Stop Business Outreach(5)
- Expand Influence & Build More Relationships (4)

What Would Help You Become More Effective?

- Increased understanding of committees and how board members can help (15)
- Improved understanding of strategies, impact, what works and what doesn't (8)
- Understanding Governor's & President's priorities and legislative mandates (4)

What Would Make You Feel Better About Your Board Service?

- Program participation (14)
- One Stop (11) Construction (2) Youth (1)
- I'm satisfied (6)
- Serve on a committee (6)
- Better Understand Services Provided (6)
- Better understanding of causes of unemployment and difficulties in making systemic changes (5)
- Focus on mission and impact (5)

What Are The Priority Activities for Focus? (Based on top four ratings among the offered options)

- Greater outreach to employers to continue to grow hiring events and job opportunities for our customers
- Build an effective relationship with the new city leadership
- Partner for new industry collaboration effort (business & finance or other)
- Call to action for business and employer members of board to become more engaged with direct services

Bready noted that there were quite a few single comments which had been captured and reviewed by the Executive Committee but the presentation for today had been focused on those comments that received repeated votes and remarks in order to select the top topics for exploration during the strategy discussions.

VII. Discussion Topics for Strategic Session

The highest scoring topics which resulted from the survey were as noted below and various board members and staff assumed leadership for the discussion topic groups, as noted:

- | | |
|---|---------------------|
| • Outreach to Newly Elected Officials | Powell, Marshall |
| • Targeting Employers for the One-Stop | Holt |
| • Volunteer Opportunities with One Stop Customers
for business and employers | Reynolds |
| • Strategies for Maximizing Branding | Massey |
| • Youth Direction for Next RFP | Ripberger, Williams |
| • Evolving Metrics | Wright |
| • Call to Action for Employers on the Board | Browne |

Members participated in the breakout sessions based upon their topic choice.

VIII. Report Out from the Topic Groups

The following are the top recommendations for Board action for the period 2014-2016 and for inclusion in the SWORWIB Bi-Annual Business Plan 2014-2016, as determined by the priority topic groups. Marshall recognized the group leaders and the group reporters and thanked the board member volunteers for their leadership in this strategy session.

TOP RECOMMENDATIONS FROM THE DISCUSSION IN THE TOPIC GROUPS

1. Outreach Agenda to Newly Elected Officials State and Federal Leadership:

- Outreach to Chamber for review of WIB contributions to their goals and to be included in office move with rent gratis as in recent years. *Create contingency plan to host the SWORWIB staff if necessary*
- Work with Executive Committee to expand outreach efforts
 - Develop Talking Points
 - Participate in Policy efforts at State and Federal level.
 - Conduct visits with Local and Federal District Offices
 - Present annual updates to City Council and County Commissioners
 - Continue annual Public Officials Forum
 - Invite elected officials to SWORWIB events and meetings
 - Involve Member Lobbyists in our Talking Points
 - Arrange meetings with specific new leaders, i.e. Mayor, ODJFS Director, City and County Directors
- Submit waivers to ODJFS and DOL to pilot SWORWIB transformation agenda items

2. Targeting Employers for the One Stop Services:

- Local OMJ staff will develop targeted marketing materials to distribute to employers
- Local OMJ staff will expand employer outreach by OMJ Business Team through organizational marketing.

3. Business Employers Volunteer Opportunities with One Stop Job Seekers:

- Clarify needs for business volunteers
- Target audience/forum
 - Board Members (commitment)
 - Chamber
 - Professional Associations (SHRM, GCHRA, ASTI)Chamber
- Increase ongoing engagement
 - Remind people of their commitment

4. Strategies for Maximizing Re-branding:

- Keep branding/graphics simple and consistent
- Develop greater business buy-in for One Stop services by involving businesses in meeting their needs such as training opportunities/partnerships with state funds
- Develop greater business buy-in by involving business training partnerships (Construction, Advanced Manufacturing, Healthcare, etc.)

5. Youth Direction:

- Support current in school/out-of-school focus on out of school youth maintaining 70% out-of-school/30% in-school youth
- Improve understanding of the career pathways by the providers and the youth

6. Evolving Metrics & Continuous Improvement:

- Develop benchmark reports with other Ohio Metro's
- Develop leading as well as lagging indicators
- Evaluate client-based population/demographics & gaps
 - Where are customers coming from?
 - What are customers coming for?
 - Where do customers go to work? Get their training?
- Participate in discussion and consideration for State of Ohio additional WIA performance measures
- Contribute ideas and support for an Employer Common Measure nationally
- Determine other data and measurement initiatives to move the SWORWIB in data and measurement of leadership for workforce in the region.

7. Improve Board Business Engagement and Call to Action for Employers on the Board:

Local OMJ management will collaborate with the SWORWIB to complete the following:

- Train Board Members about business services
- Use Board Members to train OMJ staff about LinkedIn and social networking
- Create a survey and issue to all employers on the Board
 - Define services needed
 - Identify the skills and qualities each employer needs in current and anticipated hiring
 - Determine each employers perception of the quality of prospective employees
- Conduct Employer Focus Groups to elaborate on initial findings
- Use the findings to:
 - Identify common needs/perceptions
- Determine which company's needs that OMJ can help address, i.e. talent pool and services
- Share success stories
- Focus NEWSWIB opening articles on employer successes, and include success stories with each board packet

At the end of the priority recommendations reports, Chair Powell and Marshall both thanked everyone for their work. Stuckey asked Marshall what she thought of the priority recommendations and what the next steps would be. Marshall expressed her appreciation for the discussion and the creativity of the members in this bi-annual activity and indicated that all the priority recommendations seem on the mark from her perspective but now comes organizing to achieve these efforts over the next two years when funding remains challenging and the workload for WIA performance activities remains to be achieved through the hopeful turnaround of the economy. The Business Plan will include these priorities, as will the FY2015 Scorecard. She reminded the Board that sometimes new grant opportunities and political directives and legislative changes (such as the branding and requirement that people on unemployment compensation) shift our efforts, but our own priority recommendations continue to be advanced with the existing staff and volunteers.

VIII. President's Report Highlights

White House Announcement of Funding for Long-Term Unemployed: Marshall reported on the SWORWIB visit to the East Wing on January 31, 2014 to support the announcement of \$150 million in federal grants which are being set-aside for competitive funding for serving our country's long-term unemployed citizens. President Obama signed an executive order for review of the federal recruitment and application processes to be evaluated for discrimination against those who lost their jobs during the Great Recession and are seeking re-employment in these challenging times

Rebranding: Marshall highlighted the installation of the outside signage and signage inside on the first and second floors, as well as our newly rebranded podium which was approved for a non-standard logo use given the structure of the podium. Marshall also reminded everyone to be sure to take and OhioMeansJobs lapel pin. Business cards, collateral materials and website changes are all underway and Area #13 has met the desired time frame set by the Office of Workforce Transformation.

Audit Update Report: Marshall advised members that we will be dedicating a couple of weeks in both February and March for the Department of Labor TAA and comprehensive WIA audits. The audits are weeklong with a team of 8-12 DOL and ODJFS representatives.

OMJ Center Building Projects Completed and Underway: Marshall reported on the priorities for 1916 Central Parkway. In addition to the signage changes which have all been completed and installed, additional work on the rooftop HVAC system is needed but probably not until the next program year, starting in July. Carpet changeovers and painting will be underway in March and April as well as installation of needed audio-visual equipment for training rooms.

SWORWIB Office Update: Marshall confirmed that the Chamber will be leaving the Carew Tower. Although alternative office space has been discussed, as an affiliate within the Chamber Office and with regard to assisting in Economic Initiatives, it would seem prudent, if possible, for our office to relocate with the Chamber.

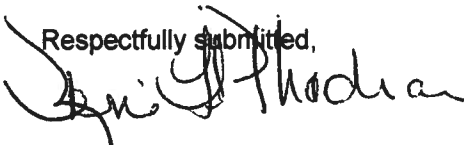
National Association of Workforce Boards: Marshall advised members that she will be joining representatives from all four workforce boards in the tri-state region at the National Association of Workforce Boards conference in late March/early April. Metro Five WIB Directors will present a workshop on Ohio youth programming. Marshall will present as part of the national Healthcare Career Pathways Summit funded by nearly \$20 million grant from the Department of Labor to replicate Cincinnati's successful Healthcare Careers Collaborative (HCC) in other states and implement a community college based Pathway to Employment Center which is housed in the lower level of the OhioMeansJobs Center.

Training Funds for Opportunity Youth: Marshall reported that she expects to sign a contract for \$56,000 to fund workforce training for opportunity youth 18 and over as part of an Annie E. Casey Foundation grant to the National Fund for Workforce Solutions, with the Partners for A Competitive Workforce granting funds to the SWORWIB and NKYWIB since PCW does not do direct services. The training grants are expected to result in youth employment in mid-income jobs with retention through December 2014.

IX. Adjournment

There being no further business, Browne moved, Stuckey seconded a motion to adjourn at 11:15 am. Motion passed unanimously.

Respectfully submitted,



René McPhedran
Secretary