

Cleveland/Cuyahoga Workforce Development Board – Area 3
 Friday, August 17, 2018 Meeting Notes – **APPROVED 11.16.18**

Last Name	First Name	Agency	Last Name	First Name	Agency
WDB Members					
Ali	Camille	OOD	Merriman	David	County Health & Human Services
Brown	Marzell	Rockwell Automation	Moore	William	ODJFS Workforce Development
Bruno	Gabe	Lincoln Electric	Pittak	Derek	Proxy for Aaron Grossman
Carter	Ted	County Dept. of Develop.	Shank	Jason	Plumbers Local 55 (JATC)
Fekadu	Senayt	Shogo	Sheehan	Susan	Cuyahoga County Public Library
Gallucci	Grace	NOACA	Shelnick	Kim	University Hospitals
Gary	William	Tri-C	Thomas, Jr.	Felton	Cleveland Public Library
Jeans	Michael	Growth Opportunity Partners	Tubbs	Micki	FIT Technologies
Judd	Margy	Executive Arrangements	Turner	David	First Energy
Karp	Ethan	MAGNET	Vaughan	James	JDD, Inc.
OhioMeansJobs Cleveland-Cuyahoga County Staff					
Brickner	Frank		Hasson	Tom	
Carey	Lauren		Kelley	Mary	
Casey	Kyle		Kilbane	Grace	
Emery	Amy		Megenhardt	Dave	
Fluellen	Anthony		Trego	Diana	
Guests					
Pete Hallahan		(VOC) American Mine Door	Lisa Rodriguez Baylis		Tri-C ATA
Anthony Condrich		(VOC) Tri-C ATTC Welding Program	Jami Harris		Aspire GC
Bev Burtzloff*		*Grace Gallucci Rep	Karen Velbeck		Aspire GC
Adam Artman			Jessica Untich		Aspire GC
Mary Kay Bitterman		Tri-C			

I. Call to Order /Welcome & Introductions:

Chair Tubbs called the meeting to order and introduced new members D. O'Malley, W. Moore and G. Bruno

II. Approval of WDB Minutes:

Motion to approve minutes from 5/18/18 meeting:
 Moved by E. Karp
 Seconded W. Gary
 Motion Passed

III. Voice of the Customer:

Employer: Pete Hallahan, VP of Sales, American Mine Door. Mine Door is a recent active employer. Pete Hallahan has hired 1 experienced steel fabricator from OMJCC and has other members within the hiring process. They also have 5 current openings with us: Experienced Steel Fabricator; General Labor Steel Fabricator; Industrial Painter; Mechanical Engineering with SolidWorks; Sheet Metal Fabricator.

Youth Job Seeker: Anthony Condrich was contacted while living in Florida and invited to come back to Cleveland (his home town) to attend Tri-C's Advanced Technology Academy's Industrial Welding management program, a new program that Tri-C developed for welding management due to the shortage of welding instructors locally. Upon graduating, Anthony was hired by Great Lakes Towing Shipyard where they work on building ships for the National Guard and other companies. He says it is important to be well trained not only in ship welding but also in the safety of ship building as it is the 2nd most dangerous job in the U.S.

IV. WDB Session – Chair's Report:

a. Standing Committee Reports

- Communications & Marketing – Chair J. Vaughan reported committee is being revamped and new members brought up to speed. Focus on OMJ|CC identification and lack of community awareness of OMJ|CC's involvement in the businesses, community and youth employment. Committee has reviewed all internal messaging; met with all partners to assess their needs and are working on 2nd draft of a Communications Plan; should be finalized within 3 weeks. Once committee approves plan, it will come before the Board for final approval.

- Governance –Chair Susan Sheehan is gearing up for 2018 meetings and have asked any board member not yet on a committee to consider joining Governance Committee. Unlike the other committees, only board members may be on this committee.
- Youth – Steve Greenwell gave report for Chair Grossman. Youth sub-committee met with week with Gen Work. How do they support sub-committee? Discussed 2018 priorities, community engagement and bringing a youth member onto Youth Council. They currently have a youth member on sub-committee.
- Strategic Functions – Chair Karp reported 1st meeting using data from identified neighborhoods for Aspirational Goal based on population with 50% or more unemployment. CSU’s Dr. Bob Gleeson chairing ad hoc committee and producing all the data on a block-by-block basis. We are engaging leaders in those communities. Held kick-off meeting at Third Federal in Slavic Village on 8/16 and will hold Opportunity Corridor’s meeting in September.

b. *Discussion: What does "success" look like for Board's Strategic Plan? (led by Ethan Karp)*

Strategic Function Chair Karp went around the room giving each member at the table the opportunity to say what success should look like; how should we go about next strategic plan process?

Held two ½ day retreats for previous Strategic Plan. Have improved relationships with colleges, community and libraries working together. How does Board become contributing player in development new jobs and using influence to develop policies? Engage leaders of *The 2 Tomorrows*; TeamNEO; chambers of commerce. Improve our perception in the community. Include Jumpstart (160 entrepreneurs with voices in business). Suggest survey created for top employers and entrepreneurs used to develop awareness, mission of CCWDB.

Below are board member and staff ideas for success:

- Address needs of consumer from Youth to Retirement
- Close the gap in neighborhoods "Opportunity Gap"
- Improving quality and perception of value
- Engagement from community and customer (employers, job seekers, etc.)
- Awareness and branding is out there
- Education and understanding
- Customer awareness
- Reduce "Supply and Demand" Gap
- Expanding the discussion on Gap closing (concurrent), not just the Gap
- Residences and businesses can thrive in Cuyahoga County
- Perceived leader in meeting workforce needs in community
- Profits up and Poverty down
- Be positioned as an effective convener
- Convener and Catalyst
- Recognize that the work will never be done
- Have flexibility in the Plan
- Being "relevant"
- Know what are our "baseline metrics" are so we can measure success
- Community recognizes this is "the table" for Workforce
- Focus on how we are best positioned for jobs to come; how can we become a player in this?
 - How does this impact ITAs and policies? How does this impact analysis of future jobs?
- Retreats?
- Inform and Engage
- Board is aligned to Local and Regional plan
- Review of current status: what has worked? what hasn't?
- Start with what we have, "what elements still resonate?"
- Make sure we explicitly address in-demand small, medium companies
- Neighborhood, community-based Strategy - explicit
- Make sure we link to NOW Plan
- Racial equity issues? Job deserts?
- Gubernatorial issues
- More employers at the table!
- Get involvement from the community; direct voice of youth
- Leaders of major reports; opportunity to make sure our value is aligned in ecosystem
 - Survey from businesses; VPs, awareness; feedback
 - Go over a simple framework
- Enlist chambers, large and small
- Businesses are very critical
- Sector Partnership leaders
- Entrepreneurial organizations
- OTHER THOUGHTS:
 - Raise pride. How does our language affect our perception in the community?
 - Needs are very different by site
 - Soft skills, job coaching, ongoing

Strategic Direction 2015-19 Goals:

- Provide leadership to the workforce system
- Become a visible workforce brand
- Effectively manage the workforce system
- Align structure and governance to serve our mission

c. *Sector Partnerships in Manufacturing, Healthcare and IT*

The Funders Group, established in 2016, focused on the development of sector partnerships in the 3 key industries of: Information Technology, Manufacturing and Healthcare. These are the same industries that are identified in the Board's Workforce Development Plan as being key to our economy. Additionally, all employment and training services that are delivered by OMJ|CC must be demand-driven.

The projected cost of the "Workforce Connect" initiative over a three-year period is \$2,500,000 to be supported by a collaborative group of private-public funders. OMJ|CC was asked to commit a one-time investment of \$100,000 in the start-up costs. Additionally, OMJ|CC has pledged \$200,000 per year for training of eligible WIOA job seekers in the sector occupations.

Motion: The Cleveland/Cuyahoga County Workforce Development Board authorizes the commitment of a one-time \$100,000 payment to support the start-up costs. Additionally, at least \$200,000 per year for training of eligible WIOA job seekers in the industries of Information Technology, Manufacturing and Healthcare will be made.

Moved by M. Jeans
Seconded J. Vaughan
Abstained E. Karp
Motion Passed

V. Business Session – Executive Director’s Report:

a. *Review and Approve WIOA Policies:* Director Kilbane gave update on the amendments to each policy.

Motion to approval the following WIOA policies: Youth Follow-Up Policy; Youth Requires Additional Assistance Policy; Youth Work Experience Policy; Youth Incentive Policy; Youth One-stop Referral Policy; Supportive Services Policy; Financial Eligibility for Career Technical Training Policy; Individual Training Account Policy; On-the-Job Training policy; Incumbent Worker Policy; Customized Training Policy:

Moved by W. Gary
Seconded D. Turner
Motion Passed

b. *Review Final Budget for PY 2018; Upcoming RFPs:*

CFO F. Brickner reported the 2018-19 WIOA Budget: \$12.8 million and All Funds Budget: \$15.4 million. Employer Demand-facing WIOA: \$3.9 mil/All Funds: \$4.5 mil. Youth Services: WIOA \$3.9 mil/All Funds: \$5.3 mil.

c. *Adult and Youth Performance:*

Year-end report: WIOA Enrollments: 3,599; WIOA Placements: 3,005; WIOA SPNEG: WIOA ITAs 84; SPNEG ITAs 26; OJTs 14; Average Wage: \$13.31; Average Dislocated Worker Wage: \$15.07

IV. Next Meeting: November 16th

2019 WDB meetings (8 am – 10 am): February 15, May 17, August 16, November 15

ADJOURNED

Recorded by Diana Trego