

Cleveland/Cuyahoga Workforce Development Board – Area
Friday, August 21, 2020 Meeting Minutes – **APPROVED**

Last Name	First Name	Agency	Last Name	First Name	Agency
WDB Members					
Ali	Camille	OOD	Merriman	David	CJFS
Applegate	Harriet	Cleveland Building &	Moore	William	ODJFS
Brown	Marzell	Rockwell Automation	O'Malley	Dan	North Shore AFL-CIO
Carter	Ted	County Economic Develop.	Shank	Jason	Governance Chair - Plumbers Local 55 (JATC)
Ebersole	Dave	City Economic Development	Shelnick	Kim	University Hospitals
Fekudu	Senayt	Shogo	Smith	Latoya	Fifth Third
Gallucci	Grace	NOACA	Thomas	Kim	Christopher Amira Studio
Gary	William	Tri-C	Thomas, Jr.	Felton	Cleveland Public Library
Jankowski	Pam	Cuyahoga County Public Library	Vaughan	James	JDD, Inc.
Judd	Margy	Executive Arrangements, Inc.	Vesey	Deborah	Deaconess Foundation
Karp	Ethan	Interim Chair	Walker Minor	Natoya	City of Cleveland
Kehn	Kelly	Lincoln Electric- Proxy	Winlock	Sadie, Dr.	CPL – Proxy
Marbury	Shana	GCP	Wright	Sheila	The Good Community Foundation
McHamm	Joshua Perkins	McTech Corporation			
OhioMeansJobs Cleveland-Cuyahoga County Staff					
Arasim	Norma	WDB	Gant	Sonya	ULA
Brickner	Frank	WDB	Greenwell	Steve	WDB
Carey	Lauren	WDB	Hasson	Tom	ULA
Carroll	Sheree	WDB	Kelley	Mary	WDB
Emery	Amy	ULA	Megenhardt	Dave	ULA
Fluellen	Anthony	ULA	Metlesitz	Bryan	WDB
Ford	Ida	WDB			
Guests					
Iesha Blue	Iesha	Dynamic Metal Services – Voice of the Customer			
Rizika	Jill	Towards Employment			
Russoniello	Melissa	Director, El Barrio Workforce Development Center			
Atkins	Laureen	Vice President - The Literacy Cooperative of Greater Cleveland			
Clayton	LaRaun	MBA, LSW Project Director – Office HIV & STI Services			
Citerman	Jeannie	Grants Administrator – City of Cleveland			
Mosbrook	Joe	Acclaim Communications			
Dowell	Kenn	Strategic Resources			
Snyder	Adam	Sector Partnership leader for Workforce Connect – Manufacturing Cleveland/Akron			
Paponetti	Bob	President & CEO – The Literacy Cooperative of Greater Cleveland			
Perkul	Debbie	Ex. Dir. – Magnet			
Cockrell	Dr. Ruben	International Speaker, Author, Entrepreneur & Professor			
Biterman	Mary-Kay	Tri-C			
Heffernan	Grace	TPMA-Inc.			
Wolf	Bridget	EQUUS Works			
Wood	Calvin	United Way Cleveland			
Young	Nick	TRG Repair			

I. Call to Order & Welcome:

- a. Approval of May 15, 2020 meeting minutes.

Motion to approve minutes from March 15, 2020 meeting

Motion Passed by Board via audio

II. Chair introduced - Voice of the Customer – Ms. Aesha Blue, HR Director of Dynamic Metal:

- a. Dynamic Metal Services, an alloyed-based company that processes scrap metal at the commercial level. She is very familiar with manufacturing and has been with the company eight years but in the industry for 20 years. They purchased their building the end of 2018 and started operations in 2019.
 1. Dynamic Metal Services partnered with OMJ/CC the end of 2019, which has been very beneficial to them in receiving over \$16,000 in *Incumbent Training* grant funds, they look forward to the continued relationship. During COVID-19, this has helped involving new candidates, training etc. They have not closed, laid off any employees and continue with production but have had to keep

costs down. Tom Hasson has been an amazing liaison with this program and any challenges. The relationship has grown from basic on-the-job training grants to incumbent workers into post-positions and sourced candidates to Dynamic Metals.

III. Announcements – Board Chair:

- a. Congratulations to Pam Jankowski who was recently appointed Deputy Director of Cuyahoga County Public Library (CCPL).
- b. Updates on unfilled vacancies to the Executive Committee but welcomed two new members: Shana Marbury and Kim Shelnick; will send out a more formal announcement forthcoming in an email once the roster is full along with its structure.
- c. Introduced Governance Chair - Jason Shank – who swore Ethan Karp into office, who was officially elected Chair of CCWDB - Workforce Area 3 during the previous Board meeting.

IV. Mission Moment – Board Chair:

- a. Gave an overview on current events since the last meeting in May:
 1. Over 200,000 COVID deaths.
 2. The economy (GDP) down \$1.8 trillion dollars for the last quarter; which is the worst record in history.
 3. The murdering of George Floyd by police that resulted in protests across the country and igniting a national reckoning on racism.
- b. As a plan of action, this Board has added racial equity to the mission statement and shall do everything to build a *new normal* where positive things take root and use all resources to make a difference in advocating and battling racism. To be a positive force in putting people back to work and all-inclusive not promoting fear and poverty. Show clients, stakeholders, and people in the community that OMJ|CC stands up for what is right, good and fair and as leaders, lean in and do the right thing and that is why this committee will have a conversation on *Diversity* today.

V. Equity Discussion - Dr. Sadie Winlock of CPL:

- a. Chair introduced Dr. Winlock of CPL – who are partnered with OMJ|CC with a commitment to thread resources to support the mission, with the responsibility to create an all-inclusive equitable environment.
 1. Dr. Winlock had the Board share their views and what programs or steps are in place to promote the success of African Americans. The goal is to help this Board with more robust strategies to implement a plan of action and taking a deeper dive into addressing the issue. Some of the current processes in place are as follows:
 - OMJ|CC focused on the Black population with a 67% participation rate and 69% job placement.
 - Rockwell Automation developed a Black Executive Leadership Council around six years ago and the CEO recently charged them to develop a plan on how to remove those barriers. An all staff meeting with the company’s 22,000 employees was held to discuss the George Floyd situation. They have taken on the task of what can be done to remove those barriers with the focus on Cleveland, Milwaukee and the Detroit area(s).
 - CPL Human Resources is looking closely at position descriptions to determine if some of the requirements are necessary to help eliminate barriers.
 - Deaconess collaborated with The Fund for Economic Future and the Cleveland Foundation to convene a *Racial Equity Learning Circle* and brought in a National Workforce Consultant and a local consultant to understand different perspectives with the goal to incorporate best practices in the organization by next summer.
 - Northshore AFL-CIO put together a racial injustice commission about a year ago who toured the Country and specifically Cleveland around the Tamir Rice issue. They published an extensive racial injustice guide, which was reactivated due to George Floyd’s murder, and sent to all union affiliates and the Executive Board also recently passed a resolution relating to structures around racism.
 - CEO of JDD, Inc. shared personal experiences about breaking through barriers and the importance of becoming a mentor. Became visible to his 1,100 employees to offer mentorship to add that personal touch. Spoke of his experience in having a mentor who contributed immensely to his success.

Takeaways:

- To provide the opportunity for minorities in the community and ensure upward mobility to career pathways of jobs and sustaining wages for families.
- To provide that personal 1:1 touch in order to add value, reaching into the community to build those pipelines utilizing sector partnerships.
- Focus on placement retention and upgrade, and any other things needed to provide in order to meet the one-year follow-up requirement.
- To prepare the people we serve in guiding, advocating and championing them in respect to what jobs are forthcoming to avoid an influx of displacement.
- Joining the *government alliance of race and equity* to learn what other communities are doing with focus on valuable information to make an impact for progression.
- To take a strategic approach looking backwards and take responsibility for that action and plan what actions can be taken to moving forward.
- Be proactive rather than reactive and create a subcommittee to deal with the issues now and forthcoming opposed to after-the-fact.
- Have a discussion with educational and employer partners for a strategic approach and remedy to participants who used up resources and/or have 3-4 certifications and are still not at a living wage to support their family.

VI. Outreach & Communications Committee– James Vaughan, Chair:

- a. Gave an update regarding the Board’s goal to make OMJ|CC more visible to partners, businesses, and residents in Cleveland/Cuyahoga County.
 1. Hired Strategic Resources in November of 2019 to develop a solid communications and outreach plan that began implementation in April 2020 focusing on branding and messaging to reach targeted audiences e.g., employers, adults and youth.
 2. The following are projects that Strategic Resources has completed to date:
 - Annual Report
 - E-newsletter
 - Paraphernalia
 - Social Media Policy creation
 - Better utilization of social media channels for exposure e.g., Channel 5, YouTube Video
 - Cross-communication on COVID
 - Worked with businesses on how to conduct business remotely
 - Four new informational brochures were created
 - Flyers were distributed and OMJ backpacks created
 - Virtual Job Fair was held in June and another in September
 - Completed the redesign of OMJ|CC’s website landing page; making the rest of the site user-friendly is still in progress.
 - Collaborated with Y.O.U. and created a website and video targeting youth ages 18-24

Takeaways:

- Other ways/avenues to help OMJ|CC become more visible?
- Focus on young adults due to schools opening soon, because more teachers have become unengaged.
- Tri-C will begin integration of the OMJ|CC video into their programs.

VII. Strategic Plan Summary – Board Administrator:

- a. Reviewed the Strategic Plan Summary highlighting the four mission goals:
 1. **Goal I** - Leverage Workforce Innovation and Opportunity Act programs, services, and investments to provide system leadership and address workforce needs and issues.
 2. **Goal II** - Make OMJ|CC more visible and well-recognized as a place for businesses, residents, and partners to go for workforce needs and services.

3. **Goal III** - Support innovation and continuous improvement in public workforce system operations and service delivery
 4. **Goal IV** - Play a leadership role and pursue innovation opportunities within the larger workforce ecosystem.
- b. WIOA partnerships were adopted last year to include government, educational, non-profits, employers and philanthropists to illicit input and ideas regarding work of the Board. To measure progress and success, to integrate staff and committees, to see what’s working, what’s needed where to improve and be more strategic to measure the progress.
1. Currently, 20% of Ohio youth are incarcerated
 2. Disengaged youth is at 20,000
 3. There are 2,000 people living with AIDS/HIV
 - Last quarter, to address those populations, partnerships were formed with the following:
 - Magnet – to help employ people into the manufacturing industry
 - PCs for People - digital divide – to help assist low income families with free computers and internet access
 - Department of Rehabilitation – to address the state-wide re-entry program.
 - JobsOhio and TeamNeo – to drive capital and job creation
 - Department of Public Health – to help people/families living with AIDS/HIV find employment
 - Grow with Google – to help train people we serve at no cost
 - Collaboration with CPL - emotional intelligence

VIII. OMJ/CC Interim Executive Director Update:

- a. Gave an overview of initiatives, events and metrics:
1. Collaborated with Mayer & Mayer for service delivery to the adult & young adult population is ongoing, but in-person service was put on hold due to COVID. Will reengage to look at business services, intelligence and models. They have contracts with the Federal Department of Labor and many workforce areas across the country to help businesses with funding, sector-based career coaching and engaging our consultants to focus on where the in-demand jobs are aligned to our strategy.
 2. JobsOhio, a non-profit corporation, initiative was designed to drive job creation, new capital investment in Ohio, and attract business retention and expansion. They are focused on amplifying and/or supplementing OMJ services. Their goal is to help other workforce systems and Boards with marketing their mission message. These initiatives help drive traffic to IT, Healthcare and manufacturing.
 - The following are some of the initiatives with OMJ as their pilot of a four-month project:
 - Arming career coaches with better information in order to lead job seekers into better in-demand careers.
 - Piloted a new assessment tool through ULA with a few coaches receiving training on the tool to evaluate the job seeker for a successful career plan and placement.
 - Upcoming job fair in September with a network of employers to match talent.
 - Supplementing more training funds to eliminate barriers for people who can’t attend training due to income by providing a stipend.
 - Assisted with a surge of service to train and employ quickly in careers that matter; especially IT and manufacturing.
 - Funding a new pilot “*Manufacturing Access Program*” with Precision Metal Association including a certificate of completion. Employers came together and designed a curriculum including technical skills, soft skills etc., with an employer commitment to place/hire those who complete the training.
 - How to fund a special class with one of our providers *Tech Elevator* in software coding initiative.

- ULA had a training event several weeks ago with 200 participants, with our partner schools present.
 - More people showing interest in training. Occupational skills trainings participation is lower due to COVID, but an influx is expected. This involves helping employers/job seekers with paying half the wages for a short period of time while the individual is on-the-job learning.
3. Metrics - reviewed WIOA performance metrics with the Board which OMJ is meeting and exceeding those measures. Moving forward, the intent is for OMJ to have metrics with an interpretation behind what the metrics represent for every Board meeting with today's measuring adult services. The metrics for young adult and business services will be available at the next meeting.

Takeaway:

- Ensure strong relationships with sectors.
- Tri-C has launched “Access Center” initiatives in community-based sites to deliver workforce programs, training and services. Engaged with community-based partners to include the County and OMJ|CC presence at these sites to deliver concurrent wrap-around workforce development services for incorporation at these centers.

IV. Career Coaching – Mary Kelley:

- a. Presented a brief overview with this Board, steps with a job seeker from intake through the entire process, with emphasis on career coaching.
1. A walk-through presentation of how services are provided was shared with this Board (handouts provided). Per the WIOA Act, OMJ services customers at all levels of education, any stage of their career path, at any level of service needs.
 - However, the delivery was modified due to COVID with direction to the OMJ|CC website for information videos, online registration, information, phone numbers to call for services, and virtual orientation.
 - Upon the soft-reopening of 1910 Carnegie, the resource room is available to the public and coaching is available via Teams with current customer interaction on-going.
 2. Currently, in the process of piloting a “*Youth Science*” participation utilizing *Pymetrics*.
 3. Many job seekers have already visited a training provider and come into our offices expressing interest in training, the average age of adults we serve is 43 with many prepared to begin school a.s.a.p.
 4. Job seekers who do not express an interest in training or are hesitate about care pathways, are provided with general information about in-demand sectors and are directed to the workforce industry (Wyatt List) where all training providers are listed through the State including labor market information.
 5. Job seekers who are pursuing training, will have an IEP prepared including career objections, education, employment goals etc. and with periodic reviews and case notes recorded to assist with removing barriers in order to be successful.
 6. There are two categories for customers served 1) Non-participants (self-directed) and 2) participants.
 - Non-participants:
 - Use of equipment including computer, fax
 - Meet with one of our partners e.g., AARP/Tri-C
 - Help with resume, computer connectivity
 - Referral to State of Ohio OMJ website which includes a wealth of resources
 - Participants:
 - Participants are required to register, as well as those who need a more comprehensive help with job planning or search, training etc.
 - Youth ages 18-24 also get comprehensive career planning, job searching, coaching, training, case management through Young Adult Service Providers and the comprehensive case management program through JFS.

7. Career Coaching Steps:
 - JFS intake determines who is eligible to become a WIOA participant
 - Career coaching is conducted by ULA
 - An initial assessment is done using the “*Work Capacity Assessment Tool*” to help make joint decisions about service strategies and goals e.g., occupational skills, interests, supportive services or developmental needs:
 - A conversation starter to build and guide through the services they will receive which is repeatedly revisited as a living document.
 - Coach observes and gets a sense of who the customer is and if they can demonstrate and articulate their education, experience, interests etc.
 - If they possess in-demand skills or need to be referred to a talent developer before then being referred to a training specialist.
 - A review of basic skills and aptitude using other assessments such as “TABE” and “WorkKeys”.
 - The OMJ website backpack assessment tool is also being used which is more robust.
8. Qualifications of Coaches – all have bachelor’s degrees and a combination of experience (primarily social work), education and some with previous career coaching experience desired, but focus is mainly on transferrable skills. No formal training in soft skills but it is included in the assessment tool in which they are trained.

Follow-up:

- A subcommittee will be created to address racial equity with Sheila Wright as Chair, contact Board Chair or Board Administrator for interest.
- Contact Board Chair or Board Administrator for interest in serving on the Executive Committee.
- Anyone who has programs addressing racial equity, please send those to the Board Chair in writing.
- Bring Strategic Resources’ Principal back to reframe where in-demand occupations are aligned with jobs of the future.
- Would like to see the Board more involved in the coaching process and what can be done to improve. Next step to follow up with Kevin Gowan - JFS Director to be involved in this process for input (JFS refers a lot of public assistant clients to OMJ). Also, would like to see coaches meet with employers on in-demand positions in order to understand how the pathways work, how the talent acquisition processes are pulled together, and especially in maneuvering through compliance, this can really help the coach with how to describe to the candidate in order to successfully drive placement.
- Cuyahoga’s unemployment rate compared to other counties and the U.S. average is consistently higher. Would like to see metrics on career pathways, inputs, services, training, retention and how are they exiting to measure those components.
- Board administrator to touch base with Dr. Cockrell in Nashville, Tennessee who does business in Cleveland to answer questions and connect him with resources (if needed).
- Census – reminder that it is still open until September.
- Stimulus checks –for those who don’t file can reach out to 211 who is working to help lower/no income to find out if they will get/owed a check until the end of September.

MEETING ADJOURNED at 10:00 a.m. - Next CCWDB meeting is Friday, November 20, 2020
Recorded by Sheree Carroll