

Cleveland/Cuyahoga Workforce Development Board – Area - 3
Friday, November 19, 2021 Meeting Minutes – **APPROVED**

Last Name	First Name	Agency	Last Name	First Name	Agency
WDB Members					
Ali	Camille	Opportunities for Ohioans with Disabilities Agency	Marbury	Shana	Greater Cleveland Partnership
Belk	Cathy	Deaconess Foundation	Merriman	David	CJFS
Brown	Marzell	Rockwell Automation	Moore	William	ODJFS
Ebersole	Dave	City Economic Development	O'Malley	Dan	North Shore AFL-CIO
Gallucci	Grace	NOACA	Perkins McHamm	Joshua	McTech Corporation
Gary	William	Tri-C	Shank	Jason	Plumbers Local 55 (JATC)
Herdeg	Paul	Cuyahoga County Dept. of Development	Shelnick	Kim	University Hospitals
Jankowski	Pam	Cuyahoga County Public Library	Smith	Latoya	Fifth Third
Karp	Ethan	MAGNET, CCWDB Chair	Thomas	Kim	Christopher Amira Studio
Kehn	Kelly	Lincoln Electric Company	Wright	Sheila	The Good Community Foundation
OhioMeansJobs Cleveland-Cuyahoga County Staff					
Brickner	Frank	OMJ CC			
Carey	Lauren	OMJ CC			
Carroll	Sheree	OMJ CC			
Ford	Ida	OMJ CC			
Kelley	Mary	OMJ CC			
Guests					
Talley	Wendy	Voice of the Customer – Regional Transit Authority	Stacy	Eli	
Makarachi	Ali	Northeast Ohio Areawide Coordinating Agency	Mason	Jeri	
Gallucci	Grace	Northeast Ohio Areawide Coordinating Agency	Higgins	Kiara	CareerLink
Sims	Anthony	Cleveland Probate Court	Casey	Kyle	ODJFS
Emery	Amy	United Labor Agency	Graves	Don	United Labor Agency
Megenhardt	Dave	United Labor Agency	Rizika	Jill	Towards Employment
Odenbrett	Glenn	May Dugan Center			

I. Call to Order & Welcome – Board Chair:

- a. The meeting started at 8:00 a.m. followed by the roll call of Board members present.
- b. Motion to approve 08/20/21 minutes:

Motion to approve minutes from the August 20, 2021 meeting
Paul Herdeg - first, Cathy Belk - second – all in favor - **Motion Passed**

II. Voice of the Customer – Wendy Talley of the Greater Cleveland Regional Transit Authority (GCRTA):

- a. Gave a brief presentation on RTA’s strategy to connect to the community and deliver safe mobility solutions. The goal is to reduce their shortage of bus driver positions and think of new and innovative ideas that include some of the following:
 1. Collaborating and strategizing with partners e.g., ODJFS, OMJ|CC and Tri-C, etc. during meetings and workshops to improve outreach and engagement as well as utilizing resources. Natoya Walker-Minor, former Chief of Public Affairs with the City of Cleveland, accelerated the reconnection of RTA to OMJ|CC.
 2. RTA recruiters were on-site at OMJ|CC assisting job seekers in applying to RTA jobs.
 3. They are down to about 100 operators and facilitated a Career Day for operators. A total of 21 individuals signed up for career day and several already have received bus driver position offers. One of the individuals hired resulted in a success story video and interview by Channel 5.

Question: What was the perception of OMJ|CC before Ms. Walker’s reintroduction?

Answer 1: Recollection is that previously OMJ|CC was primarily an effective resource for entrepreneurs/businesses e.g., posting jobs, etc. Tri-C has been working with RTA for years, meeting at access centers and assisting clients with completing applications and applying for positions.

III. NOACA – Economic Mobility Review – Ali Makarachi:

- a. Ms. Gallucci introduced Mr. Makarachi who will present their mobility tool to this Board for possible use by OMJ|CC, or anyone with the ability to access it online.
- b. Mr. Makarachi gave a demonstration of their online tool, which includes data collected by the Census Bureau encompassing five counties and 9,000 zones. The automated interactive tool contains data collected for traffic commuting in and out of counties. It also determines travel times, distances by car, transit cycling, and walking.

Question: Who are the users, are they job seekers, or was it designed specifically for businesses?

Answer: It started as a pilot designed specifically for WDB agencies. Medina county utilizes it to determine where employees reside to fill their open positions.

Takeaway:

- NOACA is available to host, discuss and/or receive feedback to benefit the workforce ecosystem

IV. Board Business – Frank Brickner:

- a. Requested approval for the proposed virtual meeting policy to establish local policy for the CCWDB to conduct business through virtual videoconference or teleconference; as passed by Ohio’s General Assembly. On November 4, 2021, the CCWDB Executive Committee adopted the following rule and policy in accordance with Chapter 119, of the Revised Code.

1. Chair motioned to approve changes:

<p>Motion to approve – Virtual Meeting Policy. Shana Marbury - first, Jason Shank - second – all in favor - Motion Passed</p>

- b. Requested approval for proposed increase to the Career Training Policy self-sufficiency annual income rate requirement for adults. Funding is available for an increase to the poverty level; it can also be adjusted if funds become limited.

1. Chair motioned to approve changes:

<p>Motion to approve - Career Training Policy self-sufficiency annual income requirement. William Gary- first, Kim Thomas- second – all in favor - Motion Passed</p>
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- c. Performance Metrics Update – gave an overview of metrics measuring services provided for FY July 1, 2020 - June 30, 2021. As well as actual and projected goals for services beginning July 1, 2021 - June 30, 2022.

1. Enrollments – has increased and is on target, mainly from the unemployment insurance recipients’ mandated requirements.
2. Training – has also increased and on target, which is expected to climb in December.
3. Placements – are still a challenge with low numbers, especially among Young Adults. Some providers are on pace and others are lagging.

Question 1: What is OMJs perspective on healthcare jobs; which has the highest vacancies of the sectors?

Answer 1: Healthcare jobs are being promoted by OMJ and partners e.g., Towards Employment and Tri-C. These positions are highly competitive and face challenges due to COVID as well as the other sectors.

Question 2: Are there disparities regarding blacks vs. whites and males vs. females?

Answer 2: Currently collecting the data for future WDB discussion.

- d. Request for Proposals (RFP) – Business Services & One-Stop/Job Seeker Services.
 1. RFPs will be submitted to County procurement for Adult and Business Services to commence July 1, 2022. These RFPs include recommendations by consultants Maher & Maher, Strategic Resources, and under the direction of the CCWDB Executive and Strategic Functions committees. It adheres to the strategic plan's underlying goals and values.
 2. There will be two separate RFPs as follows:
 - i. One for Business Services
 - ii. Another for One-Stop – Adult Jobseeker services

V. Mission Moment – Ethan Karp:

- a. Board members have dual roles e.g., being out in the community and connecting partners. A highlight of today's agenda items of mobility tools, policies, performance upswing with Adults, bold ideas and strategies, increasing wages to \$15.00 per hour, equity and inclusion transparency, and the RFPs.

VI. CCWDB August 2021 Retreat Review – Ida Ford:

- a. Gave a brief recap on retreat activities:
 1. Guest speaker Ralph Johnson - who encouraged the Board to “Go Hard” and be “Bold” with a mindset of leading from the front, building from behind, and supporting from the side.
 2. Frank Brickner and Ida Ford gave an overview of the OMJ Journey of collaborations and accomplishments. As well as the challenges e.g., the pandemic, transitioning of retired and new Board members, OMJ|CC staff, and a new City of Cleveland Mayor.
 3. Members participated in breakout sessions to discuss hot button topics and brainstorm on new and innovative ideas.
- b. Members participated in breakout team sessions to brainstorm and think of bold ideas around the following hot topics:
 1. Diversity, Equity & Inclusion bold statement to the public
 2. Outreach
 3. What is the one thing OMJ, WDB, and contractors should do?
 4. Sector partnerships
 5. RFP's – Business Services, OSO/Job Seeker Services
 6. What is the one thing you will do after the retreat?

Comments:

- In favor of creating a vision statement as an umbrella with more discussion and time, include some ideas below:
 - Employee support & solutions
 - Surveys
 - Professional facilitation
 - Engage all levels
- c. DEI Sheila Wright – thanked members for their support and announced that her term ends June 30, 2022 and that Natoya Walker Minor will serve as DEI Co-Chair. She will then transition to Chair-Elect and there will also be a selection of a Co-chair.
 1. Ida Ford – presented a short video on white privilege by Joy DeGruy called “Cracking the Codes”. It depicts a trip to the grocery store including Joy (who looks black) and her bi-racial sister (who looks white), and the difference of how each was treated by the cashier based on their looks.
[Cracking the Codes: Joy DeGruy "A Trip to the Grocery Store" - YouTube](#)
 - d. Outreach & Recruiting - Mary Kelley – gave a recap on outreach strategies, accomplishments, and how OMJ|CC is doing things differently.

1. Renewing Strategic Resources' contract
2. Contracting another communications consultant
3. Continuing with more community outreach to community organizations e.g., City/County Council, Faith-based Leaders, Property Management Companies, Barber Shops/Salons, etc.
4. Developed a partnership with David Saltzman, of Dave's Supermarkets (a family-owned business)
 - Piloted outreach at Dave's supermarket locations throughout Cuyahoga County for four Saturdays in October 2021 from 11:00 a.m. – 4:00 p.m. by OMJ|CC's street team (caseworkers).
 - 60 potential customers responded and are currently in follow-up with OMJ|CC staff
 - Wants OMJ|CC to continue ongoing outreach at their stores
 - ✓ Scheduled outreach at Dave's in 2022 during April, May September, and October
 - Created a post with a QR code to connect potential clients with OMJ (via smartphone); Cashiers/Clerks put OMJ|CC flyers in customers' shopping bags
5. Urban league collaboration will commence in January 2022 to identify individuals to receive soft skills development training. Participating employers include: Cleveland Clinic, Rockwell Automation and Lincoln Electric.

Takeaway:

- Management training is made more cognizant e.g., - recommendation everyone take the REI training by Third Space Action Lab:
[Third Space Action Lab \(3rdspaceactionlab.co\)](https://3rdspaceactionlab.co)
- Latoya Smith shared a success story regarding how they hired an employee through OMJ|CC

Follow-up:

- (Postponed today's agenda item **VII. Strategic Discussion** on wage rates for the next Board meeting due to time constraint)

MEETING ADJOURNED at 9:58 a.m. - Next CCWDB Meeting on Friday, February 18, 2022
Recorded by Sheree Carroll