

CUYAHOGA COUNTY COUNCIL

**DEPARTMENT OF
WORKFORCE DEVELOPMENT
BUDGET PRESENTATION**

OCTOBER 28, 2013

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EXECUTIVE DIRECTOR

*Workforce Development Presentation to Cuyahoga County Council
Monday, October 28, 2013
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Background

Since 2010, the Cleveland/Cuyahoga County Workforce Investment Board (WIB) has taken a Demand Facing approach to the delivery of services to job seekers and employers. Demand-Facing is an employer-focused, need-based approach to workforce development that uses teams of business service consultants, lead generators and recruiters, supplemented with advanced technology and a large, regularly updated database to connect employers with potential employees. This innovative, technology-enhanced approach balances the allocation of available resources evenly between the job seeker and employer.

The transformation of the Workforce Investment Board to Demand Facing began in 2007 when Mayor Jackson and the County Commissioners merged two separate Workforce Boards into one WIB. In 2010, facing declining financial support from the Federal Government at a time when the need for services was at its highest, Workforce Development leadership and the Workforce Board, which is jointly appointed by the Mayor and the County Executive, began the transition to the Demand Facing approach to service delivery.

During the period from implementation of the new approach until now, a database of over 4,000 employers, which quadrupled the number of employer contacts gathered during the first nine years of Workforce services, has been developed. This created a steady pipeline of job opportunities for Workforce Development customers.

Demand Facing Approach

Under the new Demand Facing approach, job seekers are entered into the system as soon as initial contact is made. A resume summarizing their skill sets and areas of interest is loaded into the system on the first day of contact, allowing notification of job opportunities immediately. During the past four years the database has grown to over 30,000 screened jobs-seekers through the outreach and recruitment effort.

This combination of an increased pool of employers seeking employees, coupled with an automated database that allows for immediate notification of job openings, has resulted in the placement of over 10,000 job seekers into positions during the past three years. In the program year ending June 30, 2010, a total of 1550 people were placed. Since then the number of

placements has risen steadily, with over 4,000 individuals placed into jobs in the program year that just ended on June 30, 2013.

Many of these connections with employers and successful job opportunities for job seekers are the direct result of an enhanced working relationship between the Workforce Development Department and the City's Economic Development Department. This relationship was forged through a collaborative effort to implement and enforce the use of Workforce Development Agreements (WDA's) as a component of all development projects that create new jobs in the city. Since 2010 over 1,000 job placements have occurred through the use of WDA's, with each year showing an increase in the number of placements.

Results

The results of all these actions are reflected in a steady climb in performance in the 2010-2012 program year time period, as shown in the following chart. This performance occurred in spite of a 40% reduction in funding, and a similar reduction in staffing over the three year period

PERFORMANCE STATISTICS	PY 2010	PY 2011	PY 2012*
# Adults placed in jobs	2,687	3,176	4,175
# Youths placed in jobs	112	513	222
# Individuals trained by employers assisted by Workforce Development funds	196	367	435
# Workforce Development agreements with business	52	26	39
# Workers trained through workforce agreements	204	240	456
# On-site recruitments/job fairs	169	265	292

*Program Year began on July 1, 2012 and ended on June 30, 2013

Other Services and Programs

Community Re-Entry

Since 2010, the Cleveland/Cuyahoga County Workforce Investment Board has been a primary vehicle for employment placement of ex-offenders returning to Cuyahoga County.

The WIB partners with the City of Cleveland's Department of Community Relations and two community non-profits, Towards Employment and Oriana House/North Star Neighborhood Re-Entry Resource Center, to provide assistance in serving the ex-offender population. The new arrangement combines the funding of one Community Relations staff person (\$80,000) with funding for six staff persons (\$250,000) via contract through Towards Employment. This successful collaboration has resulted in the placement of 511 ex-offenders into jobs over the past three years.

Youth Services Programs

Approximately 1,000 youth receive services annually through WIA funded contracts with 11 providers. Funding of approximately \$2.7 million annually goes towards the provision of services to youth. These services assist youth in staying on the path towards high school graduation or to engage in programs designed to result in successful completion of a GED. Services are provided to about 700 students in high school and about 300 out of school youth, with a relatively equal balance between students living in Cleveland and the suburbs.

In addition to assistance in completion of high school requirements, tutoring, summer employment, support services and, in some cases technical training and a paid internship are some of the services available. Providers are selected through a competitive procurement process that occurs every three years, with annual contract renewals based upon performance. The next round of proposal solicitation will begin in the first half of 2014.

An additional 130 youth aging out of Foster Care are receiving services through a state funded pilot program known as Connect-the-Dots. The program provides specialized services and supports to youth referred by the Department of Children and Family services. Services are provided by 7 of the contracted Youth Services Provider Agencies with a total of \$1.6 million of funding available for the three year life of the pilot program.

Application for Job Readiness

Since July of 2012 Workforce Development has been partnering with the Department of Job and Family Services for individuals applying for cash assistance. Prior to being determined eligible for assistance, applicants are required to attend a five day workshop at Workforce Development. The workshop assists the applicants with resume development, interview skills, job expectations and job search activities. Attendance is mandatory and the individual must complete the five day program before being approved to apply for assistance.

During the most recent twelve months of the program 2,446 potential cash recipients were referred for training. A total of 2,089 attended workshops, an 85.4% show rate, with 1,411 or 67.5% of those who started the program successfully completing all 5 days. In addition to having a positive impact on Cuyahoga County's participation rate, the program provides fundamental skills necessary for the job search process and a number of participants have already been placed into jobs.

Ohio Works Incentive Program

This new initiative is a state funded incentive program designed to reward participating Workforce Development Departments with incentive payments for successfully transitioning people receiving public assistance into a job. Payment points occur when an individual is successfully placed and after a 90 day retention period. The program is just getting started, but it does provide an opportunity to generate revenue by moving people from assistance to employment.

Cuyahoga County Council Educational Assistance Program

This program, which is supported with \$500,000 in county funding, is designed to provide last dollar in assistance to individuals engaged in a training program, but experiencing financial difficulty completing the training. Applicants for funding must be residents of the county, at least eighteen years of age and the training must be in occupations identified as "growth" or demand occupations. The individual must be within 12 credit hours of completion of a certificate or degree, and the training must be completed within 18 months. Satisfaction of a certificate or degree is required upon completion.

As of October, 2013 a total of 96 training vouchers have been approved for an obligated amount of \$346,684. Occupations supported by the program include truck driving, nursing and patient care services information technology and machinist training. Cuyahoga Community College is the school of choice for two-thirds of the program participants, but a total of 14 schools have provided training.

WORKFORCE DEVELOPMENT
2012 - 2015 FUNDING SOURCES

Funding Source	% of All Funds	2012 Actuals	% of All Funds	2013 Estimate	% of All Funds	2014 Budget	% of All Funds	2015 Budget
Intergovernmental	87.1%	13,021,406	68.0%	5,869,482	52.5%	4,204,736	54.9%	3,579,263
Rapid Response		864,600.00		1,769,775		500,000		500,000
National Emergency Grant		-		150,000		150,000		150,000
Adult		2,969,013.00		2,553,224		2,297,902		2,068,112
Dislocated Worker		3,176,017.00		1,754,912		1,579,421		1,421,479
Youth		3,011,776.00		2,641,571		2,377,414		2,139,673
Less City Share of WIA Allocations		3,000,000.00		(3,000,000)		(2,700,000)		(2,700,000)
Miscellaneous	12.9%	1,930,303	32.0%	2,759,623	47.5%	3,803,012	45.1%	2,943,012
TANF Employment & Family Services		1,600,000.00		1,416,711		1,800,000		1,800,000
One Stop		280,303.00		253,012		253,012		253,012
Development - Incumbent Worker Training		50,000.00		90,000		110,000		
Western Reserve Fund		-		250,000		750,000		
County Educational Assistance Program		-		500,000		290,000		290,000
State General Fund - Literacy & Career Pathways		-		33,900				
VETS O.N.E. Incentive		-		66,000				
Ohio Works Incentive Program		-		150,000		600,000		600,000
Total Revenue	100.0%	14,951,709	100.0%	8,629,105	100.0%	8,007,748		6,522,275

Department of Workforce Development

7/2010 through 6/2013 Activity

	7/1/10 - 6/30/11	7/1/11 - 6/30/12	7/1/12 - 6/30/13
	PY10	PY11	PY12
On The Job Training Activity			
Number of Active OJT Contracts	132	153	82
Number of Members Placed via OJTs	383	435	279
Dollars Spent on OJTs	834,710	1,025,857	439,155
Individual Training Account Activity			
Number of Active ITAs	760	649	496
Dollars Spent on ITAs	1,218,953	1,066,562	1,037,831