

STARK TUSCARAWAS WORKFORCE DEVELOPMENT BOARD

WORKFORCE DEVELOPMENT BOARD MEETING

September 2, 2020

Virtual Meeting – Zoom Format

PRESENT	ABSENT	GUESTS	STWDB STAFF
T. Beauch	J. Burley	M. Hinkel	J. Meek Eells
T. Black	T. Davis	L. Kopfstein	D. Sipe
S. Carson	H. Eadon	Victoria Knox	M. Fuller
D. Cole	B. Larman	Steve Rippeth	
D. Forkas	M. Locke		ONE-STOP OPR/FISCAL AGENT
N. Hackenbracht	M. Manheim		K. Beckman
K. Hannon	R. Moss		S. Berardo
P. Jones	J. Sekely		J. Breedlove
A. Kerns	D. Wheeler		C. Byrd
S. Meeks			M. Falter
S. Robinson			M. Gwin
D. Smith			A. Miller
R. Waltz			

BUSINESS MINUTES

CALL TO ORDER

D. Smith, Chair called the meeting to order at 12:06 p.m.

Announced the retirement of Melody Fuller, STWDB Executive Administrative Assistant is retiring and her last day will be September 30th.

Meek Eells announced that Steve Rippeth is joining us as a guest. He is the new Assistant Director of Adult Workforce Development at Buckeye Career Center.

APPROVAL JULY 8, 2020, MEETING MINUTES – D. SMITH, Chair – (Attachment)

MOTION: **BEAUCH MOVED FOR THE APPROVAL OF THE JULY 8, 2020, MEETING MINUTES PER ATTACHMENT PREVIOUSLY EMAILED TO MEMBERS. CARSON SECONDED. MOTION CARRIED UNANIMOUSLY.**

DIRECTOR’S UPDATE – J. Meek Eells – Attachment

Board Certification

- Letter dated July 24th acknowledging from Ohio Department of Job and Family Services that our Board has been Subsequently Certified for another two years.

Educational Stabilization Fund-Re-Imagining Workforce Preparation Grant

- An opportunity put out by the Federal Department of Education.
- The Office of Workforce Transformation and the Office of Workforce Development at ODJFS are working together to submit a proposal to receive this grant.
- The State is looking at setting up a navigator system that would be tied to several of the OhioMeansJobs Centers across the State. This would be a pilot and locally we have been asked to look at Stark County through the Strengthening Stark Initiative and utilize the Canton Urban League as our navigator source.

- Through some conversations with the State, prior to the announcement of this grant ODJFS had been working with us closely to look at how they could fund a pilot involving navigators that would outreach into some of the more impoverished neighborhoods and communities throughout Stark County and better connect those individuals to workforce development resources through the OhioMeansJobs Center and all of our existing Partners through the workforce system.
- Had initial conversations with our Executive Team and the Board about this opportunity. It will be announced October 1st what states will receive some of these Federal dollars.

Complete to Compete- Ohio Excels

- Sent out a report to the Board that was issued by an entity called Ohio Excels which is a group that was created by the Ohio Business Roundtable at the State level. They are a research and think tank group to look at education attainment across the State.
- Over the last 18 months **Meek Eells** and Craig Sernik from Ashtabula, Portage and Geauga Counties have had the opportunity to participate in this coalition and have been looking at attainment ways across Ohio not only for two and four year degree programs but also certification and credentialing programs. We want to be able to provide strategies and opportunities for individuals to meet the demands of the businesses that we have in Ohio.
- Mentioned the five strategies that the report is promoting: Attainment Value; Workforce Alignment; Access and Affordability, Academic Success and Completion and Regional Partnerships.
- Had an opportunity through folks on the coalition to participate in a radio show and was able to showcase the fact that Stark State now has presence in Akron and are working to promote more technical training and more short-term credentials in that region; as well as the Advanced Manufacturing Corridor and the partnerships with Buckeye Career Center and Kent State Tuscarawas.
- Through the month of October, you will continue to hear more about this report.

JobsOhio/Workforce Development Partnership

- Attached is a powerpoint presentation that JobsOhio gave to the Workforce Board Directors at the State meeting on August 19th.
- ODJFS and JobsOhio have contracted with a company called Brazen to provide access to their virtual job fair tool. There are 20 workforce areas in Ohio and they have been given a number of free slots to utilize along with receiving a fee schedule from ODJFS on opportunities to have other virtual job fairs under this contract over the next twelve months. Our two free job fairs have already been scheduled potentially. One with the Stark Economic Development Board and one with the Alliance Chamber of Commerce. Also, will be talking with **Robinson** at the Tuscarawas County Chamber of Commerce to possibly schedule one. JobsOhio is also paying for technical assistance groups to be housed with their regional partners to help set up these job fairs. Team NEO is our regional partner.
 - ODJFS is also working with Brazen on bringing in data where all of the traffic flow including customers and employer response will be uploaded into our case management system. We have a Business Services piece that we are measured on for WIOA performance. We are hopeful that this will happen so that would be one less thing we would have to enter into the case management system to show our statistics.
- JobsOhio is also providing resources and money to run pilots called ‘Ohio to Work’. **Jones** and Christine Marshall in Summit County along with Sue Lacy, the Director of Conxus, and **Meek Eells** had some initial conversations with Jobs Ohio talking about a potential pilot in Stark and Summit Counties. Providing resources for assessment and additional resources through OhioMeansJobs Center to help connect those specifically laid off through COVID to get retrained and connect more with those impoverished and those that typically do not utilize public resources for training and opportunities to connect with jobs. JobsOhio just announced a pilot in Cleveland.
 - **Meek Eells** asked **Jones** if she knew anything more on this topic. **Jones** commented that she did not but advised that she will be at an Ohio Governor’s Workforce Board meeting coming up and more will be shared there and thanked **Meek Eells** for sharing her information. **Meek Eells** gave kudos to **Jones** for all her time spent on this partnership.
 - **Jones** added that all these opportunities are shining a bright light on our workforce systems specifically OhioMeansJobs as the central location for all the efforts toward workforce. Very pleased that we are starting to see a lot of efforts to socialize workforce efforts and initiatives at our OhioMeansJobs in Ohio.

TREASURER'S REPORT JULY 31, 2020 – C. Byrd – (Attachment)

- First month of the Fiscal year.
- Reviewed allocations for the new year.
 - Two years' worth of allocations and have two years to spend WIOA allocations. The first line is last year's money and try to spend half in the first year then rollover half into the second year. All of the WIOA PY20 lines are the new allocations for the new year July 1, 2020 through June 30, 2021. As reported last meeting overall we saw a 2% decrease in the allocations for the new year. The PY19 allocation shows \$1.2 million dollars in Adult last year but \$203,000 for this new year. The difference is we get these allocations in two different increments. The smaller one comes starting in July and is showing on this report. The larger increment will start October 1st. The exception to this is with the Youth funding, it is received all in one lump sum beginning in July with a small increase over last year.
 - Opioids grants are showing carryover from last year and have had this since July 2019 showing that the majority has been spent with about \$20,000 remaining. Due to get a third increment soon.
 - Mentioned The Employment Recovery program that is a new allocation received this year as well as the new Business Resource Network.
 - The Admin Contract where the Board gets a small amount of TANF money to help Workforce Initiative Association track performance, monitoring and all things associated with the TANF funds.
 - "Prev Yr(s) Expended" is the money spent last year on last year grants and explained the "PY20 Expended" column shows what was actually spent in July of this year for the current program year.
 - In good shape, have a good amount of obligations just because we are starting the new year and have contracts out for services. No concerns.
- Explained why this report is a combined report of the Board and Workforce Initiative Association because TANF funding is combined with the WIOA funding for the Youth program and go hand in hand.
 - Workforce Initiative Association gets a \$2.5 million dollar Subgrant agreement from the Board to provide Career Services and training to the Adult, DLW, and Youth customers.
 - For the Youth program Workforce Initiative Association gets the TANF money directly then combines with some of the Youth WIOA money to run the entire Youth program for the year. This money runs on an October to September timeframe, this is carrying over from last year. As of the end of July have \$730,000 left to spend by the end of September.
 - Last year's One-Stop MOU that ended as of June 30th was fully expended and have started on the new one for this year.

MOTION MEEKS MOVED TO ACCEPT THE JULY 31, 2020 TREASURER'S REPORT AS PRESENTED. HANNON SECONDED. MOTION CARRIED UNANIMOUSLY.

ONE-STOP OPERATOR/CCMEP UPDATE – J. Breedlove

- Adjusting to our new normal since we soft reopened the Centers on July 13th. COVID has presented many challenges but has also created many opportunities as well.
- Commented and thanked staff, partners, and community partners on their understanding and their willingness to be flexible, adapt, and try new things with the reopening of the centers.
- Over the last couple of weeks, have conducted more outreach throughout the community advising that we have reopened the centers for individuals to actually come in to use the centers by scheduling appointments between the hours of 10 a.m. – 3 p.m. However, the centers are open from 9:00 a.m. – 4:30 p.m. as we have been. We continue to help individuals through virtual means, phone, email and are looking to soon be able to offer more virtual service options through teams. Just purchased new laptops for staff as well as the Office 365 which offers a whole suite of tools to engage and work with individuals.
- Staff are taking advantage of all available outreach to deliver information and awareness of our services and our partner services as well as community information.
- Will be using our media platforms and activities to inform individuals and communities about the importance of completing the Census.

- In July the State ODJFS had made available some State Rapid Response funding through a grant application process to local workforce Boards for business outreach services. Locally the Board created and submitted a grant application that included a request for funds to hire a couple of individuals to provide more business outreach and business assistance. These individuals will be positioned and reporting to our Business Resource Network Manager, **Matt Falter**. Our Business Resource Network works very closely with our local economic development partners in both Stark and Tuscarawas counties as part of the outreach process.

CCMEP

- Continue to serve virtually our 18-24 year old Ohio Works First referred eligible young adult population that are required to participate in this program because they are applying for Cash Assistance through our TANF partners, Stark County Job and Family Services and Tuscarawas County Job and Family Services partners.
- We are referring individuals to our youth vendors for services and they have been very creative in creating their programming that is virtual in nature and we are very appreciative for that.
- Childcare is a consistent need for many of the young adults we are working with and COVID presented challenges when Childcare Centers were closed. Worked very closely with The Early Childhood Resource Center to help our young adults find childcare centers that were available.
- Due to COVID we are seeing a reduced number of volunteers, those young adults that are not required to participate in this program.

PERFORMANCE UPDATE – D. Sipe

- Six performance standards applied to our programs.
- These measures are applied to all three of our funding streams which are Adult, DLW and Youth. These measures also apply to other programs funded under WIOA which are Education, Literacy, Wagner Peyser and Voc Rehab. Because of the cross-program application, they are called common measures. Measures are employment in the 2nd quarter after exit, employment in the 4th quarter after exit, median earnings the 2nd quarter after exit, credential attainment and measurable skill gains and serving employers. Initially these are negotiated by Ohio with Department of Labor then they propose standards to the local areas.
- There are three outcomes we can receive with the goals. We can achieve 90% - 105% of the goal and are considered to have met performance, anything above 105% is considered to be exceeded and anything below 90% is considered a failure.
- For the current performance year which is PY19 only need to attain 80% of the standard to meet Youth goals because it is a newer program. For PY19 that ended June 30th of this year our preliminary results have been positive. We expect to meet or exceed all our goals. For DLWs and Adults we currently are meeting four and exceeding four. For WIOA and CCMEP Youth we are meeting all the goals except for the credential rates, but we expect to exceed all the Youth measures once our adjustment is applied. Concerning the adjustment, under WIOA the target rates can change based on the customers served. This evaluation occurs after the performance year is over based on the barrier stated by the customers we serve and economic conditions in our area. We can receive an increase or a decrease in the targeted benchmark. The Adult and DLW customers are in line with the standards of the summary so those don't typically change much. The Youth are usually significantly more barriered than what the State average is, so the benchmarks are the same or lower. In the previous year we received significant increases in the target rate for the Youth based on those barriers and the economic conditions and expect to see something similar for PY19.
- We have one new rate to evaluate for all three programs for PY20. It is measurable skills gains and it evaluates how our customers are advancing towards finishing an education or training program. It's a baseline evaluation through PY19 and then based on preliminary numbers we are on track to meet or exceed that measure.
- There is also an employer measure which remains in baseline for the next 2 years, this means the State is capturing data to determine appropriate parameters for evaluation starting in PY22 performance.
- Like the other two goals just mentioned they are not similar to what we had for WIA so this is a delayed implementation.
- We expect to receive preliminary unadjusted amounts next month from the State. Those will be covered in the November meeting and then the final adjusted results will be available in January or February and then we'll address those at the subsequent Board meeting.

OPERATIONS REPORTS

Public Relations – M. Gwin – (Attachment)

- The media continues to cover a wide variety of news on unemployment which is the hot topic these days.
- Ohio's unemployment rate tumbled to 8.9% in July from 11% in June. The state's employers added 62,700 jobs led by the hard-hit leisure and hospitality sector. The job growth was well below the 213,000 jobs added in May, and a staggering 144,800 people dropped out of the labor force that month.
- Locally, in Stark County, our unemployment rate dropped from 10.7% in June to 8.7% in July. Tuscarawas County rate went from 9.4% in June to 4.3% in July. Both counties came in lower than the state's July unemployment rate of 8.9%.
- The big push this past month was to get the word out that our offices reopened July 13th with services by appointment only. All the radio commercials in all 10 stations were updated, news articles in The Repository and The Times Reporter and have flooded all our social media platforms with this information. Also did interviews on WTUZ, WJER, WNPQ and WBTC radio stations.
- Our Facebook page continues to grow. Between August 3rd and August 30th, we reached 95,249 Facebook followers, we had 8,563 post engagements and 151 new page Likes. Our weekly Facebook live sessions continue to be very popular. Our staff is doing a great job of getting out information about our services as well as our Partners.
- Jennifer was on Ideastream on August 11th and the link to the entire program can be found in your packet.
- Just a reminder, you can follow us on Facebook, Instagram, Twitter, LinkedIn, and YouTube and all the links to our social media platforms can be found in the Public Relations report.
- We received word this week that we won a Reader's Choice Best of the Best Award from The Canton Repository for Best Employment Agency in 2020. Have been sharing this good news on all our social media platforms.

One Stop Resource Center Report August 2020– A. Miller (Attachment)

- Since we have reopened to the public, the numbers of the customers coming in and using the center have been added to the report.
 - Explained that this report is for this program year to date. We have had 318 visits, 254 in Stark County and 64 in Tusc. County. This includes not only people walking into the center and using the center but also appointments. Doing a lot of virtual appointments, something that the staff has tried very hard to do and has been able to do. As customers call in and state what their need is, staff is able to do a virtual appointment with them over the phone whether that is doing a resume, a job search, helping them with a mock interview, whatever their need is if we can assist them over the phone instead of having them physically come into the center that is what we are trying to do. You will see that these numbers are dramatically different than last years.
 - Demographics are first time customers using our center services. Pointed out the County of Residence that the customers are coming from. Traditionally, we have had about 12% of our customers coming to us from other counties, because of COVID, we are sure we are not seeing traffic coming in from other counties at this time.
- **Rapid Response**
 - Timkensteel continues to layoff. Most recently laid off 5 individuals and they continue to provide information so that we can do mailings to those customers.
- **Resource Center Activity**
 - Continue to do a breakdown of appointments of people coming into the Resource Room and then virtual appointments but also people that are coming in to just have copying or faxing done. Before people would come in and do their own copying or faxing, but now to minimize shared areas of touching, staff is doing that for them. They do not have to have an appointment for that they can send their documents to us and staff will print them and have them available at the window for pick up.
- **Facebook Live**

- Very popular and have made available to all of our Partners the ability to do a Facebook Live interview with our staff. So far have had four of our Partner Agencies take us up on sharing information about their agency on Facebook Live. Sessions are every Thursday at 1 p.m. We will be doing a session on the Census on Wednesday, September 9th at 1 p.m. Staff is encouraging customers to fill out the Census and are reminding them that they can come to the center to fill it out or providing them with the phone number to call to complete the Census.
- Streaming live not only on Facebook but also on YouTube. Channel: OhioMeansJobs Stark & Tuscarawas Counties.

One Stop Business Services Report August 2020– Kristen Beckman – (Attachment)

- July and August have continued to be very busy as far as employers that have demands for job seekers. More postings than they have seen in recent times.
- In the month of August, 16 New Employers, 129 Job Postings between both Stark and Tusc., 216 year-to-date. Average wage of the job orders is running steady around \$13.00/hour for the new job openings. Many of these employers are trying to fill multiple positions so the equivalent for those 129 new job orders was 712 job openings.
- In post COVID our traditional recruiting methods have not been the same. Some of the greatest successes in the past would have been onsite hiring events, referrals from walk-ins through the Resource Center, people who attend the workshops and resumes using OhioMeansJobs.com system to pull those resources for the employers. But now don't necessarily have those traditional methods so are looking to see what to do to reach job seekers. Have went to social media and have relied even more on it than have in the past using LinkedIn, Facebook and Instagram. Talking more to the employers to get more information about their job openings and have had some success.
- Shared a Success Story – Had production positions to fill in Brewster. It was a good wage job of \$17/hour with great benefits. Shared it on Facebook, it received over 500 shares, reached a total of almost 33,000 people and within two weeks the employer was able to fill all the positions.
- Helping the City of Canton fill positions for Telecommunicators, three Dispatchers between \$19-\$25/hour depending on experience and received 1,500 shares and reached over 113,000 people and the City of Canton advised us they had more than 350 applicants and felt strongly that it was due to our social media efforts and outreach.
- Excited about the new positions for the Business Solutions Specialists. Have been trying to work with community partners and thanked them for their assistance in finding candidates outside of the traditional methods than have been used in the past.

BRN – Matt Falter August 2020 – (Attachment)

- Have been phone screening, virtual interviews as well as in-person interviews for the Business Solutions Specialist positions and feel that there are a lot of strong candidates and hope to have those folks in place soon.
- Virtual service delivery to companies since March has allowed us to reach more customers and more industries.
- Some of the common themes of issues in working and talking with the companies especially the small/medium sized companies is that they are looking for new markets to explore, additional business development opportunities. The supply chain disruption has been an issue for some of the manufacturers and have connected them with export/import centers. A lot of companies want to get into and speak with government contracting representatives. Want hiring training incentives more activity around on-the-job training and other programs that companies are looking to do with their existing workforce. Succession planning keeps coming up especially for some of the smaller companies, family owned businesses where second and third generations take over the business.
- Working with the Tusc. County Economic Development Corp and they are reaching out to smaller companies that were awarded some grant funds through the Restart Tusc. Initiative.
- Received 20 PPE kits from our partners of the Stark Development Board that they received from their partnerships and our partnerships with Team NEO and JobsOhio and distributed those to smaller companies.
- Was asked to present on September 18th on a panel at the upcoming Ohio Economic Development Association Workforce & Talent Courses which is a part of their business retention and expansion course that is part of the Ohio Certified Economic Development credential that they offer.

- Monthly Roundtables that do not meet in the summer months of July and August will resume virtually on September 14th.

WIOA Program Report August 2020 – S. Berardo (Attachment)

- PY20 – 80 enrolled with 6 pending that have not started but are approved and approved 6 more youth just this morning and are now up to 91 with more to review.
- Average wage for PY19 Training Related positions \$18.34. Had a few Non-training Related that brought the rate down to \$17.89.
- This year so far 1 placement of a Nurse. Staff advises that this week have gotten several more placements of Nurses that completed this year and will be reflected on next month's report. These are LPNs making \$23/hour.

WIOA Youth Programs

- To date from July 1st Job and Family Services has referred 49.
- To date from July 1st - 29 Volunteers.

Comprehensive Youth Program

- These are the programs that are subcontracted to work with the youth.
- JOGS In School – 59 and JOGS Out of School – 49
- Goodwill Massillon – 32 and Goodwill Summer – 32
- Harcatus In School -20 and Harcatus Out of School -7
- Project REBUILD – 9
- Coleman Center – 14
- SCAA Summer – 19
- This year all of the individuals assisted with starting in an apprenticeship program finished their first year successfully and are moving on to their 2nd year. Read a Thank You message from the Ironworkers.
- Also work with 5 individuals from **Cole's** Electrical apprenticeship program. Three finished their first year residential, 1 inside wireman and 1 telecommunication.

MOTION: BEAUCH MOVED TO ACCEPT THE AUGUST 2020 OPERATIONS REPORTS PER ATTACHMENTS PREVIOUSLY EMAILED TO MEMBERS. MEEKS SECONDED. MOTION CARRIED UNANIMOUSLY.

Meek Eells thanked the Leadership Team, Staff and the Board for all the hard work everyone is doing.

Adjourned: 1:22 p.m.

NEXT MEETING: November 4, 2020 – Zoom Meeting at 12 noon