

**STARK TUSCARAWAS WORKFORCE DEVELOPMENT BOARD**

**WORKFORCE DEVELOPMENT BOARD MEETING**

**May 4, 2022**

**Virtual Only**

<b>PRESENT</b>	<b>ABSENT</b>	<b>GUESTS</b>	<b>STWDB STAFF</b>
Marla Akridge	Terri Davis	Laura Kopfstein	J. Breedlove
Trice Black	Bill Larman	Harry Eadon	R. Harris
Joe Burley	Mark Locke		M. Miller
Stephen Carson	Steven Meeks		
Damus Cole	Steve Rippeth		
Deborah Forkas	Joseph Sekely		<b>ONE-STOP OPR/FISCAL AGENT</b>
Para Jones	Jennifer Waters		
Alison Kerns			C. Byrd
Marc Manheim			M. Falter
Sue Marzano			A. Miller
Rick Moss			D. Sipe
Scott Robinson			L. Yager
Tracy Sabo			
Robin Waltz			

**BUSINESS MINUTES**

**CALL TO ORDER**

**S. Robinson, Chair** called the meeting to order at 12:02 p.m.

Robinson made the following announcements:

**Introduced a New Board Member-** Marla Akridge

Marla Akridge is from the Tuscarawas Economic Development Corporation representing Economic Development on the Stark Tuscarawas Workforce Development Board.

Note: Akridge was not present when introduced but later arrived to the meeting at approximately 24:40 minutes into the meeting.

**Welcomed guests:** Laura Kopfstein from ODJFS.

**Recognition of Retiring Board Members-**

Harry Eadon with the Tuscarawas Economic Development Corporation retired in March with 16 years of service.

Trice Black with dlh Bowles will retire at the end of May from the board with 2.5 years of service.

Chair Darwin Smith with the Cleveland Clinic retired at end of April with 13 years of service. Smith also served on the Executive Committee, Youth and Audit Committee and the Workforce Investment Council (WIC).

**APPROVAL March 2, 2022, MEETING MINUTES – S. Robinson, Chair – (Attachment)**

**MOTION: KERNS MOVED FOR THE APPROVAL OF THE MARCH 2, 2022, MEETING MINUTES PER ATTACHMENT PREVIOUSLY EMAILED TO MEMBERS. MARZANO SECONDED. MOTION CARRIED UNANIMOUSLY.**

**DIRECTOR’S UPDATE – J. Breedlove**

Breedlove notes she plans to make arrangements with the retiring board members to share the board’s appreciation for their service with a gift.

**STWDB Subsequent Certification**

Boards are required to be certified every two years; our board was last certified in 2020; our board is very prescribed in terms of its representation from business, required partners, labor/CBO, etc.; information to certify STWDB has been submitted to ODJFS, our oversight entity. This is due by the end of June.

**PY22 Memorandum of Understanding (OhioMeansJobs Stark and Tuscarawas Counties)**

OhioMeansJobs (OMJ) Center partnership maintains a MOU that provides an agreement between all partners on how the centers will operate in terms of an agreed upon budget, how referrals are made to partners, and how the centers coordinate and communicate information/resources available through the centers. The OMJ center operator Workforce Initiative Association (WIA), has negotiated with the partners a one-year MOU for the next program year that starts July 1, 2022 – June 30, 2023. For PY 23, which begins July 1, 2023, they will negotiate a 2-year MOU to be aligned with the state biennium budget (thank you to Amy Miller and Chuck Byrd with WIA for their assistance and work in negotiating the MOU with the center partners and the partners for their dedication with this effort, too). Partners sign off on this document and then we receive final signatures that will include myself as the board director, the board chair (Scott Robinson) and our chief LEO (Janet Creighton).

**PY20 ODJFS Fiscal Monitoring Review (Attachment B-1)**

In your packets is Attachment B-1; a copy of a Federal Grants Management Fiscal Monitoring Review Summary from ODJFS for PY20 for our workforce area. This was a review of WIOA/CCMEP funds and outlines what areas were reviewed and if there were any significant observations which there were none.

**Disaster Recovery National Dislocated Worker Grant – “Fresh Start” Grant**

The state has applied for/received funding from Department of Labor (DOL) for a Disaster Recovery National Dislocated Worker Grant. Called a “Fresh Start” Grant; you may recall that we received funding for an Opioid 3 Disaster Recovery National DLW grant in 2019 through March 2022. We will submit a plan/budget to the state on how we plan to use these funds locally. There are opportunities to use the funds in a combination of four ways;

- Fund “disaster relief temporary jobs” that would help alleviate the opioid crisis in a community and a list of jobs has been created by what is called groups of “Communities”
- Funding training for In-Demand and/or jobs that impact the causes and treatment of the Opioid crisis
- Funding career, training, support service that promote successful reemployment.

- Funding for employer services to help with developing Recovery Friendly workplaces

A plan/budget will be submitted to the state.

### **WIOA Legislation Reauthorization Updates**

Breedlove shared on Monday-February 28th in her email update information about Workforce Innovation & Opportunity Act is the federal legislation that oversees the public workforce system and there is activity moving forward with legislation reauthorization from the House Education & Labor Committee. The committee passed the [Workforce Innovation and Opportunity Act of 2022](#) (H.R. 7309) in April which fully funds the legislation.

### **Phase 3 OhioMeansJobs Stark and Tuscarawas Counties Center Certification (Attachment B-2)**

Breedlove reported this item is Attachment B-2 in your packet. The OMJ centers are required to be certified; this is included in the WIOA legislation, and the states create the process by which the centers will be certified (ODJFS). Ohio has created a 3-phase certification process; Phase 1 was met in 2016 and included a "standards" checklist which the centers either "meet" or "did not meet" certain standards. In 2019, Phase 2 certification was met and included a "balanced scorecard" with a continuous improvement focus. Phase 3 certification was just completed with the assistance of Scott Robinson, Damus Cole; Robin Waltz and Alison Kerns reviewed the Tuscarawas County center. Amy Miller assisted with compiling all of the documentation to support the centers receiving the scores that they did. Phase 3 included, again, a balanced scorecard with benchmarks and critical success factors that required scoring. The Tuscarawas center as an affiliate center was also required to be reviewed with a standards checklist.

The Tuscarawas OMJ center review team **RECOMMENDS CERTIFICATION based on the checklist.** The "Balance Scorecard" score for the centers was 59 which meets the criteria of a COMPLIANT OHIOMEANSJOBS SYSTEM.

**MOTION CARSON MOVED TO ACCEPT the Phase 3 Certification Recommendation for OhioMeansJobs Stark and Tuscarawas AS PRESENTED. WALTZ SECONDED. MOTION CARRIED UNANIMOUSLY.**

### **Update/Request for Contribution - Advanced Manufacturing Corridor (Attachment B-3 )**

Attachment B-3 is a request letter from Bill Beisel from Kent State University (KSU) at Tuscarawas and an Executive Overview of the Advanced Manufacturing Corridor Project in Tuscarawas and surrounding counties. Project was created several years ago to address local manufacturing industry's need for a skilled workforce. The partners involved in this project are listed on the request letter as well as project summary. KSU Tuscarawas is the lead for the project and the project applicant for 4 grant applications through OMEGA for Appalachian Regional Commission/Governor's Office of Appalachia funding. ARC grants require a "cash match" as part of the grant application process. The funding secured has been used to purchase advanced manufacturing/robotics equipment and installation at KSU-Tuscarawas.

The Board/OMJ centers have been involved with sourcing labor market data as part of the application processes as well as a connection/awareness to this project through the OMJ centers to training programs available through our partners. The Board has provided a donation as a cash match of \$5,000 with each ARC application. The funds utilized are non-restricted funds (non WIOA) funds; the board maintains a small reserve of nonrestricted funds.

**MOTION MANHEIM MOVED TO ACCEPT Contribution of \$5000 from the STWDB to support the Advanced Manufacturing Corridor AS PRESENTED. WALTZ SECONDED. MOTION CARRIED UNANIMOUSLY; ROBINSON ABSTAINS.**

**Dislocated Worker Committee Update**

Chair Sue Marzano reported the committee reconvened on April 26, 2022, as a follow-up to the December 2021 meeting to further discuss/plan outreach strategies to reach dislocated workers and businesses that may be affected by downsizing/closures to support those workers.

The Plans for outreach include:

- Public service announcements (PSAs) to describe all OhioMeansJobs services to Canton Repository and Times Reporter, as well as local radio stations and Massillon Cable TV.
- Presentations to local Rotary service organizations:
  - Presentation scheduled for 5/3/22 at New Philadelphia Rotary
  - Presentation scheduled for 5/13/22 at Canton Rotary
- Communicating information to Stark and Tuscarawas County Bar Associations (attorneys can share information about the OhioMeansJobs Centers and services including Rapid Response information for businesses who may be experiencing difficulties.)
  - Stark County Bar Association – advertising will be featured in their newsletter.
  - Tuscarawas County Bar Association – information will be sent electronically to their membership list-serve.
- Outreach email campaign to new Unemployment Insurance claimants to connect them to the OhioMeansJobs centers.
- Billboard outreach is also being explored.

The DLW Committee has not set a date for the next meeting. Board members include Sue Marzano, Marc Manheim, and Rick Moss. Board members are encouraged to join the committee, and can reach out to Sue Marzano, JoAnn Breedlove, or Rebecca Harris to be included.

Marzano requested a digital marketing piece and Breedlove is working on this with her team.

**TREASURER’S REPORT March 31, 2022 – C. Byrd & D. Sipe – (Attachment)**

Byrd said this report goes three quarters through the Fiscal Year. Expenditures are on track according to the budget. The main things to point out are the WIOA Formula Funds and the highlighted numbers which we have until June 30, 2022, to spend. The two-year grants, we try to spend half in the first year and half in the second year. Currently working on PY21 which is the new allocation. Adult funding is 100% spent for PY20.

The Dislocated Worker (DLW) is at 93% spent and will be fully spent by closing out of April.

The PY20 CCMEP Youth funds is a little behind in the spending which is half of the WIOA Youth funds at 87%. TANF is the other half of the CCMEP Youth funds. For the CCMEP program, we co-enroll people in both the WIOA funds and the TANF funds if they are eligible for both programs which most of the participants are; then we can pick the funding stream to cover their costs. PY20 Admin is fully spent. In the column labeled “% Obl/Exp”, it shows where we are in the new grant.

Under other funds, the 2<sup>nd</sup> line noted as RESEA was extended through September 2022.

Opioid Emergency Recovery is the 4<sup>th</sup> grant, and this grant ended in March but will be replaced by the Fresh Start grant. They will submit a budget to the state with our plan to spend those funds.

The TANF funds are on pace to be fully spent as are the One Stop funds which are at 73% through the 3<sup>rd</sup> quarter of the program year.

**MOTION COLE MOVED TO ACCEPT THE March 31, 2022, TREASURER'S REPORT AS PRESENTED. BURLEY SECONDED. MOTION CARRIED UNANIMOUSLY.**

### **ONE STOP OPERATOR / CCMEP UPDATE- C. Byrd**

Byrd noted all areas he was going to cover were already discussed.

### **OPERATIONS REPORTS -April 2022**

#### **Communications Report- M.Miller – (Attachment)**

Maddy Miller updated on the new website launch as well as the digital media campaign. The website launched on April 15 and the digital media campaign on the 22<sup>nd</sup>. Miller received reports on both of these, so she gave some updated numbers based on the most current reports she received.

On the website, we have had a little over 5,000 visits (5,047) and 12 people interact with us via chat.

As for the digital media campaign, it has already made over 275k impressions (277,124) and has gotten 398 clicks. The clicks are only applicable to the social media ads since you cannot click on the commercial, we have running on smart TVs.

A link to view the commercial was listed in her report for anyone who wanted to view it.

The City of Alliance Job fair was held on April 19<sup>th</sup>. This was a hybrid event both in person and virtual. We had maximum capacity in person, with 50 employers. Virtually, there were 12 employers who participated.

In person, there were 81 job seekers who attended and 21 virtual attendees – making the total count of job seekers we saw at 102. We were pleased to see these numbers, as it is almost double the amount, we saw for the Massillon job fair we held in the fall of 2021.

There were 16 out of the 50 employers respond to the post job fair survey, but out of those 16 we saw a total of 64 interviews scheduled. This is really encouraging, and I would say that the event was overall successful!

### **One Stop Resource Center Report April 2022– A. Miller (Attachment)**

Amy Miller reported the Average Visits per day -system wide is at 23 with 17 in Stark County and 6 in Tuscarawas County. People are now visiting our OMJ centers due to job search versus two years ago which was unemployment assistance. This is a great trend!

#### **RESEA**

The State is going through a major change for their tracking. It is going from a system called OWCMS to ARIES. Currently our staff does not have access to the ARIES system, but they are still seeing appointments.

#### **Workshops**

In April, started delivering workshops in person at the libraries who we partner with and at the OhioMeansJobs centers. We are offering them, so the workshops are in person in one county and the other county it is virtual in the other OMJ office. Each week it transfers back and forth as one week it is in Stark County and the other week it is in Tuscarawas County in person. The workshops we are offering are two of the most popular workshops: Writing an Effective Resume and How to Ace an Interview.

#### **In Demand Jobs Week**

For In Demand Jobs week, each day we did a different quick tip. Each quick tip was less than 30 seconds to one minute, and it was done on our new TikTok page plus on our Facebook page and our YouTube channel.

### **One Stop Business Services Report April 2022– M. Falter – (Attachment)**

#### **Employer Services Activity Report**

Matt Falter noted there were 11 new employer contacts. Under social media impact, we reached around 155,000 people.

Some of the top postings were Aligned which is a new company with significant salaries. This new business does not yet have a physical location as we are trying to find out their needs.

### **BRN – M.Falter April 2022 – (Attachment)**

#### **Incumbent Worker Grants**

Incumbent Worker Grants with a Manufacturing and Healthcare focus are still available. Currently we have 16 pending applications. There are 2 approved applications for \$7300. The application is electronic.

#### **Leveraged Resources**

Our leveraged resources numbers are on pace to exceed our metrics for last year.

### **Partner Round Table**

The next Partner Round Table is Monday, May 9<sup>th</sup> in a virtual format. The speaker will be Todd Hiser who is a Senior International Trade Specialist from the US Department of Commerce out of the Cleveland office.

### **Ohio Economic Development Association Workforce & Talent Course**

Falter will serve as a panelist / instructor in Columbus at the Ohio Economic Development Association Workforce & Talent Course. It is a series of classes they offer towards the Ohio Certified Economic Development credential.

### **Business Retention & Growth Conference**

Falter plans to attend the Business Retention & Growth Conference at the end of June.

### **WIOA Program Report April 2022 – L. Yager (Attachment)**

Yager reported there is not much movement from the last report. They stopped taking applications in March to get ready to start holding sessions. The sessions started in April. To date they have had 5 sessions and have about 62 applications that they in the process of processing. Most applicants are interested in the 9-10 months programs in Licensed Practical Nurse (LPN), Medical Assisting, Medical Billing & Coding. For the first time, they held a virtual session and had 9 people attend, and it was done after hours (5-7 p.m.).

### **Youth Report**

Yager reported for the month they are up a little bit for referrals from Job & Family Services at a total of 30. Since the outreach campaign on April 22<sup>nd</sup>, there has been an increase of volunteers in the CCMEP program. Ten individuals reached out on our website and three have called in.

In the ECRC program, they are seeing a very large increase in referrals for this program. Currently they have 5 youth applications and 7 adult applications which is almost double the amount of people who have gone through the program for the whole year.

**MOTION: CARSON MOVED TO ACCEPT THE April 2022 OPERATIONS REPORTS PER ATTACHMENTS PREVIOUSLY EMAILED TO MEMBERS. WALTZ SECONDED. MOTION CARRIED UNANIMOUSLY.**

**Adjourned:** 1:00 p.m.

**NEXT MEETING:** July 6, 2022 at 12 noon