

STARK TUSCARAWAS WORKFORCE DEVELOPMENT BOARD

WORKFORCE DEVELOPMENT BOARD MEETING

January 5, 2022

Zoom Format

PRESENT	ABSENT	GUESTS	LEO	STWDB STAFF
T. Black	J. Burley	S. Rippeth	J. Weir Creighton	J. Meek Eells
D. Cole	S. Carson	L. Kopfstein		R. Harris
D. Forkas	T. Davis			M. Miller
N. Hackenbracht	H. Eadon			D. Sipe
P. Jones	M. Locke			
A. Kerns	R. Moss			ONE-STOP OPR/FISCAL AGENT
B. Larman				
M. Manheim				J. Breedlove
S. Marzano				C. Byrd
S. Meeks				M. Falter
S. Robinson				L. Little
T. Sabo				A. Miller
J. Sekely				L. Yager
D. Smith				
R. Waltz				
J. Waters				

BUSINESS MINUTES

CALL TO ORDER

D. Smith, Chair called the meeting to order at 12:04 p.m. (All members participated through Zoom).

Smith made the following announcements:

Introduced a New Board Member- Jennifer Waters

Jennifer Waters is the HR Director with M.K. Morse.

The M.K. Morse Company manufactures saw blades and accessories in Canton. Their blades are used by industrial, construction and demolition companies worldwide.

Waters started with the M.K. Morse Company as Desktop Publishing Assistant in 1993 and now serves as the company's HR Director since May 2018. Jen has worked a great deal with recruiters here at OhioMeansJobs Stark County center and is familiar with workforce services.

APPROVAL November 3, 2021, MEETING MINUTES – D. Smith, Chair – (Attachment)

MOTION: MEEKS MOVED FOR THE APPROVAL OF THE November 3, 2021, MEETING MINUTES PER ATTACHMENT PREVIOUSLY EMAILED TO MEMBERS. SEKELY SECONDED. MOTION CARRIED UNANIMOUSLY.

Zoom: T. Black-yes, D. Cole-yes, D. Forkas-yes, N. Hackenbracht-yes, P. Jones-yes, A. Kerns-yes, B. Larman-yes, M. Manheim-yes, S. Marzano-yes, S. Meeks-yes, S. Robinson-yes, T. Sabo-yes, J. Sekely-yes, D. Smith-yes, R. Waltz-yes, J. Waters-yes

DIRECTOR'S UPDATE – J. Meek Eells

Strengthening Stark / United Way / Fund for Economic Future-EDA Good Jobs Challenge Grant

Meek Eells has been working with a group through Strengthening Stark, the Greater United Way of Stark County and the Fund for Economic Future (which is a group that represents northeast Ohio) on a EDA Good Jobs Challenge grant. This grant application is to be submitted at the end of January. We are making a lot of headway, and this is a regional application which we are applying for around \$25 million dollars that will be spread out through the region to look at innovations that will help connect lower income individuals to good jobs. We know our job climate for many of our businesses regardless of what sector they in, and we are still having trouble finding talent. This would be another way we could put some quick innovation programs together to help address some of those needs. We feel like we are making good progress with the application and will be submitted timely, and we are optimistic that we have a good shot at getting these funds. Meek Eells will keep us posted on how it goes.

Service Delivery Options through the OMJ Centers

Since we have reopened fully back in July of 2021, our foot traffic continues to be pretty slow. Despite that we have some really great successes, our training funds are being utilized well. We have a lot of individuals who are benefitting from participating in a lot of our educational providers that are represented on this board and other local providers to get credentials so they can get jobs. We are excited about that!

We need to do some other ways to outreach and noted Maddy Miller will share what our plans will be in her report. We are looking at Amy Miller's department -our Resource Room Center front end staff. We are looking at videos and other ways to deliver services to better engage individuals.

Meek Eells' Announcement

Meek Eells has an opportunity to serve as the Executive Director with a 501.c3, a Not for Profit called Ohio Workforce Association (OWA). The association represents all 20 workforce boards across Ohio, and they have been incorporated for about 6 years. She has also served as President and Treasurer and about 18 months ago they started having discussions of some need for some paid staff. This association has been run all through volunteers. In the Fall of 2021, they started having discussions again on how their association continues to grow while they have had a lot of traction with the General Assembly and also doing a lot of Policy & Public advocacy work. They are at a point where they need to have someone take the lead of the association. It has been a wonderful opportunity to serve as the Executive Director of the Stark & Tuscarawas County Workforce Development Board. Meek Eells is resigning her Executive Director position. Her last day in the office will be 2/25/2022.

DISLOCATED WORKER (DLW) COMMITTEE UPDATE – S. Marzano, Chair of DLW Committee

The DLW Committee met on 12/2/21, and Marzano is the new to this committee. She welcomed anyone that is interested to join the committee.

At the December meeting, financials and training statistics were shared. Amy Miller shared that there not been any significant recent dislocations where Rapid Response was initiated. There were 30 total COVID 19 related events (28 in Program Year 2020 and 2 in Program Year 2021).

Most of the meeting was centered around outreach, getting the word out to the businesses that the OhioMeansJobs centers can assist them during times where they may be considering downsizing and layoffs. Some ideas that the group came up with included: 1. Digital billboard outreach (Suggested Clear Channel and contact is Bob Gessner) 2. Exploring new public service announcement (PSAs) to describe all OhioMeansJobs services-Canton Repository and Times Reporter 3. Presenting to Rotary 4. Presenting to the Stark & Tuscarawas County Bar Associations (Attorneys, Courts, Tax Depts.) could share OMJ Rapid Response information with businesses who may be experiencing difficulties.

The next meeting will tentatively be scheduled in May. If interested, reach out to Marzano, Meek Eells or Harris.

TREASURER’S REPORT November 30, 2021 – C. Byrd – (Attachment)

Byrd shared the November 30, 2021, Treasurer’s Report. He noted we are 5 months in the Fiscal Year. He said the only thing to keep an eye on are the new funds we received this year, and we have 2 years to spend it. Our spending for previous years is running a little bit behind in terms of a formula funds. Expenditures levels were highlighted on the report- 84% Adults, 62% DLW, 73% Youth and 81% Admin. Typically, by the end of December, we would want those to be 100% total, and then we start spending the new year funds which would be the PY21 funds. The reason we are behind is because of all the additional grants and funds that have been available these past 2 years. Last year, for various projects we received close to a million dollars in additional funding and also for the coming year and the current year too. We have about \$1.2 million (special funding for various projects) between the Greater Stark County Urban League Employment Navigators, ECRC Childcare Workforce project and PY21 Additional Operational Support. PY20 funds will be spent by the end of June.

As of November 2021, we have spent 100% of our RESEA funds from last year. The new year of RESEA has started to spend. Our BRN grant is fully spent. We have established a good record with the state as when we ask for funds than we get them spent.

In term of Workforce Initiative Association grants / programs, the TANF grants have been fully spent. We started in new year with TANF allocations. We are right on track with our One Stop MOU spending. We fund the Resource Room operation through all the various partners that are part of the OMJ partnership.

MOTION **MEEKS MOVED TO ACCEPT THE NOVEMBER 30, 2021 TREASURER’S REPORT AS PRESENTED. COLE SECONDED. MOTION CARRIED UNANIMOUSLY.**

Zoom: T. Black-yes, D. Cole-yes, D. Forkas-yes, N. Hackenbracht-yes, P. Jones-yes, A. Kerns-yes, B. Larman-yes, M. Manheim-yes, S. Marzano-yes, S. Meeks-yes, S. Robinson-yes, T. Sabo-yes, J. Sekely-yes, D. Smith-yes, R. Waltz-yes, J. Waters-yes

OPERATIONS REPORTS -December 2021

Communications Report– M.Miller – (Attachment)

M. Miller reported we are currently in the process of redesigning the website in order to give it a fresh new look. We want to make it mobile friendly, include a chat feature, as well as enable filling out forms online.

We are also still in the process of starting our digital media campaign. We are working with a company to start a digital media campaign to better our outreach efforts. This included connected TV, which pushes messaging through smart TVs. We will also be using geotargeting, which allows us to target a specific location and push messaging through the phones of anyone in that location. The OMJ website redesign is necessary before we can move forward with the digital campaign.

Also, we have completed the annual report for PY19 and 20. This report focuses a lot of success stories, as we wanted to highlight all of our efforts and successes throughout the pandemic.

One Stop Resource Center Report December 2021– A. Miller (Attachment)

Amy Miller reported visits year to date were 2782 with 2056 in Stark County and 726 in Tuscarawas County. Average visits per day total is 23 with 17 in Stark County and 6 in Tuscarawas County. In December 2021, there were 474 visits systemwide with 365 in Stark County and 109 in Tuscarawas County. Traditionally in December, we are slower but this year we were actually busier than in October and November. She thinks part of the increase maybe the new system that we need to give the customers receiving unemployment. The state of Ohio has changed to a single sign in system called One Ohio ID, and the system is set up so no matter what Ohio program the person is participating in whether its education funded by workforce or unemployment. They are using this one system sign in to get in. It was rolled out at the end of November, and it had quite a few issues, so she is very grateful to our ODJFS partner who has been helping us navigate the issues around Ohio ID. We are seeing a lot of people come in with this need.

RESEA

A. Miller shared RESEA program is the program for people who are selected in the 5th week of receiving unemployment and participate in a more intensive assistance in getting back to work. We have been able to select 371 statewide and 207 in Stark County and 64 in Tuscarawas County. It is coming out to 256 appointments systemwide and 236 subsequent appointments and also had 6 people select us who are from other counties. An individual can select any county where they would like to receive services from. Traditionally in Tuscarawas County, some of the walk in traffic is from other counties.

OWCMS / ARIES Reporting System

Amy Miller shared a change is going to be happening that's going to be several months long, but she wants everyone to be aware. The state is in the process right now of switching case management systems. They currently use a system called OWCMS, and it's been outdated for a while. They are switching to a new system called ARIES, and they have been working through the last couple years on getting the system up and running. Right now, the tentative roll out for the state is April 1st of this year. Part of the roll out is to include a front door system, and right now the numbers she is giving you come from our G-Stars system which is a system separate from the state system. They have looked at what

they are going to do from the front door aspect, and they decided that they would not be offering that at this part of the front door for ARIES but would start to require all areas to use a system called CFIS. CFIS Client Tracking has been in place since 2016, and you may remember that we did a side-by-side comparison. Looking at the data going into CFIS -vs- the data going into G-stars on how that pulled numbers out. Because of some issue at the time, we felt that was the best thing continue to use G-Stars. When the ARIES April 1st roll out happens, we will no longer be able to put the information in G-Stars and then upload it as it will strictly have to be done through CFIS Client Tracking. She will be bringing in a trainer from the state to do work with the staff as far as putting information in and how we can use the data locally.

Rapid Response

In Stark County, there was one lay off event at Stark County Community Action Agency. This was a temporary layoff, so no action needed.

Facebook Live, Quick Tips and Virtual Workshops

- **Facebook Live-** None
- **Quick Tips**
Our Quick Tips are every Tuesday at 6:00 p.m. We are doing different themes for 2022, and first them in January is "Goal Setting". February theme will be "Love Your Job".
- **Special Events-**None
- **Workshops**
We have been offering virtual workshops for a few months but not a great turn out. We have had more turn out for library workshops. We had 2 people attend in person held at the Stark County library. We plan to offer additional in person workshops in partnership with the Stark and Tuscarawas County libraries in January and February but due to increase in COVID numbers the workshops will only be virtual.

VITA Tax Clinics-in Stark & Tuscarawas Counties

Beginning in February, we begin our host duties of VITA Tax clinics. We will begin clinics in February, March and beginning of April. They will primarily be on Fridays but will also have a couple of Saturdays. As drive-up clinics, people will make appointments and come in, drop their things off then have their tax returns prepared and sent back to them.

One Stop Business Services Report December 2021– L. Little – (Attachment)

Employer Services Activity Report

Logan Little reported traditionally in December things slow down quite a bit. They did get 4 new employers plus 7 new employer contacts. Until they actually get a job posted for them, retain their employer profile form then they can not list them as a new employer. They received 37 new job orders with the wages in the \$16-\$18-hour range. They did have some mass hirings (high volume) which drove the Stark County job openings up to about 400. They sent out 180 resumes (referrals reviewed out to employers). We did have one placement.

Social Media

The Social Media Impact they had 23 employer postings that reached 18,553 people. The top posting was a Dairy Farm Milker position with wages of \$12 to \$15 per hour. It reached almost 10,000 people. Also had a 911 Dispatcher position for the City of Canton with wages at \$20.11-\$27.01 per hour. It reached almost 4000 people.

BRN – M.Falter December 2021 – (Attachment)

Talent Acquisition Issues

Matt Falter reported they have been doing a lot of cold calling on local businesses and prescheduled appointments with their economic development partners. The key issues are talent acquisition and supply chain disruptions. It is discouraging to hear from some companies recently that are actually turning away business and additional orders because they don't have the manpower. They are working with all of their network partners that focus on talent acquisition and getting them connected to our Business Services team. They are still finding a lot of businesses are underutilizing or not utilizing our Business Services division at the center.

Summer Challenge (June 2021-September 2021)

Blaine Canada (CRM provider) is transitioning their software and some their divisions to the Center for Regional Economic Competitiveness in Arlington, VA who is our economic support agency (advocacy group). They did a summer challenge this past summer from June 2021 to mid-September 2021. They wanted to see some benchmarking on the impact of COVID-19 throughout and across the country, and also what we are seeing in local data compared to across the country. They did a challenge with those agencies' such as the local economic development organizations, chamber of commerces', others who use the Synchronist CRM software. It was exciting that our organization won the best regional effort across the country along his staff -Helene Papczun who finished first in Best Individual Effort. She did 50-55 interviews that she led or secured.

Incumbent Worker Training Grants

They have been working with companies on Incumbent Worker Training grants. They try to market that when they are talking with companies as it's another resource to help with the talent acquisition need. If they have identified individuals within the business, and they want to promote to those mid-level or high-level positions that they are having trouble filling. They can utilize our funding to offset the cost. There has been a total of 11 approved, and the funding ran through 12/31/21. Falter is happy to report that they are going to continue this program from January through December 2022. They have a couple of applications they are still working through since the companies had some missing information right around the holidays, and they did make the deadline. They utilized 53% of the funding they did have.

Network Partner Roundtable

Falter said they are resuming the Network Partner Round Table on Monday, January 10th. He is going to have Dan Passerini from Walsh University who is the Director of Enterprise Initiatives. They have done a lot of work with Dan as he was the 1st company, they did Incumbent Worker Training grants with. Their organization utilized their skilled technical workforce program for some their maintenance field technicians. They are doing a lot of things at Walsh University with their new science labs and trying to get more businesses involved to do some prototyping. Dan is going to talk to our partnerships at the roundtable about the Incumbent Worker Training grants to get more companies involved.

WIOA Program Report December 2021 – L. Yager (Attachment)

Yager said currently we have 129 new enrollments for this program year (PY21) and with the 16 carrying over from last program year (PY20) that puts it at 145. She is anticipating the numbers to be higher this program year.

Under the current status section of the report, Yager noted there is a high number of pending individuals. It is important to note 10 of those 14 are LPNs that they are picking up for the 2nd part of their schooling. Most of the pending will roll over into actively enrolled in training in the beginning to mid-January.

The average wages for placement for PY20 for the non-training related wage is listed at \$28.00 per hour. This is based on one individual, and it is an example of someone who got laid off from a job and got recalled back.

ECRC Collaborative

In the November 2021 board meeting, Meek Eells talked about the collaboration with the Early Childhood Resource Center (ECRC) to help provide occupational skilled training to individuals to help them receive their Child Development Associate (CDA). With this program, the participants will start the program and will have 120 hours in classroom training, and they will get paid at a rate of \$13.00 per hour. They also will complete 480 hours of paid work experience and also will be paid at \$13.00 per hour. The first cohort is scheduled to start on Monday, January 10, 2022. At this time, there are 5 individuals to start this cohort. The ECRC is planning another cohort in the Spring of 2022.

Success Story

Yager said they had a participant come into them from Tuscarawas County in August 2021. This participant wanted to get their CDL license. This participant got their CDL license, secured a position making \$35 per hour. She shared this success story because this participant had several issues arise along the way as they had trouble getting their permit to even start the school and then finally got their permit to start school. Next there was a mix up with their DOT physical and drug screen, so they had to start at a later date. When they finally completed classes, they actually had an employment offer contingent on them obtaining their CDL license. Unfortunately, they failed the first time taking their test, and the initial employer rescinded their offer. They did pass the second time, and they received a new offer from a different company making an even higher wage at \$35 per hour.

MOTION: KERNS MOVED TO ACCEPT THE DECEMBER 2021 OPERATIONS REPORTS PER ATTACHMENTS PREVIOUSLY EMAILED TO MEMBERS. MEEKS SECONDED. MOTION CARRIED UNANIMOUSLY.

Zoom: T. Black-yes, D. Cole-yes, D. Forkas-yes, N. Hackenbracht-yes, P. Jones-yes, A. Kerns-yes, B. Larman-yes, M. Manheim-yes, S. Marzano-yes, S. Meeks-yes, S. Robinson-yes, T. Sabo-yes, J. Sekely-yes, D. Smith-yes, R. Waltz-yes, J. Waters-yes

Adjourned: 1:00 p.m.

NEXT MEETING: March 2, 2022 at 12 noon