

STARK TUSCARAWAS WORKFORCE DEVELOPMENT BOARD

WORKFORCE DEVELOPMENT BOARD MEETING

September 1, 2021

OhioMeansJobs Center- Stark County- Canton, Ohio

PRESENT	ABSENT	GUESTS	LEOs	STWDB STAFF
T. Black	B. Larman	L. Kopfstein	Commissioner Creighton	J. Meek Eells
J. Burley	M. Locke	M. McKissick		R. Harris
S. Carson				M. Miller
D. Cole	S. Meeks			
T. Davis	R. Moss			ONE-STOP OPR/FISCAL AGENT
H. Eadon	J. Sekely			
D. Forkas	R. Waltz			S. Berardo
N. Hackenbracht				J. Breedlove
P. Jones				L. Little
A. Kerns				A. Miller
M. Manheim				L. Yager
S. Marzano (zoom)				
S. Robinson				
T. Sabo				
D. Smith				

BUSINESS MINUTES

CALL TO ORDER

D. Smith, Chair called the meeting to order at 12:14 p.m.

Smith made the following announcements:

Introductions of New Promotions of Staff:

- Logan Little- Business Services Manager
- Lori Yager- Program Manager
- Melissa McKissick-Resource Room Supervisor

Welcomed New member- Tracy Sabo who is the Vice President of Human Resources at Aultman Hospital was appointed to serve on the board to replace Tim Beach's vacancy.

APPROVAL July 7, 2021, MEETING MINUTES – D. Smith, Chair – (Attachment)

MOTION: JONES MOVED FOR THE APPROVAL OF THE JULY 7, 2021, MEETING MINUTES PER ATTACHMENT PREVIOUSLY EMAILED TO MEMBERS. MANHEIM SECONDED. MOTION CARRIED UNANIMOUSLY.

STWDB Officer Elections (10/1/2021-9/30/23)

A slate of nominations listed:

President: Darwin Smith

Vice President: Scott Robinson (Nominated during the meeting, and he accepted)

Secretary: Damus Cole

Treasurer: Joe Sekely

MOTION: MANHEIM MOVED FOR THE MOTION TO ACCEPT THE SLATE AS PRESENTED. EADON SECONDED. MOTION CARRIED UNANIMOUSLY.

DIRECTOR'S UPDATE – J. Meek Eells

CCMEP Resolution

Meek Eells reviewed the resolution for the Workforce Innovation Opportunity Act (WIOA) funds to be designated and incorporated with CCMEP program. Every biennium, boards all across the state need to reutilize our Workforce funding in the CCMEP program. In Stark & Tuscarawas counties, Workforce Initiative Association (WIA) serves as the lead agency in this effort. The state ODJFS provides TANF monies about 3 to 1 for this program, and it is a substantial amount of funding coming in.

MOTION EADON MOVED TO ACCEPT THE CCMEP RESOLUTION AS PRESENTED. MANHEIM SECONDED. MOTION CARRIED UNANIMOUSLY.

Board Virtual Meetings to Conduct Business Policy

- OWA (Ohio Workforce Association) worked with the General Assembly to look at allowing continued business to be conducted by local workforce boards virtually. This was previously discussed with the Kasich administration. This stems from the fact that Workforce Boards are regions and not necessarily county by county. The ease of meetings would give the opportunity to meet virtually sometimes which makes sense for some of the following reasons: less travel in bad weather, other commitments of back-to-back meetings. This option would allow us to continue to conduct business.
- There was success through the budget bill in having this move forward through the General Assembly. Language put in House Bill 110 that allowed local Workforce Development Boards to meet and conduct business virtually by videoconferencing or teleconferencing.
- Meek Eells mentioned the policy proposal in front of everyone present will need to be approved. In the policy, she went through the language in the House bill, and she addressed every single criteria that was listed in the legislation.
- Meek Eells said we will email all meeting materials out to everyone and post materials on the Workforce Board website. The key indicator is setting up a protocol for who would have to be available onsite, have to list the onsite location even if entire board meets virtually.
- In the policy, she put in a recommendation to say we have two staff to the board that would be present to the physical location. For example: Meek Eells and / or Harris, Meek Eells and/ or Sipe, Meek Eells and M. Miller.
- The Budget bill was effective July 1st, 2021. This provision will go into effect on October 1, 2021

MOTION KERNS MOVED TO ACCEPT BOARD VIRTUAL MEETINGS TO CONDUCT BUSINESS POLICY AS PRESENTED. ROBINSON SECONDED. MOTION CARRIED UNANIMOUSLY.

Meek Eells made the following announcements:

- Chancellor K.L. Allen from Western Governor’s University will visit the Stark County OMJ Center on September 8th. The discussion will be around partnership and training.
- Tonia Saunders and Beth Brannigan from Ohio Department of Job & Family Service (ODJFS) will visit the Canton OMJ Center on September 9th to discuss how our centers work
- Introductions of Maddy Miller, Communications Manager and Rebecca Harris, Executive Administrative Assistant

YOUTH COMMITTEE- A. Kerns

- Reported the committee met on Monday, August 30th, and put together a draft of Performance measures
- Discussion how the youth providers worked during the pandemic

TREASURER’S REPORT JULY 31, 2021 – J. Meek Eells – (Attachment)

- Meek Eells referred to Byrd’s Treasurer’s Report since he was absent
- On the bottom of the other funds column under PY21 Operational Support, it lists \$300,000 received. As a side note, WIOA allocation received a 10% cut and the \$300,000 is a recapture of this money. Currently working with M. Miller-Communications Manager on some digital outreach and some other ways to connect with young talent and will use some of the money to connect people that way.
- Meek Eells said we are good shape for the new program year (PY) which started July 1st.
- Byrd and Sipe have helped with our spending in contracts to stay ahead of the curve.
- Meek Eells is proud to report, we have been able to continue to spend during the pandemic. Many areas had a 2nd year recapture of state money, and we did not. We are one of the few that did not have a recapture. She recognized how she appreciated the staff, business partners, and vendor partners, and how they continued to deliver services.

MOTION JONES MOVED TO ACCEPT THE JULY 31, 2021 TREASURER’S REPORT AS PRESENTED. CARSON SECONDED. MOTION CARRIED UNANIMOUSLY.

ONE-STOP OPERATOR/CCMEP UPDATE – J. Breedlove

Staff

- Breedlove welcomed staff into their new roles:
 - Logan Little, Lori Yager, Melissa McKissick
 - Their managers will introduce each of them
 - Introduced Little as the Business Services Manager. He came from the BRN as a Business Solutions Specialist working with the business customers.

Center

- During the pandemic when we were closed last year, we renovated the center. New carpeting and paint in our resource center and conference rooms and hallway.

Phones

- In a few short weeks, we will be implementing a new phone system in both centers. We are scheduled for some training in the next 2 weeks. The system enhancement which includes a software platform called "8x8" will give us flexibility and options with our phones that we didn't have and needed.

Center Operations

- Opened on July 12, 2021 fully to the public-Monday through Friday, 9:00 a.m. to 4:30 p.m.
- Continue to look for ways to make resources accessible to all through the physical centers and through virtual options as well

VITA Award

OhioMeansJobs Stark County was recently recognized by the United Way of Greater Stark County at their recent awards luncheon as "Community Partner" assisting with the most recent VITA (Volunteer Income Tax Assistance) program. We served as a site here and only providing a drop off / pick up service. They shared with us they prepared the most returns this past year. United Way also coordinated efforts with United Way of Tuscarawas County to deliver these services through volunteers in Tuscarawas County as well.

COMPREHENSIVE CASE MANAGEMENT & EMPLOYMENT PROGRAM (CCMEP)

For the Comprehensive Case Management & Employment Program (CCMEP), the Lead Agencies are required to complete a local plan every two years.

CCMEP Local Plans will be due September 30, 2021. The plans provide information as to how CCMEP services are delivered in the Stark and Tuscarawas workforce area as well as who we are partnered with in delivering those services as well as policies in place for service delivery. The plans also include listing our focused outreach strategies for youth which is new for this plan. These plans will be in place for the remainder of the biennium (until 6/30/23). We will provide the plan to our JFS partners for additional feedback in advance of the plan's due date. Breedlove would like to get this to our JFS partners by 9/21/21.

OPERATIONS REPORTS

Communications Report– M.Miller – (Attachment)

- M. Miller noted the unemployment rate for July in Stark County was 6.1% and in Tuscarawas County was 5.5%.
- M.Miller said we continue to promote our centers through social media and radio.
- M. Miller said we also continue to investigate new methods of outreach to attract visitors to our centers.

- Two platforms she is looking to utilize is Connected TV and Geotargeting.
- Connected TV allows messages to be sent to those who live in the targeted area via their smart TV.
- Geotargeting allows us to target certain areas in which we feel people we want to target will frequent. Once they visit the destination, they will receive our messaging through an app on their phone.
 - There is one additional and unique factor to the outreach method. After the messaging is sent to the app, it then connects to social media as well, so they will continue to see the messaging through their social media accounts.
- She also reported there was a success story from Seifert Technology in Massillon, Ohio selected by ODJFS for a video testimonial. This video is being promoted statewide as part of their outreach campaign. M. Miller showed the video testimonial.

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

- Amy Miller introduced her new staff - Melissa McKissick is the new Resource Room Supervisor who previously was a Employment Specialist and Resource Room Specialist.
- Under the One Stop Activity section, she noted the Average Visits Per Day system wide is 27 with Stark County at 19 and Tuscarawas County at 8. She referred to August 2020, showing system wide was 8 with Stark at 6 and Tuscarawas at 2. Customers are starting to realize we are open and we know there is a fear for people coming into public places. She sees these numbers to increase. With the state ending unemployment insurance on 9/4/21, she feels this will increase the numbers.
- Under the demographic section for "First Time Customers in the System" is shows customers "College Graduates" systemwide at 25% with Stark County at 29% and Tuscarawas County at 12%. These numbers are higher than seen in the past.
- Under the County of Residence section: In both counties seeing more people coming in from other counties.
- Under the "How you heard about us?", it usually is "Friends and Family" but seeing an increase in Internet / Website.

RESEA

- Miller reported in the RESEA program-individuals are selected each week on the 5th week of receiving unemployment compensation. Individuals can make appointments with any county which is why there is a column of "other" in the table.

Rapid Response

- There were not rapid response events in the month of August 2021.

Facebook Live, Quick Tips and Virtual Workshops

- **Facebook Live** started back in April 2020 as it was a way to get the message out about what we did and services we provided. She feels we need to make it more targeted outreach when it comes to Facebook Live. At this time, they will not be doing Facebook Live any longer.
- **Quick Tips** will continue to be posted.
- **Special Events** will be used for Facebook Live with our businesses, partner agencies, and success stories.
- **Workshops** are only being done virtually at this time.

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

Employer Services Activity Report

- The average wage of job orders continues to see this number increase. There has been almost a \$2.00 per hour increase from Program year 7/1/20 through 6/30/21 to our current month of August 2021. The total average wage at 6/30/21 was \$13.61 per hour. and the current month of August 2021 is at \$15.46 per hour.
- Employers posting new positions are continuing to increase the wages on the job orders within the 90 days.
- Under the referral reviewed, this the number of resumes reviewed which is totaling 812 as they do have resumes in the system that they are looking at daily.
- Under the submitted referrals, there has been a total of 333 resumes submitted to businesses. He noted the Seifert Technology video that they aim at most quality candidate to be as effective as possible.
- There is a steady supply of new employers and new contacts. They are reaching out to them in multiple ways by website, phone, and BRN community partners.

Social Media

- Top postings
 - The top 5 social media postings help spread the word on the postings for our customers.
 - Crum & Forster Pet Insurance Group reached 23870 people and a lot of that is has to do with the wage of \$17-\$18 per hour.
 - Miller Weldmaster had positions at a higher wage in the upper teens per hour and \$20 per hour.

BRN – M.Falter August 2021 – (Attachment)

- **Incumbent Worker Training**- there is money left over. The focus is on healthcare and manufacturing companies with a 50% reimbursement on the money.
- **DrugFree Workplace Policy**-closed this program. There was a total of 2 cohorts that ran with almost 100 participants.
- **Interstate Project**- This work continues in the 2 areas.
- **Ohio Economic Development Association for Workforce Talent Force**- Invited to participate in a panel discussion
- **Stark County Manufacturing Workforce Development Partnership**-started working with this sector partnership through Ohio
- **Synchronist software** came up with a summer challenge this summer, and we were 5th in the country,

WIOA Program Report August 2021 – S. Berardo (Attachment)

- Introduced Lori Yager as the new Program Manager as Berardo retires in November.
- The average placement wages for training related was \$19.50 per hour and non-training related was \$27.95 per hour. There is a total of 83 in job search.
- For PY21, there is 101 participants in total for the Workforce-Funded Training and 9 participants still pending.

Comprehensive Youth Program (CCMEP)

- The Youth numbers are always a month in delay so we are looking at July 2021 numbers.
- Number of Referrals:
 - Stark County Job & Family Services- 45
 - Volunteers- 15
 - Enrolled in training- 2
- Agencies listed at the bottom of the report are not mandated and those are good numbers to report.
- In the chart, Youth enrolled with contracted vendors are Next Level Employment, Goodwill, ECRC, JOGs/Aspire with month totals at 15.

MOTION: COLE MOVED TO ACCEPT THE AUGUST 2021 OPERATIONS REPORTS PER ATTACHMENTS PREVIOUSLY EMAILED TO MEMBERS. BLACK SECONDED. MOTION CARRIED UNANIMOUSLY.

Adjourned: 1:07 p.m.

NEXT MEETING: November 3, 2021 – Tuscarawas County-OhioMeansJobs center-New Philadelphia at 12 noon