

**Stark Tuscarawas Workforce Development Board
YOUTH COMMITTEE MEETING**

**March 6, 2023
Zoom Meeting**

= BUSINESS MINUTES =

Present: J. Breedlove, A.Cantwell, S. Lenigar, D.Lightner, A.Miller ,M.Miller D.Sipe, D.Whitney, L.Yager
Absent: A. Kerns
STWDB Staff: J. Breedlove, R. Harris, M. Miller

Meeting Called to Order- JoAnn Breedlove, for Alison Kerns, Chair @ 2:00 p.m.

Review of Youth Committee Meeting Minutes 12/5/22 – A. Kerns, Chair

MOTION: WHITNEY MOVED TO ACCEPT THE 12/5/22 YOUTH COMMITTEE MEETING MINUTES AS PRESENTED. LENIGAR SECONDED. MOTION CARRIED UNANIMOUSLY.

STWDB/WIA Youth Procurement Updates- Breedlove

Breedlove shared the screen with a timeline of Youth / Young Adult services “Requests for Proposals”

- **Board approved RFP release at the January 4, 2023 meeting**
This was a joint proposal with Workforce Initiative Association and Stark Tuscarawas Workforce Development Board. STWDB receives the WIOA Youth money, and WIA receives the TANF money as the lead agency for CCMEP. The combined dollars together are used to procure the vendors.
- **Public Notices posted in the Canton Repository and the Times Reporter**-in 3 different publications on a Sunday, Monday and Tuesday.
- **RFP released on January 11, 2023 at 9:00 a.m. at www.stwdb.org**
It was available for download at this site.
- **In person conferences held on January 17, 2023, at 3:30 p.m. and January 19, 2023 at 9:00 a.m. at the OhioMeansJobs-Stark County center**
The conference provided basic information and Sipe went through the RFP. He also answered basic questions on the RFP.
- **“Questions & Answer” Document Posted on the website**
All questions and answers were posted on the website of www.stwdb.org
- **Proposals due March 17, 2023 at 4:00 p.m. at the OhioMeansJobs center in Stark County**
Proposals were submitted in person.

Next Steps

- **Assemble RFP Review Committee to review/score proposals**
The Youth Committee is who reviews the proposals. Through this cycle is how the committee approves the vendor for the next cycle of programming.
- **Review proposal as a group in April (dates forthcoming)**
- **Youth Committee will provide recommendations to the STWDB**
Youth committee will let STWDB know who they recommend as youth vendors for Stark & Tuscarawas counties.
- **Recommendations made to the board at the May 3, 2023 meeting**
- **Approved vendor contracts to begin services July 1, 2023**
Program services to start after July 1, 2023.

Youth Working Group Updates- Breedlove

Breedlove showed screen with upcoming meeting dates and times, along with Virtual Meeting Theme and In Person Meeting Theme.

Date	Time	In Person or Virtual
2/6/23	2:00 p.m.-3:30 p.m.	Virtual
4/3/23	2:00 p.m.-3:30 p.m.	Virtual
5/1/23	2:00 p.m.-3:30 p.m.	In Person
*6/5/23	2:00 p.m.-3:30 p.m.	Virtual
8/7/23	2:00 p.m.-3:30 p.m.	Virtual
10/2/23	2:00 p.m.-3:30 p.m.	Virtual
11/6/23	2:00 p.m.-3:30 p.m.	In Person
12/5/23	2:00 p.m.-3:30 p.m.	Virtual

In December meeting 2022, it was decided to have a virtual meeting theme with 2 resource providers and 1 professional development topic presenter which would provide our Youth Working Group which consists of our Youth vendors and staff that provide the services to Youth & Young Adults.

Several committee members participated in the first virtual Youth Working Group meeting on February 6, 2023. We had the United Way of Stark County and Tuscarawas County as our Resource Provider presenters and Mary Kreitz of Child & Adolescent Behavioral Center as our Professional Development presenter. Kreitz presented on "Verbal De-escalation".

The next YWG meeting is on 4/3/23 2:00 -3:30 p.m. in a virtual format. The Resource Provider presenters will be Job & Family Services-Stark County (Debra Whitney) and Job & Family Services-Tuscarawas County (Danelle Lightner), and they will give updates on resources available at JFS. The Professional Development presenter is still to be secured.

Breedlove asked to share other topics you would like to hear and also share if you have connections for presenters in Professional Development.

There will be 2 in person meetings for the 2023 year and others will be virtual.

Next in person meeting is May 1, 2023, at the OhioMeansJobs center in Stark County for the Youth Working Group. At this meeting, it was discussed earlier about bringing in an Employer that has hired our participants and sharing best practices of the providers and stakeholders.

The 6/5/23 meeting will be a combined meeting with the Youth Committee and Youth Working Group, and it will be a virtual setting. There will be 2 Resource Provider presenters and 1 Professional Development presenter. Also, will share the procurement of the vendors who were selected for Youth and Young Adult services.

8/7/23 and 10/2/23 will be virtual meetings. 11/6/23 will be an in-person meeting, and there will not be a December meeting.

General Discussion on the In Person Meeting Theme:

Breedlove asked the OhioMeansJobs staff (WIA), "Do we have connections with our providers if any CCMEP individuals are getting hired? **Cantwell noted**, "we do get this information, but we have not had a lot of this since COVID. They are just getting back into the work experience through Next Level Employment (NLE), and most participants were dropping out once they to the Work Experience. At Goodwill, they are doing 1 day work experience, and since prior to COVID they have not had anyone hired in. She noted right now through Next Level Employment, there have been some good matches like one person at VITA tax clinic and another at an Art Center in downtown Canton.

Breedlove asked, "Is there an employer that has been used as a work experience on a consistent basis? If so, would they be able to speak about this experience as this would be helpful. What is their mentoring role to help with barriers?" No comments were made on this question.

Breedlove mentioned, "**What about participants, how likely would it be to get a participant to come in who went through and completed the program-Would this be a possibility?**" "Who should we be looking at CCMEP providers or other vendors?" **Yager** mentioned, we heard from JOGS last time. Yager said she would be interested in hearing from Next Level Employment and GoodWill on participants attending their programs, and she said she would ask them. **Cantwell** said she could think of 2 participants that have recently transitioned from the classroom to work experience that she could reach out to. **Lenigar** feels there is value in hearing from a work experience provider and what are their expectations, what are their challenges and what seems to work best for keeping people engaged.

STWDB Youth / Young Adult Outreach Discussion - M.Miller & Breedlove

Maddy Miller is looking for ideas for the Outreach Campaign for the Youth & Young Adult. She is looking to work on the omjwork.com website since there is no place dedicated to Youth & Young Adult. She asked the group, What would you see as valuable to put on this page to make sure Youth & Young Adult are getting what they need when they visit the page? The outreach campaign will not be successful if the Youth & Young Adult person get on the page, and they are not finding what they are looking for.

Breedlove noted, last year we did an Advertising Campaign with Ethic Advertising, and they did some videos, OTT (tv programming), social media, postings, and outreach. We shared some results on our most recent Report to the Community and also the Stark Tuscarawas Workforce Development Board. It was a several month campaign. The intent was to drive youth and young adults (primarily 18–24-year-olds) to our local website. We wanted them to learn more about the opportunities of upskilling through the OMJ centers, and the funding that was available. With this specific directive, we were successful in getting young people connected to the website. This is a good time to revisit the new OMJ website and have a separate landing page. On this new landing page, what information do we want to share as the Youth & Young Adult system.

Amy Miller asked, do you see this as a separate to training opportunities? Breedlove said, yes, it would be a separate landing page, but they could access that information from the new landing page.

Lightner asked-

- What would get people's attention?
- What would interest people that age?
- Is there a way to get the information from the 18–24-year-olds that we are already serving?
- Ask them, what would interest them?

Breedlove asked, do you think we could ask our providers to ask our participants what interests them?

Cantwell asked, are you looking to send a survey for participants to complete at the provider? Or just sitting down and talking to them about it and sending us the results.

Breedlove feels we could look at any of the above ideas suggested. Surveys are a quick way to get a request out. She wondered, are our vendors having these conversations on what the participants need? She noted we don't collectively bring young people together except years ago with our vendors through the Youth Fair at the Goodwill campus in 2018.

Breedlove asked, do we see any value in having an Influencer person to get that feedback or get action to something in that age range? Are there influencers within our vendors? **Amy Miller** asked, is there a local Influencer you have in mind? Breedlove said "no, she was curious about our vendors since they are working with individuals."

Lenigar said, they have found through some of their work that anyone who has a trust with youth / young adult people would have an idea of feedback they are looking at and what would draw them. If the participant is working with a certain teacher in a classroom setting or specific person of the providers, they should generally know what is going on to give their feedback.

Breedlove said, we can drive people to the website, but we cannot make them do things. For example, if they need to find a job, what type of employment assistance do they need? They may not need to come into the CCMEP program as they may only need a little bit of assistance with a resume or job search help to get them connected to a job. Possibly more intensive assistance if eligible for CCMEP.

Yager said the biggest thing she is seeing is in the Youth / Young Adult interested in training. Most do not know what they want, and it is not necessary training. The person signs up for one of the orientation sessions and then when her staff are presenting at the orientation-the person is unsure of what type of training, etc. She feels Gen Z in general doesn't want to settle with what they want. She feels if they came to this landing page that there could be more of "Career Exploration" so the participant is making an informed decision.

Lightner said they have these conversations on "Why Work with the pros and cons list?" She also brought up, they address self-employment and let them understand what is involved. She asked, should we be selling pros of working for an organization-like for example retirement, benefits, etc.

Breedlove feels the pandemic played a part in all of this and we need to educate all.

Whitney feels in Tuscarawas County they cannot get Young Adults to think about training/education and finding a job because they cannot get past the transportation issue since they are so widely spread out in Tusc. County. She is amazed at how many young adults do not have driver's training and driver's license. Tuscarawas County Job & Family Services is looking to add driver's training for young adults for their PRC plan to help boost this a little bit.

Breedlove realizes transportation is an issue in Tuscarawas County plus broadband and internet access as this becomes an issue for remote training also.

Whitney said there are some transportation options potentially coming but feels young people are not taking advantage of the options because of costs and no resources. These individuals she is referring to would not qualify for PRC program so would not qualify for transportation funding.

Updates /Other Discussion

Breedlove noted she will be setting up 2 dates to review Youth RFP proposal and sending out soon.

Next meeting – June 5, 2023 @ 2:00 (Virtual Meeting)-combined meeting with Youth Working Group

Adjourned 2:50 p.m.