

STARK TUSCARAWAS WORKFORCE DEVELOPMENT BOARD

WORKFORCE DEVELOPMENT BOARD MEETING

September 6, 2023 at 11:30 a.m.-1:30 p.m.

Pro Football Hall of Fame (Gold Jacket Room)-Canton, Ohio

PRESENT	ABSENT	STWDB STAFF
John Aldergate	Marla Akridge	J. Breedlove
Rick Baxter	Stephen Carson	R. Harris
Damus Cole	Para Jones	M. Miller
Andrew Fowler	Alison Kerns	
Lisa Gould	Steven Meeks	Local Elected Officials
Mike Lauber	Steve Rippeth	Chris Abbuhl
Marc Manheim	Tracy Sabo	
Sue Marzano		
Rick Moss	Guests	
Scott Robinson	Missy Axline	
Joe Sekely	Coretta Pettway	ONE-STOP OPR/FISCAL AGENT
Darren Van Winkle	Breeyn Handberg	C. Byrd
Robin Waltz	Julie Wirt	A. Miller
	Byron Archer	M. Falter
	Jerry Coleman	D. Sipe
	Dan Gunderson	L. Little
	Lindsay Johnson	L. Yager

BUSINESS MINUTES

CALL TO ORDER

Scott Robinson, Chair called the meeting to order at 12:00 p.m.

Introductions of Guests:

Coretta Pettway-ODJFS (Office of Workforce Development)-Columbus

Byron Archer-ODJFS (Office of Workforce Development)-Columbus

Julie Wirt-ODJFS-(Office of Workforce Development)-Columbus

Breeyn Handberg-ODJFS (Office of Workforce Development)-Columbus

Missy Axline- ODJFS (Office of Workforce Development)

Jerry Coleman- Stark County Job & Family Services

Introductions of Video Production Team

The video production team will only record the Camoin Associates session.

Josh Branch (Instructor) and the Hoover High School Video Production Career Tech Team

Introductions of New Board Members:

Andrew Fowler (Executive Director of Manufacturing, The M.K. Morse Company)

Michael Lauber (Chairman / CEO, TuscoMFG)

Officer ElectionsD. Cole, Nominating Chair

Officer Ballot forms were passed out to current board members. Members filled out an Officer Ballot form. They were collected and tabulated by Rebecca Harris and Maddy Miller. Results were announced at the end of the meeting.

Introduction of Camoin Associates & their Strategic Planning Framework- S.Robinson, Chair

Dan Gunderson and Lindsay Johnson

Presented information in a PowerPoint presentation and all were provided with a summary handout.

Goal: Walk through the plan and refine strategy concepts to start building out an Action Map and draft a report.

Questions for Consideration today

- Are these the right strategy areas and goals?
- Do any implementation barriers come to mind as you review the objectives?
- Are any of the sample tactics already underway?
- Do we need to remove or refine any of the sample tactics to make the strategic plan more effective and relevant?

Overview of Work to Date

Final Deliverable 2024-2026 Strategic Plan for the Stark Tuscarawas Workforce Board

- **Core Question:** How can the workforce board be strategic in addition to meeting the workforce system compliance requirements?
- Reviewed existing resources and conducted a Gap Analysis of available and missing information. **Engaged Stark & Tuscarawas County Stakeholders to identify challenges and opportunities.**
 - Focus Groups: 4 in-person groups, 33.
 - Business Resource Network: virtual session, 8
 - 1:1 Interviews: 7
 - Staff Sessions (WIA and STWDB): 6
- Developed a situational assessment based on research and engagement findings.
- In process: completing a final strategy and action plan.

Background-Regional Labor Market

- The jobless population (unemployed + not in the labor force) is mainly residents age 60+ who have left the labor force (retired) and those age 16-19 who are not in the labor force.
- Jobless rates among the prime working-age population (ages 25-54) range from 18%-23% representing roughly 34,000 potential additional workers.
- 13,900 16-19-year-olds are without jobs; 12,400 of these are not in the labor force.
- The 25% jobless rate among the population aged 20 through 64 is comparable to the 26% national rate.

- The greatest expected job growth is spread across a diverse mix of industries, including commercial banking, several manufacturing sectors, and services such as public higher education, civic and social organizations and services for the elderly and persons with disabilities.

Strategy Organization

Board Governance- the goal was to use data insights to guide strategy discussion and engagement; use existing avenues for communications around action items and successes.

The plans are to: *Develop an organization dashboard and enhance biweekly updates.*

Organizational Management-the goal is to optimize systems and staff engagement to support both compliance and strategic activities.

The plans are to: *Modernize an internal tracking system, revive the workforce board's 501c-3 and reevaluate OMJ Center physical space needs.*

Branding & Marketing-the goal is to ensure employers, educators, community organizations, job seekers and government partners can easily access and navigate relevant information about the workforce board.

The plans are to: *Create visual roadmaps for the customer and employer experience, engage the board's public relations committee in conducting user experience research, and enhance*

www.strengtheningstarkmeans.com / and www.tusccountymeansjobs.net / as community tools.

Industry Engagement- the goal is to strengthen relationships with employers in the region; identify and broaden onramps into in-demand jobs; communicate employer job and skills needs to job seekers.

The plans are to: *Use business data and labor market information, work with employers to expand work-based learning opportunities aligned with in-demand industries and jobs and support the expansion of good jobs in Stark and Tuscarawas counties.*

Job Seeker Engagement-the goal is to connect Stark and Tuscarawas County job seekers with employment and training opportunities that lead to or provide a family sustaining wage.

The plans are to: *Enhance informational resources about career pathways, optimize candidates' data collection, and expand OMJ in the community.*

Partner Engagement- the goal is to increase transparency into workforce and workforce-adjacent services; expand employment and training opportunities for job seekers through current and new workforce system partnerships.

The plans are to: *Cement Stark Tuscarawas Workforce Development Board as a regional workforce convenor & knowledge sharer and expand career pathways resources.*

Questions for Consideration

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Feedback at the meeting

Marc Manheim noted the provider meeting we hosted was well done. The feedback and the sharing are something we should do more of on a consistent basis so we can become better informed of changes in services and expansion of services or create some services from different providers. This way we can all pivot and work together in a way that will make sense for the customer coming through the door.

Lisa Gould asked, has Breedlove had a chance to collaborate with Camoin Associates on the goals? Are these goals achievable through Breedlove's lens? Camoin Associates noted that we met biweekly with Breedlove and noted Breedlove was open-minded in the process of ideas/suggestions. Breedlove also noted, the Camoin team biweekly meetings since April 2023, along with data/information from focus groups, individual meetings, framing strategies & concepts, and she feels they made sense and are achievable.

Breedlove believes there is a great opportunity for the board to be positioned to share/better inform the community about career pathway opportunities with our in-demand sectors. Opportunity also exists to share this information through our local websites to inform our communities/stakeholders about the opportunities available locally.

Sue Marzano asked about the objectives and resources available to implement. Breedlove noted the suggested framework/plan has varying levels of implementation resource needs with some objectives requiring a shorter or longer time for implementation with committees/resources already in place to assist. For example, the Public Relations Committee can come together to create a plan to gain website user experience feedback.

Sue Marzano asked about the website redevelopment-and-Breedlove noted the workforce board website has been updated but not "live" as of the meeting in anticipation of any strategic planning recommendations. Any enhancements to the local website (www.omjwork.com), enhancements can be made at a very minimal cost. The website allows staff to make updates which is preferred. The Jobs Platform websites were developed to be helpful for the community to access information about jobs available in the community, where they are located, their education requirements and what are the wages if available. Data from www.ohiomeansjobs.com is integrated into these sites in a format intended to be more helpful to the community.

Sue Marzano asked if there are financial resources available, if needed, with the objectives and reflected that the manpower is available and that the board will look to Breedlove for what is needed to help with moving forward. Breedlove said she can provide updates to and with the board's assistance on implementation.

Marc Manheim stated he is really encouraged with the framework of the strategic plan as a road map to follow in a way that is concise, builds upon the history as a board and how we can move forward. He feels it is very well done and thanks (Breedlove) for her support in keeping the focus on both of our customers (businesses and job seekers). The key is being nimble and being open to new ways to do things.

Michael Lauber indicated, as a new board member, his need to understand the focus and if the effort is to take those limited resources (manpower, grant funding & state support) and how to put those to work? He notes his question gets to the primary focus and if it is to bring people into the workforce that

are currently not in the workforce/re-entering the workforce and to provide them with an on ramp into jobs or is the primary focus to help employers fill positions with a pipeline of people coming to them. Lauber referenced multiple goals listed and when a focus area is added, we also lose a focus. Breedlove replied, the public workforce system supports the employer and job seeker/individual. Our system serves the employer customer with workforce development needs. As a business-led board and as part of our workforce system, we are tasked with understanding the needs/pain points from a skill/training and development perspective, as well as trying to connect and develop available talent for the employer. Our system needs to tap into all available talents that desire to be in the workforce.

Camoin commented: regarding a shifting landscape and how does the board stay on top of that and how do they best help. Camoin referenced Lauber's input through the focus group about his company's experiences -Lauber shared employers used to be in the driver's seat and now it's the employees.

Looking Ahead at the Next Steps

September 15th-22nd – Iterate on Final Draft Strategic Plan and Action Map with JoAnn

September 29th- Submit final Strategic Plan and Action Map

Election Results.....D.Cole, Nominating Chair

Chair- Scott Robinson

Vice Chair- Sue Marzano

Secretary-Damus Cole

Treasurer-Joe Sekely

Adjourned: 1:30 p.m.

NEXT MEETING: November 1, 2023 (OhioMeansJobs Center-Tuscarawas County) 12:00 PM