

STARK TUSCARAWAS WORKFORCE DEVELOPMENT BOARD

EXECUTIVE COMMITTEE MEETING

June 23, 2023

Zoom format

PRESENT:

D. Cole
A. Kerns
S. Marzano
S. Robinson
J. Sekely

ABSENT:

None

STWDB STAFF

J. Breedlove
R. Harris

FISCAL AGENT

C. Byrd
D. Sipe

BUSINESS MINUTES

CALL TO ORDER

Chair, S. Robinson called the meeting to order at 2:05 p.m.

DIRECTOR UPDATES – J. Breedlove, STWDB Executive Director

• **Board Strategic Planning**

Breedlove noted that all included in this meeting were invited to participate in one of the Strategic Planning Focus Groups. Camoin Associates will be in town 7/10-7/12/23, and they have scheduled Focus groups on July 11th in Tuscarawas County and July 12th in Stark County. Focus groups were divided into one group (Business & Economic Development) and the second group (Education / Training and Community Based Organization Service Providers). The plan is for Camoin Associates to return in September 2023 to report the framework at the Board meeting.

• **Website / Branding Update**

- Currently making updates to the board's website
- It is about 90% complete.
- The website will be visually more appealing and easier to navigate.
- Working with a Graphic Designer for colors for the new logo
- The new colors will be reflective in the new website.
- A link will be sent to the staged "mock" Stark Tuscarawas Workforce Development Board new website.

• **Jobs Platform Update**

Currently we have 2 jobs platforms (one for Stark County and one for Tuscarawas County). The Stark County website is called www.strengtheningstarkmeansjobs.com and the Tuscarawas County website is called www.tusccountymeansjobs.net .

The sites were created prior to the pandemic (2018/2019). The sites were designed to help the community have a better idea of what jobs were available in our local community.

As a workforce system we are required to use the ohiojobs.com website, staff are required to post job openings as we work with businesses, help individuals upload resumes to the site, search the site for resumes to refer to employers.

The **ohiomeansjobs.com** website does not provide a good framework of the jobs in our community, their educational requirements, and where the jobs are located.

These platforms were designed to help the community have a better idea of what jobs are available, where they are located and what education requirements are needed for them, using information/data from the “back” side of www.ohiomeansjobs.com .

The STWDB has been working with a consultant, Hrishue Mahalala to populate the most recent data from ohiomeansjobs.com into these sites. The board has an agreement with him to provide these services monthly. He also will hold monthly 30-minute meetings with stakeholders from each county to go through the sites. The discussion is about the job trends we are seeing with employers.

Last week, we scheduled a virtual and an in-person session where we invited the community to provide us some feedback on their use of the site. Questions were posed: 1. Are you using the site? 2. Is the site helpful to you? Many participants spoke up to say -Yes, they are using the site. Ray Hexamer with the Stark Economic Development Board says he goes to the site to see what those jobs are and where are they located. Navigators let people know of the job openings and where located.

- **SFY24 Business Resource Network Subgrant Request / Approval**

The state provided an opportunity to apply for additional funding. It was called a Business Resource Network Subgrant Request. This is the same type of request they made available last year where we applied for funding to support our strategic planning process as well as to support the “Future of Work” survey with Team NEO that we just completed this work with them, and they are finalizing the details. It was an additional way we could apply for funds that were very specific to businesses and business outreach / business services.

We did apply for funds but did not receive the full request for funds of \$500,000. The amount we received was **\$193,000**. The approved amount included funding to help support the completion of the strategic planning process.

- Breedlove’s SFY23 application requested \$70,000 for strategic planning services to be used by June 2023. Camoin would have been on a very compressed schedule (April-June) to complete their work. The deadline for the earlier funds to be used was the end of June 2023. The SFY24 funds provide more time to Camoin Associates to complete the Strategic Planning process to support the work beyond June 30, 2023.
- No WIOA formula funds will be used; the 2nd request of money-(SFY24) allows us to complete the Strategic Planning process by June 30, 2024.
- Also requested funding for a license that our Business Resource Network (BRN) is using called Executive Pulse which is a customer resource management system. This is a new system to us effective January 1, 2023. It is a business tool that we use to engage tracking information on our work with those businesses.
- A request was made for funding for staff that are working with businesses and that was approved.
- A request was made for \$75,000 to support work in Tuscarawas County around videos. The framework is not 100% established. Tuscarawas County is starting an Industry Sector Partnership in manufacturing

and is in the beginning stages. We wanted to see if there was a way to support this work with businesses in manufacturing, healthcare, and any of those other in demand sectors. We were approved for some funding to utilize in Tuscarawas County as an outreach mechanism. Metrics will need to be established so we can report back to the state on the use of those funds.

- **Board Officer Elections (September 2023)**

This is an election year. Board officer elections take place every 2 years. The election will happen in September at our board meeting. The new officer roles will be effective October 1, 2023.

- **Board Officer Election Nominating Chair Responsibility – J. Breedlove, STWDB Executive Director (Addition to the Board Secretary Role)**

In the past, we have had a nominating chair which was a specific role that a board member took as part of their role on the Workforce Board.

Breedlove referenced the By-laws on page 7 under the Secretary's role. There is an opportunity for the nominating chair role to be included as part of that role. The language in the definition of the secretary role can assume any other responsibilities that may be assigned to them by the chairperson or the board. **Secretary shall:**

- (a) Keep copies of the minutes of all meetings and official proceedings of the WDB.
- (b) See that all notices are given in accordance with the By-Laws or as required by Law.
- (c) Coordinate with WDB staff designee who will be custodian of official WDB records
- (d) Perform all duties incident of the office of Secretary; and such other duties as may, from time to time, be assigned him or her by the Chairperson or the Board.

Board officer elections are held every other year. Board staff can assist with this effort.

The request is to add the board officer nominating chair responsibility to the board secretary role. If you look at the language of the Board Secretary, this role can be added to the Secretary's role every 2 years. Breedlove had a conversation with Damus Cole last week since he is the Board Secretary. Cole is interested in the nomination chair position. The staff of the board will assist with this process. The nomination chair role will facilitate the board elections at the board meeting.

MOTION: KERNS MOVED TO ADD THE NOMINATING CHAIR ROLE TO THE BOARD SECRETARY. MARZANO SECONDED. MOTION CARRIED UNANIMOUSLY.

Board Supportive Services Policy Updates- J. Breedlove, STWDB Executive Director

Breedlove shared the Board Supportive Services Policy on the screen. This policy has been in place since 2016. There has been one update in September 2017.

Supportive Services outlines what is allowable for individuals that are considered participants under the Workforce Innovation Opportunity Act (WIOA) programming. Supportive Services are allowed by the legislation, and they are intended to be a support for those going through education and training to achieve their goals by completing the training.

For our Workforce area, we are utilizing supportive services for those individuals (Adults / Dislocated Workers) that may be enrolled in training as well as Comprehensive Case Management Employment Program (CCMEP) youth and young adults as part of supporting them through their programming.

We would like to make a request to update the policy in 3 areas. Three of the documents were sent out prior to the meeting. The last document is **highlighted**-in **yellow** is the existing policies / language. **Highlighted** in **blue** is anything that will be changed or updated to this policy and that is what we will be discussing.

- The effective date will change to 7/1/23, if approved.
- The Incentive list (highlighted in blue for CCMEP participants)-Addendum B
- Reimbursement Recommendation (Addendum A)- plan to change the verbiage. Breedlove noted you will see the current verbiage and what we are proposing. The document will be called **Approved Reimbursements** effective 7/1/23.
- On page 2 of the Policy, plan to update information on United Way which does not require board approval.

Mileage Rate for CCMEP WIOA Youth Participants Enrolled in Allowed Activities

- On Page 3, highlighted in **yellow** is the current policy and this is specific to CCMEP / Youth / Young Adult that are being served through the system. If enrolled in education or training and if they have their own vehicle there is "a support" available to them to be able to get a gas card to help them get to and from their home to training. This is not new to the policy as we want to make an update. If an individual does not have a vehicle, they are able to get a bus pass.
- For those individuals enrolled in training and have their own vehicle to and from training to home. The policy says we would take a look at what that round trip mileage would be from home to training and back to home for a 2-week period and multiply that by a specific rate which was .15 cents per mile. There is an example provided in the yellow highlight. Gas cards are in denominations of \$5.00 so the amount is always rounded up to the nearest \$5.00. The gas cards never considered for any wear / tear on the vehicle.
- In the **blue** highlight is the request we would like to make to update this policy. We are looking at a specified time period and not restricted to 2 weeks. Also looking to make a request to change that rate to the IRS standard mileage rate for business which currently is 65 ½ cents for 2023 and multiplying it by a rate of 50%.
 - For example, Monday-Friday, 31 miles x 10 days = 310 miles; 310 miles x .3275 cents/mile = \$101.53 (round up to \$105)
 - There are about 17 Youth & Young Adults who are enrolled in training. Out of the 17 enrolled, there are probably half of the individuals who have their own vehicles for transportation.
 - Sipe & Breedlove had a conversation previously and thought the amount would be \$10,000 over a course of a program year.

MOTION: COLE MOVED TO APPROVE THE CHANGES IN THE RECOMMENDATIONS OF THE MILEAGE RATE. MARZANO SECONDED. KERNS ABSTAIN. MOTION CARRIED UNANIMOUSLY.

- **Incentives for WIOA Youth Participant Achievements**

Breedlove noted on page 4 that "Incentives" are allowable under the legislation for individuals specifically for youth and young adults. The incentives are able to support achievement of the goals established for the individual. This is not new language. Our youth vendors have utilized incentives in the past to support individuals.

Breedlove referenced (Addendum B): all youth vendors have a framework to utilize the same allowable incentives which provides consistency and transparency for the same allowable activities. We received input/feedback from our youth vendors. All incentives are attached and support those WIOA performance measures/metrics which we are required as a system associated with employment, measurable skill gain and credential attainment. Breedlove referenced (Addendum B) which shows the breakdown of availability, achievement and dollar amount attached for the following categories: Measurable Skill Gain, Credential, Employment, Post Secondary Enrollment / Attendance, Completion of GED Testing and Active Participant Response.

MOTION: COLE MOVED TO APPROVE UPDATED INCENTIVES FOR COMPREHENSIVE CASE MANAGEMENT & EMPLOYMENT PROGRAM (CCMEP) WIOA YOUTH PARTICIPANTS ENROLLED IN ALLOWABLE ACTIVITIES (ADDENDUM B). SEKELY SECONDED. KERNS ABSTAIN. MOTION CARRIED UNANIMOUSLY.

- **Reimbursement Recommendations (Addendum A)**

Breedlove referenced the current Reimbursement Policy dated 9/21 and the one page "Approved Reimbursements effective 7/1/23.

- This is not new, and it is permissible as it is available to support that individual that is going through funded education and training.
- This list was condensed to serve as a guide for staff for individuals in training so if there was an item that came up as a request from an individual enrolled in education and training that is not covered by the current program then a request could be made to reimburse that person for the expense.
- We are not making any additions, just making some updates.
- The current list (9/21) is 3 pages, and the updated list (7/1/23) is one page with a statement: "Stark Tuscarawas Workforce Development Board reserves the right to consider any written request for any item that is essential to the successful completion of a Program." This language makes it easier for the case manager.

MOTION: SEKELY MOVED TO ADOPT THE UPDATE TO THE APPROVED REIMBURSEMENTS (ADDENDUM A); COLE SECONDED. KERNS ABSTAIN. MOTION CARRIED UNANIMOUSLY.

MEETING ADJOURNED AT 2:47 p.m.