

STARK TUSCARAWAS WORKFORCE DEVELOPMENT BOARD

WORKFORCE DEVELOPMENT BOARD MEETING

March 6, 2024, at 12:00 p.m.

Zoom Meeting (Virtual)

PRESENT	ABSENT	STWDB STAFF
John Aldergate	Marla Akridge	JoAnn Breedlove
Stephen Carson	Rick Baxter	Rebecca Harris
Andrew Fowler	Damus Cole	Maddy Miller
Lisa Gould	Para Jones	
Alison Kerns	Marc Manheim	
Mike Lauber	Rick Moss	
Susan Lenigar	Scott Robinson	
Sue Marzano	Joseph Sekely	
Steve Rippeth		
Tracy Sabo		
Darren Van Winkle		ONE-STOP OPR/FISCAL AGENT
Robin Waltz		Chuck Byrd
Patrice Yacko		Matt Falter
	Guests	Logan Little
	None	Amy Miller
		Dan Sipe
		Lori Yager

BUSINESS MINUTES

CALL TO ORDER

Sue Marzano, Vice Chair called the meeting to order at 12:02 p.m.

Service Recognition..... Sue Marzano, Vice Chair

Steve Meeks: Steve served as the Chief Operating Officer, at the Canton Regional Chamber of Commerce and retired at the end of December 2023. He has served on the Stark Tuscarawas Workforce Development Board for 5 years.

JANUARY 3, 2024, MEETING MINUTES – Sue Marzano, Vice Chair – (Attachment A)

MOTION: LAUBER MOVED FOR THE APPROVAL OF THE JANUARY 3, 2024, MEETING MINUTES. GOULD SECONDED. MOTION CARRIED UNANIMOUSLY.

Director's Update.....JoAnn Breedlove, STWDB Executive Director

Branding Update

There is a requirement to rebrand the OhioMeansJobs centers with the new Ohio rebranding (referenced New Ohio rebranding graphic). The branding transition needs to be completed by June 30, 2024. The state has provided \$9000 statewide WIOA funds to assist in this effort. Currently, we are in the process of getting quotes for the exterior signage, but all changes for new rebranding have been made to social media / websites.

Committee Updates

The board has 5 subcommittees, the **Executive Committee** (which met on February 27, 2024). This committee is comprised of officers of the board as well as chairs of various committees. The **One Stop Committee** was named with language from previous workforce legislation as the workforce system has been referred to as the One Stop system. The committee consists of representatives of all 16 partners that make up the OhioMeansJobs (OMJ) centers. The **Public Relations Committee** intends to share outreach activities and is specifically called out in the Strategic Planning process with specific directives. The **Dislocated Worker Committee** is charged with reviewing dislocation events, expenditures, and resources/activities for those impacted employees of companies who are closing/downsizing. The **Youth Committee** is active and meets on a regular basis and assists with oversight of youth workforce-related activities and other issues related to youth, identifies eligible providers of youth workforce activities, recommends entering into contracts on a competitive basis. There is a subcommittee of the Youth Committee called the Youth Working Group which consists of representatives from youth vendor contractors. We are always looking for additional board members to become part of these committees.

At the most recent Executive Committee meeting, the committee approved updates to the **By-Laws**, and the following committee updates were made: One Stop Committee changing to Job Center Committee since "One Stop" is language from previous legislation. The Public Relations Committee is changing to Marketing / Outreach / Engagement Committee which is more appropriate to activities called out in the Strategic Plan of engaging with companies and job seekers.

Grant Updates

Local Area

Locally the **Fresh Start (Opioid Recovery Grant)** through the Department of Labor is funding Temporary Disaster Relief Grant Funded Positions at CommQuest which is a community behavioral health / treatment provider, and they have hired 3 people. This grant is facilitated by the state and has been extended to the end of March 2025 as the original end date was March 2024. This funding (shared on the Treasurer's Report) is non-formula WIOA funding that we receive to run programs. The extension of the end date does not add any additional funding but does allow areas to continue to run programs or until the funding runs out.

Locally the **Business Resource Network Subgrant** received \$190,000 from the state. Some of the funding was used to help support our recent strategic planning process. We are using some of the \$190,000 in Tuscarawas County for a video engagement series to connect young talent to in-demand opportunities in the community. Student focus groups were organized as a means of feedback as to how students desire to learn about these opportunities.

Other

Economic Development Administration (EDA) Recompete Grant

As shared in a previous board meeting, the lead applicant for this grant is the Stark Economic Development Board who applied for and was awarded a **Phase 1** grant (\$500,000) for an initiative called "Reconnecting Canton" (one of 22 selected). The Recompete targets the hardest-hit and most economically distressed areas where prime-age (25-54 years) employment is significantly lower than the national average, with the goal to close this gap through flexible, driven investments.

The Stark Economic Development Board was invited to apply for an implementation grant (**Phase 2**) for their Reconnecting Canton application with a potential award of \$20 million over 5 years; deadline to apply is April 25, 2024. The Stark Tuscarawas Workforce Development Board will have an active role in the workforce development application.

The focus of this 5-year grant's "Northstar" is connecting 400 individuals aged 25-54 years old living in 7 census tracts in the city of Canton who are disconnected from employment to employment with life-sustaining wages/career opportunities. This age group of 25 to 54-year-olds disconnected from employment is classified as the "Prime Age Employment Gap".

Breedlove referenced diagram titled "Reconnecting Canton Grant Streams." She highlighted the workforce sub applicant is the Stark Tuscarawas Workforce Development Board which focuses on two separate applications to be submitted to the EDA. One of the applications called Good Jobs focuses on Life/Interpersonal

skills, Community Engagement, On-ramp Training, Digital Skills, Placements, Retention, and Wrap Around Services, and the outcomes would be 300+ placements (100 Manufacturing, 150 Healthcare, 50 Other) into employment. The second application is called Entrepreneurship & New Business Development which expects outcomes of helping to formalize the creation of new businesses in southeast Canton to include Daycares, Food Businesses, Laundry, Car Repair and Transportation Services, led by the community as needed.

The Infrastructure Sub Applicant is the City of Canton which would involve the renovation/expansion of resources at the Southeast Community Center in SE Canton with intended services made available such as legal aid, computer center, day care, SCJFS satellite, entrepreneur center, ATM/bank, and Greater Stark County Urban League offices. The Connections Sub Applicant is also the City of Canton which would involve expansion of public/private transportation resources with outcomes to be determined, Broadband/Technology which is the availability of "fiber," access to "devices," and the adoption of training (equipment & training) with outcomes of 750 people receiving technology.

As part of the workforce component, an initiative called Career Connect through the Economic Development Board/Strengthening Stark, which brings together several navigating organizations in the community, will be the foundation of service providing entities that will deliver services as these organizations help get people into employment and help them maintain employment. Career Connect partners include Greater Stark County Urban League, ICAN Housing, Goodwill, Project Rebuild and Men's Challenge, Goodwill Industries, and others. By using this platform of community-based organizations already serving individuals and the Career Connect tracking metrics such as employment and retention, this provides a strong foundation and why the "EDA" saw favor in that a foundation has already been developed.

Strategic Plan Update (2024-2026)

The transition of the Public Relations committee name is going to be **Marketing/Outreach/Engagement committee**. This committee is called out in the strategic plan and has not been active. We are looking for board members and community members to participate in this committee. This group is called out to help with engagement, and specifically as reference in the plan, the OhioMeansJobs Stark and Tuscarawas Counties website as the "face" of the OMJ center in the community. The plan also suggests focus group activities around this effort.

The **Job Platform "Retooling"** is called out in the strategic plan. The platform has been maintained for several years by the board. We have brought together various groups in the community to look at the platform and provide some input on what the Jobs Platform 2.0 looks like and how we integrate the information that's called in the

plan to these platforms. Sharing with the community the career/In Demand pathways in Stark and Tuscarawas Counties.

The **Workforce Investment Council** is the board's 501c3 nonprofit. Updates will be shared from Chuck Byrd.

The **Implementation Tracking / Communication Tool** is called out in the strategic plan. This tool will show how we will share with the board on the implementation process. We are looking at tools that are simple to navigate and simple to share updates.

Other

Breedlove listed several **Support letters requests** of the board and their status:

- **Early Childhood Resource Center** (ECRC)-this is a local childcare resource referral agency applying for a grant for the Ohio Commission of Fatherhood.
- **Project Rebuild** is one of the OhioMeansJobs partners and is also a contracted youth vendor. They are applying for a Department of Labor (DOL) Youth Build grant to support their programming and work they do in the community.

In-Demand Jobs Week (May 6-10, 2024) is a week the state puts a spotlight on In Demand jobs in Ohio. Many activities will be planned around the state to support this event; locally, the Tuscarawas video series will be launched in support of In-Demand Jobs week.

The **National Association of Workforce Boards (NAWB) Conference (March 23-26)** is a yearly conference for workforce boards in Washington D.C. and Breedlove, Byrd and Miller will attend.

Policy Revision / Recommended Updates

Recently the Executive Committee met to review suggested updates to existing On-the-Job Training and Incumbent Worker Training board policies and provided recommendations and suggested changes. Breedlove shared the changes with additions in **green** color being language from the ODJFS policy to be added and **red** color being other local suggested policy changes/updates.

On-the-Job (OJT) Training Policy (Attachment B) Sue Marzano, Vice Chair

Breedlove noted the **On-the-Job (OJT) Training Policy** updates references Workforce Innovation & Opportunity Act (WIOA) and Comprehensive Case Management & Employment Program (CCMEP). The following updates were made: A Wage Rate increase to \$17.00 /hour from \$15.00 /hour; Capping an OJT contract at \$10,000 from \$8000, issuing a 30-day retention period for wage reimbursement, and under Employer Agreement-giving a maximum of 2 approved training plans initially.

MOTION: ALDERGATE MOVED FOR THE APPROVAL OF THE UPDATES OF THE ON-THE-JOB TRAINING POLICY. LENIGAR SECONDED. MOTION CARRIED UNANIMOUSLY.

Incumbent Worker Training (IWT) Policy (Attachment C) Sue Marzano, Vice Chair
Breedlove noted the **Incumbent Worker Training (IWT) Policy** focuses on Private Sector businesses (In-Demand Manufacturing and Healthcare Industries) with the exception of healthcare operating as a non-profit. There is no policy provision for governmental and/or religious entities for profit business; for example-if childcare is attached.

MOTION: LAUBER MOVED FOR THE APPROVAL OF THE UPDATES OF THE INCUMBENT WORKER TRAINING POLICY. ALDERGATE SECONDED. MOTION CARRIED UNANIMOUSLY.

Workforce Investment Council- Chuck Byrd, WIA Executive Director

Byrd shared the Council of Governments board of trustees for Stark Tuscarawas Workforce Development Board and Workforce Initiative Association, which consists of Commissioners, former Mayor of Canton-Thomas Bernabei, and the board chair-Scott Robinson, approved to donate idle unrestricted funds within the workforce area as a donation made to the Workforce Investment Council nonprofit to establish an endowment fund through the Stark Community Foundation. The funds were idle with no specific uses for them. The funds will now provide some permanent funding since being invested. The donation in total is \$460,000. Stark Community Foundation (SCF) will administer the funds and will provide a \$10,000 match to go along with the donation. We will work with the SCF in January 2024 through the nonprofit to get everything set up. For the 1st year, we will need to let the funds "sit" and earn some earnings. After the 1st year, we can tap into the earnings, and the earnings should be around \$20,000 annually. Currently planning what the 2025 funds could be used for once able to tap into these funds. This will be a good base to leverage to fundraise through the WIC nonprofit. This will not duplicate services but identify gaps that public dollars cannot address.

In February 2024, the trustees for the Workforce Investment Council (WIC) met. Some of the discussion was about adding additional trustees to the WIC and identifying what needed skills and experiences of new trustees we need for this group.

Treasurer's Report (Attachment D) Dan Sipe, Deputy Director of Finance

The first section of the report which represents our formula funds shows new allocations as PY23 funds. All PY22 funds are fully obligated as of January 31st. We have until June 30, 2024, to spend PY22 monies.

The expenditure levels are below what we would normally see due to a large transfer of formula expenditures to a special grant at the request of the state at the end of June. This resulted in a decrease of reported expenditures for PY22 and a roughly 50% increase in our carryover into PY23. We expect all PY22 formula funds to be spent by the end of this program year.

Under **other funds**, you will see we have fully spent our first allocation of the Opioid grant and will spend the second allocation by the end of April. The OMJ branding allocation will be on next month's report.

The FY24 TANF allocation for CCMEP is 20% expended, and we are on pace with previous years.

MOTION: GOULD MOVED TO ACCEPT THE January 31, 2024; TREASURER'S REPORT AS PRESENTED. KERNS SECONDED. MOTION CARRIED UNANIMOUSLY.

OhioMeansJobs Operator Update / Operation Reports Summary-Sue Marzano, Vice Chair Communications Report (Attachment E)Maddy Miller, Communications Manager

M. Miller gave an update on the **Tuscarawas County Video project**. The filming process begins in March and continues through mid-April. Student feedback was used to gain insight on some of the things they would like to know, and the students will also be participating in the video series to "introduce" each employee. The goal is to highlight 3 employees within each organization to showcase different roles or longevity in the company. Thank you to the Tuscarawas Economic Development Corporation, we have 10 out of our targeted 15 companies on board. The participating companies to date are Dover Chemical, Novelis, Fiba Technologies, Freeport Press, Allied Machine, Belden Brick, Dynamic Hydraulic, HV Coil, Provia and TuscoMFG.

The **Alliance Career Fair** is on April 11, 2024, from 2-5 p.m. at the University of Mount Union which we are supporting with assistance and resources.

PY23 Operations Report Update (Attachment F) Amy Miller, Deputy Director of Program Services

Amy Miller referenced the **OhioMeansJobs Center report** for January 2024 on the screen.

In the **Resource Center update**, systemwide, there have been 848 visits to our centers in January 2024 with 601 in Stark and 247 in Tuscarawas and year to date since July 1, 2023, there have been 4600 visits. These daily averages are 27 per day in Stark and 11 per day in Tuscarawas. January is a busier time with people coming off their holiday jobs.

A. Miller said there were no **Rapid Response** activities in the month of January. In February, an additional Fisher Foods store closed, Logan Little took out 20 packets to the store of impacted employees. He made connection with their union to look at offering a session.

Under **Business Services** Miller highlighted the **January placements** which totaled 32 in three areas; in Manufacturing totaled 14 placements at an average wage of \$15.50 per hour, in Transportation totaled 6 placements at an average wage of \$23.40 per hour, in Education & Social Services totaled 6 placements at an average wage of \$22.81 per hour, in All Others totaled 6 placements at an average wage of \$26.48 per hour. Year to Date (7/1/23-1/31/24) the placements in Manufacturing were 218 placements at an average wage of \$15.38 per

hour, Education & Social Service were 51 placements at an average wage of \$18.73 per hour, Mechanic, Installers & Repairers were 24 placements at an average wage of \$19.22 per hour and All Others were 98 placements at an average wage of \$20.71 per hour.

Miller reported that there was a total of 51 **New Job Postings** for January, and there was a total of 323 **job postings year to date**.

Miller reported the **Top Posting by Sector**. In the *General Management* sector, the City of Canton posted the position of Communications Director at \$38.91 per hour. In the *Law, Law Enforcement & Public Safety* sector, Tuscarawas County Court of Common Pleas posted the position of Court Administrator at \$38.46 per hour. In the *Construction, Maintenance & Carpentry* sector, PCC Airfoils posted the position of Electrical Maintenance at \$33.23 per hour.

The following companies held an **In person Hiring Event**: PCC Airfoils on 1/5/24 and Spectrum on 1/31/24.

Under **Occupational Training**, there have been 21 individuals who have **completed training**. A total of 15 enrolled in training in January, and year to date was 98. A total of 8 **placements** with 4 in *Logistics & Transportation* which are truck drivers at an average wage of \$23.01 per hour, 3 in *Healthcare* at an average wage of \$17.00 per hour.

BRN (Business Resource Network)

In January 2024, 8 completed interviews were conducted, and 3 proposals were delivered. Leveraged Resources were \$15,150. Year to date, 47 completed interviews were conducted, and 24 proposals were delivered, and \$769, 284 of leveraged resources.

Incumbent Worker Training Program (IWT) is an employer-sponsored program that provides grant funding to assist eligible businesses to offset the cost of training their existing workers. There were no IWT for the month of January.

CCMEP (Comprehensive Case Management Employment Program) is the program that serves young adults ages 18-24 with barriers to employment. Participation is mandated if receiving cash assistance through the county Job & Family Services. After receiving the framework services from the Workforce Initiative Association (WIA) staff, individuals are assigned to a vendor. Individuals may also volunteer to participate, most frequently due to the desire to attend training. There are currently 170 individuals to date enrolled in the program that have been referred by the County Job and Family Services agencies in our area and 60 that have volunteered to participate. In January, we had 29 referred by County Job and Family Services, and 6 that have volunteered to participate. Comprehensive programs provide recruitment, eligibility, services, and follow up with individuals, and there is a total of 223 comprehensive program participants to date.

RESEA (Reemployment Services & Eligibility Assessment) is the program that serves individuals receiving Unemployment Insurance and who meet additional state criteria. Selection for the program entitles those individuals to additional job search assistance. In January, there were 162 appointments, and year to date there were 657 appointments which includes the initial and subsequent appointments.

MOTION: LENIGAR MOVED TO ACCEPT THE OPERATIONS REPORT AND THE COMMUNICATION REPORT PER ATTACHMENTS PREVIOUSLY EMAILED TO MEMBERS. ALDERGATE SECONDED. MOTION CARRIED UNANIMOUSLY.

Adjourned: 1:01 p.m.

NEXT MEETING: May 1, 2024 (Virtual) 12:00 PM