

STARK TUSCARAWAS WORKFORCE DEVELOPMENT BOARD

WORKFORCE DEVELOPMENT BOARD MEETING

May 1, 2024, at 12:00 p.m.

Zoom Meeting (Virtual)

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

BUSINESS MINUTES

CALL TO ORDER

Sue Marzano, Vice Chair called the meeting to order at 12:03 p.m.

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

Robin Waltz: Robin served as the Chief Executive Officer, at the United Way of Tuscarawas County and will retire at the end of May 2024. She has served on the Stark Tuscarawas Workforce Development Board since April 2016 as a community-based organization representative.

Recognition.....Sue Marzano, Vice Chair

Matt Falter: Matt started with Workforce Initiative Association 10 years ago in 2014 with the expansion of the Business Resource Network. Recently, he accepted a position with the Economic Development District Lake to River Foundation which is the new JobsOhio District (Ashtabula, Trumbull, Columbiana, and Mahoning counties).

MARCH 6, 2024, MEETING MINUTES – Sue Marzano, Vice Chair –(Attachment A)

MOTION: SEKELY MOVED FOR THE APPROVAL OF THE MARCH 6, 2024, MEETING MINUTES. MANHEIM SECONDED. MOTION CARRIED UNANIMOUSLY.

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

SFY25 Aspire Adult Education & Literacy Grant Proposal Reviews (Attachment B)

This letter is from the Ohio Department of Higher Education regarding the Aspire Adult Education & Literacy grant proposal review. In the WIOA legislation, there is a requirement that the Workforce Development boards review the proposals that are submitted to the state of Ohio. This is done so they align with the Workforce Development Board individual local plans of activities. This process was completed and submitted by the end of April.

Branding Update (OhioMeansJobs Stark and Tuscarawas Counties)

The branding continues, and we are currently looking to purchase outside signage. The original requirement date of branding activities was scheduled to be complete by June 30, 2024, and extension for the branding activities must be complete by the end of December 2024.

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. We have requested an additional \$110,000 to run the current program through March 2025, and we are waiting to see if approved.

Locally, we requested additional **Business Resource Network Subgrant funding** and received an additional \$60,000 which needs to be used by June 30, 2024. These additional funds will be used on a **YouScience research / data analysis project** in Stark & Tuscarawas counties. YouScience is an assessment tool utilized in secondary schools to better assess a student's interest and aptitude in careers which helps better align the student to future employment or training opportunities. The YouScience assessment tool is used in about (15) schools in Stark County, and Stark Education Partnership plans to have all Stark County schools using this tool by the end of 2025. Currently we are working with East Central Ohio Educational Service Center (ECOESC) in Tuscarawas County, and there are 2 Tuscarawas County schools using this tool (Garaway and Indian Valley).

The YouScience project is analyzing the student data collected which will show their interest and aptitude. The analysis in this project will break down into the 16 career clusters to better match the student data to the local labor market information which will explain the demand side versus the supply side and how we can take that student data and better match it up with the open job opportunities in the community. We are looking to facilitate this research project and are in the process of procuring a vendor to do this work for the STWDB. The results of this project will give our communities a better way to connect young talent with the opportunities in our community.

For example, if a student has a high aptitude in Advanced Manufacturing but their interest is very low in Advanced Manufacturing, it is likely the student is unaware of the opportunities/awareness locally in this sector available to them given exposure opportunities. Likewise, if a student has a high interest in a certain sector and low aptitude, this presents an opportunity for targeted awareness/career exposure activities. The goal of the project is to utilize YouScience data and an analysis of the local labor market to better connect students to career opportunities.

There are plans to update the **Business Resource Network website** (www.thebrn.net) with these funds.

In addition, as previously discussed these funds were used on the **video engagement series** in Tuscarawas County called "Invading Tusc."

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). 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 was April 25, 2024, and awardees should be notified by late summer 2024. All 6 component project applications were submitted in advance of the due date (STWDB submitted 2 of the 6). The STWDB's applications/funding requests are Connections to Good Jobs (\$5,615,918) and Entrepreneurial Connections (\$3,348,907). The Stark Tuscarawas Workforce Development Board will have an active role in the workforce development application. Breedlove referenced a screenshot of a previously emailed 2-page document entitled "Reconnecting Canton". This initiative has had

wide support from the community standpoint and congressional representatives, individuals from the General Assembly, the Governor, and the Lieutenant Governor.

RECOMPETE PROGRAM
 The Distressed Area Recompete Pilot Program aims to catalyze long-term economic opportunity in highly distressed communities with investments that target the unique underlying conditions of a particular place. Finalist communities are competing for \$200M of implementation funding from the Department of Commerce's Economic Development Administration (EDA) to combat long-term economic distress and create good jobs. The EDA anticipates 4-8 awards.



RECONNECTING CANTON



GRANT PROPOSAL OVERVIEW

Stark Economic Development Board and the City of Canton seek to **secure \$20M** for Reconnecting Canton. This once-in-a-generation opportunity will lay foundations for community well-being and **self-sufficiency**. Reconnecting Canton will deliver a **statistically significant reduction in the prime-age employment gap (PAEG)** by connecting **400+ workers aged 25-54 to living wage jobs and small businesses** that support them. The initiative will catalyze growth through a comprehensive approach, fostering equitable economic resiliency.

PROPOSAL TIMELINE

DECEMBER 20, 2023

- PHASE 1**
- Named 1 of 22 finalists out of 565 applicants
 - Only finalist in Ohio

APRIL 25, 2024

- PHASE 2**
- Phase 2 applications due

SUMMER 2024

- Recompete winners announced
- 5-year implementation work begins

COMMITTED PARTNERS

This initiative leverages existing collaborations and networks to maximize equitable job access and create pathways to sustainable employment.

- Stark Economic Development Board
- Strengthening Stark City of Canton
- Greater Stark County Urban League
- Stark Tuscarawas Workforce Development Board
- NAACP
- ABCD Development Inc.
- Stark County Minority Business Association
- Stark State College
- JumpStart

- Healthcare and Manufacturing sector employers
- Mt. Zion CDC
- Early Childhood Resource Center
- TeamNEO
- Fund for Our Economic Future
- Canton Regional Chamber of Commerce

COMPLEMENTARY INVESTMENTS

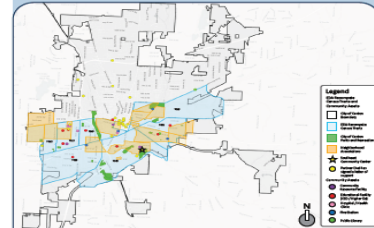
The following organizations are committing over \$80M to projects that complement this initiative.

- My Community Health Clinic
- Sommers Market
- City of Canton
- ECDI
- Stark Community Foundation
- Stark Metropolitan Housing

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WHY CANTON, OHIO?

- Significant and persistent poverty
- Place-based focus on neighborhoods isolated by economic development
- Existing, successful workforce programming
- Strong employer commitments
- Regional and community engagement
- Foundational infrastructure and investments to accelerate and scale
- Ability to statistically reduce prime-age employment gap of 25-54 years old
- Workers to fill over 6,000 open jobs in county
- Opportunity to enhance equity and inclusion
- Chance to boost per capita income for minorities



WEALTH CREATION OUTCOMES

Total economic benefits from the Reconnecting Canton initiative are estimated to be **\$101M** within five years and **\$297M** within 10 years from increases in direct and indirect employment and earnings, business revenue, tax revenue, and reduced reliance on social services.

SOCIAL DETERMINANTS OF WORK

The Social Determinants of Work framework, described as an interconnected web of challenges workers experience daily, is foundational to our initiative. Reconnecting Canton acknowledges these conditions contributing to poverty and economic distress and is addressing these factors impacting individuals seeking meaningful employment.

							
Job Flexibility	Healthcare	Childcare	Transportation	Sustained Education	Home and Community Health	Broadband Access	Access to Justice
Paid time off, paid family medical leave, flexible schedule, remote work	Lower premiums for employer-provided insurance, PTO/PFML, increased access to telehealth	Affordable and convenient childcare, extended coverage options, availability	Reliable and safe transportation, affordable, flexibility to address issues	Career development opportunities, time to pursue, tuition assistance	Stable housing, access to quality food and healthcare, safe living environment	Reliable internet, necessary device for education and work	Fair interactions with legal system, legal counsel when needed, opportunities post-conviction

RECONNECTING CANTON PROJECTS

<p>CONNECTIONS TO GOOD JOBS</p> <p>Lead: Stark Tuscarawas Workforce Development Board</p> <p>PROGRAMS</p> <ul style="list-style-type: none"> Navigators Life/Interpersonal Skills Community Engagement On-Ramp Training Digital Skills Placements Retention Wrap Around Services <p>OUTCOMES</p> <ul style="list-style-type: none"> 350 Placements (150 Manufacturing, 150 Healthcare, 50 Other) 	<p>ENTREPRENEURIAL CONNECTIONS</p> <p>Lead: Stark Tuscarawas Workforce Development Board</p> <p>PROGRAMS</p> <ul style="list-style-type: none"> Entrepreneurial Development Program (EDP) Small Business Accelerator <p>OUTCOMES</p> <ul style="list-style-type: none"> New businesses that support workers (such as Day Cares, Laundry and Transportation) Convert gig entrepreneurs to registered businesses Infusion of financial resource Creation of generational wealth 	<p>INFRASTRUCTURE SUPPORT</p> <p>Lead: City of Canton</p> <p>PROGRAMS</p> <ul style="list-style-type: none"> SE Community Center Renovation <p>PLANNED OCCUPANCIES</p> <ul style="list-style-type: none"> Legal Aid Computer Center Job & Family Services Office Entrepreneur Center Banking Resources Greater Stark County Urban League Offices 	<p>TRANSPORTATION CONNECTIONS</p> <p>Lead: City of Canton</p> <p>PROGRAMS</p> <ul style="list-style-type: none"> Ride Services Auto Repairs Access to Vehicles Multi-Modal Plan <p>OUTCOMES</p> <ul style="list-style-type: none"> 125+ people to interview and work 	<p>TECHNOLOGY CONNECTIONS</p> <p>Lead: City of Canton</p> <p>PROGRAMS</p> <ul style="list-style-type: none"> Fiber Connections Device Access Affordability and Utilization Adoption <p>OUTCOMES</p> <ul style="list-style-type: none"> 750 people with technology connections
<p>← Equitable economic development, led by the Greater Stark County Urban League, is the foundation of each project. →</p>				

LEARN MORE AND GET INVOLVED

Contact Rebecca Kuzma, Chief Operating Officer of Strengthening Stark, at rebecca@strengtheningstark.com or 860 990 8223.

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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.

Other

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

- **Walsh University SPARQ2** (Congressional Appropriated grant)
- **Early Childhood Resource Center (ECRC)**-this is a Stark County childcare resource referral agency and **Corporation for Ohio Appalachian Development (COAD) Child Care Resource & Referral Services (ODJFS/ODC&Y)**- a Tuscarawas County childcare resource referral agency. They both applied for funding through ODJFS and the new Ohio Department Children and Youth for funding to continue to provide those services to our communities.
- **Stark State (The Northeast Ohio Pre-Apprenticeship Expansion Initiative (NEOPEX)-(DOL)** has applied for a Department of Labor grant. They have been very successful at receiving and this is for a Northeast Ohio Pre-apprenticeship Expansion Initiative through the Department of Labor.
- **EDA Recompete Grant (Secretary Gina Raimondo-Secretary of Commerce, US Dept. of Commerce)**-as a community component lead, we as the STWDB were required to submit a letter of commitment for these grants which was previously shared with the Executive Committee. This letter was submitted as part of the application, and this went to the Secretary of Commerce (Gina Raimonda). All of the commitment letters were included (total of 90-100) as part of the application process.

A Stronger Workforce for America Act (ASWA) Update (WIOA Reauthorization) Attachment C-1 & C-2

ASWA is the current proposed WIOA federal reauthorization legislation which passed the House of Representatives on April 9, 2024 (H.R. 6655). WIOA legislation was passed back in 2014 and implemented in 2016. Currently, we are funded under a continuous resolution. Once legislation is passed, it takes 2 years to be implemented.

The positive provisions of the proposed new legislation (ASWA) are:

- More inclusive Out of School youth definition as well as 65% of funds spent on "Opportunity Youth" from 75%.

- Flexibility to use virtualized services and affiliated sites (access points) to deliver center services.
- Maintains 100% transferability between Adult and Dislocated Worker funding (based on local demand/needs).

In the referenced Ohio Workforce Association (OWA) letter shown as **Attachment C-2**, some Areas of Concern are:

- Requirement of 50% of WIOA Adult and Dislocated Worker funding must be spent on training services alone which does not recognize/include the other supports job seekers need.
- Increases the Governor’s Reserve for ‘Critical Industries Fund,’ reducing local investments.
- A possible redesignation of established local board regions established with local autonomy, flexibility and innovation that best meets community needs.

PY24 WIOA Funding Allocations

Breedlove shared the PowerPoint with the following table:

PY24 WIOA Formula Funding Allocations (July 1, 2024)

Funding Title (WIOA)	PY24/SFY25	PY23/SFY24
Adult	1,137,639	963,106
Dislocated Worker	516,037	542,296
Youth	1,169,078	986,817

\$2,822,754

\$2,492,219

Projected Increase 13.3% \$330, 535

Breedlove shared that we have received our formula funds allocations for the next program year (PY). We are projected to have an increase of 13.3%, rather than a decrease/decline in our formula funding.

WIOA Historical Funding Overview..... J. Breedlove for C. Byrd

Breedlove shared the WIOA Historical Funding Overview on the screen. Byrd, STWDB Fiscal Agent, went back 10 years to take a look at our funding cycle. For the upcoming year there has been an increase of 13.3%. We started with PY15 to show the funding cycle which the funding barely moved. She noted the funding has only increased \$58,000 over 10 years.

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

Sipe reported under the WIOA Formula Funds, our PY22 adult funds are fully expended. PY22 Dislocated Worker funds will be spent as of the April report. Youth (CCMEP) funds for PY22 will be spent by the deadline on June 30, 2024.

PY22 Admin funds can be allocated to program expenses and will also be liquidated by the end of the funding cycle using Adult program expenses.

Under Other funds, our RESEA admin funds for PY22 are fully expended as of this month's report. Program funds were previously spent, and we are a third of the way through FY23 RESEA program monies.

Our first round of OPIOID funds was also spent as of this month. We will have the balance of grant #2 spent by the end of May and expect to receive an additional \$110,000 for expenditures through March 2025.

Our FY24 Business Resource Network grant is on track for full expenditure by its end date on September 30th.

Under Workforce Initiative Association Grants, we show our TANF CCMEP youth funds. Starting this month, we will see increased expenditures from summer only work experience programs from Goodwill and Stark County Community Action Agency. All of our comprehensive programs will offer summer work to youth served under CCMEP as part of their year-round service offerings. Our One Stop expenses are currently at 68% coming in under budget after 9 months of services.

MOTION: COLE MOVED TO ACCEPT THE March 31, 2024; TREASURER'S REPORT AS PRESENTED. GOULD 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 "Invading Tusc" video series. This project is wrapping up with 12 total companies participating. The project's intent is to highlight in-demand career opportunities available within Tuscarawas County and three different career paths at each company.

The "Invading Tusc" campaign will launch the week of In-Demand Jobs Week. The videos can be found across a variety of social media channels. As a part of the launch, people will be directed to our In-Demand Jobs Week landing page on our local website.

The **Alliance Area Career Fair** was held on April 11, 2024, from 2-5 p.m. at the University of Mount Union which we supported with assistance and resources. Our partners were Alliance Area Development, Alliance Area Chamber of Commerce and University of Mount Union. In attendance, there were 64 employers and an unofficial count of approximately 130 job seekers. This career fair has been the most attended since post COVID.

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

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

In the **Resource Center update**, systemwide, there have been 626 visits to our centers in March 2024 with 396 in Stark and 230 in Tuscarawas and year to date since July 1, 2023, there have been 6075 visits. The year to date (YTD) daily averages are 23 per day in Stark and 10 per day in Tuscarawas, and the daily averages for March are 20 per day in Stark, and 11 per day in Tuscarawas.

Miller said there was one **Rapid Response** activity in the month of March. On March 6th, Girves' Brown Derby in Belden Village closed with an unknown number of impacted employees, and multiple attempts to contact the restaurant were made but no response was received. In April, two Stark County Rite Aids are closing, and Logan Little, Local Rapid Response Coordinator, will reach out to them by going to the stores.

Under **Business Services** Miller highlighted the **March placements** which totaled 34 in three areas; in Manufacturing totaled 22 placements at an average wage of \$15.00 per hour (It was noted Nickles Bakery affect these lower wages), in Healthcare totaled 9 placements at an average wage of \$14.04 per hour, in Construction, Maintenance & Carpentry totaled 3 placements at an average wage of \$17.50 per hour, in All Others totaled 4 placements at an average wage of \$21.73 per hour. Year to Date (7/1/23-3/31/24) the placements in Manufacturing were 274 placements at an average wage of \$15.31 per hour, Education & Social Service were 52 placements at an average wage of \$18.69 per hour, Healthcare were 29 placements at an average wage of \$15.48 per hour and All Others were 117 placements at an average wage of \$21.36 per hour.

Miller reported that there is a total of 64 **New Job Postings** for March, and a total of 421 **job postings year to date**.

Miller reported the **Top Posting by Sector**. In the *General Management & Support* sector, the Stark Metropolitan Housing Authority posted the position of Director of Human Resources at \$35.88 per hour. In the *Construction, Maintenance & Carpentry* sector, PCC Airfoils posted the position of Electrical Maintenance at \$36.59 per hour and Machine Repairman at \$36.68 per hour. In the *Mechanics, Installers & Repairers* sector, Minerva Dairy posted the position of PLC Technician at \$42.74 per hour.

The following companies held an **In person Hiring Event**: PCC Airfoils on 3/1/24 and there were 20 job seekers in attendance which correlates higher paying jobs this company offers, Help at Home on 3/13/24, Career Concept International on 3/19/24 and Fresh Mark-Massillon on 3/22/24.

Under **Occupational Training**, **28** individuals have **completed training**. A total of 3 enrolled in training in March, and year to date was 107. A total of 12 **placements** with 6 in *Logistics & Transportation* which are truck drivers at an average wage of \$24.51 per hour, 4 in *Healthcare* (which includes STNA, Medical Billing & Coding and LPN) at an average wage of \$15.75 per

hour and 2 in *Non-Training Related* (Requirement to continue working with clients and these clients generally do not complete training) at \$12.50 per hour.

BRN (Business Resource Network)

In March 2024, 8 completed interviews were conducted, and 3 proposals were delivered. Leveraged Resources were \$136,674. Year to date, 63 completed interviews were conducted, and 31 proposals were delivered, and \$1,141,681 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. For the month of March, there was 1 new IWT in the Manufacturing sector. There were 6 IWT year to date with 5 in Manufacturing with \$20,840 funds expended and 1 in Healthcare with \$8,750 funds expended.

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 205 individuals to date enrolled in the program that have been referred by the County Job and Family Services agencies in our area and 80 that have volunteered to participate. In March, we had 14 referred by County Job and Family Services, and 12 that have volunteered to participate. Comprehensive programs provide recruitment, eligibility, services, and follow up with individuals, and there is a total of 239 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 March, there were 92 appointments, and year to date there were 891 appointments which includes the initial and subsequent appointments.

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

Adjourned: 1:03 p.m.

NEXT MEETING: July 10, 2024 (Virtual) 12:00 PM