

STARK TUSCARAWAS WORKFORCE DEVELOPMENT BOARD

WORKFORCE DEVELOPMENT BOARD MEETING

July 10, 2024, at 12:00 p.m.

Zoom Meeting (Virtual)

PRESENT	ABSENT	STWDB STAFF
Marla Akridge	Andrew Fowler	JoAnn Breedlove
John Aldergate	Lisa Gould	Rebecca Harris
Rick Baxter	Rick Moss	Maddy Miller
Stephen Carson		
Damus Cole		
Para Jones		
Alison Kerns		
Mike Lauber		
Susan Lenigar		
Marc Manheim		
Steve Rippeth		ONE-STOP OPR/FISCAL AGENT
Scott Robinson		
Tracy Sabo		Chuck Byrd
Joseph Sekely	Guests	Logan Little
Sarah Spies	Mary Kate Hastings	Lori Yager
Darren Van Winkle		
Patrice Yacko		

BUSINESS MINUTES

CALL TO ORDER

Scott Robinson, Chair called the meeting to order at 12:01 p.m.

Board Member Updates..... Scott Robinson, Chair

Sue Marzano served the Stark Tuscarawas Workforce Development Board representing American Electric Power since 2021. She chaired the board's Dislocated Worker Committee and assumed the Vice Chair role in 2023. She resigned her board member role and plans to begin a new chapter in Georgia to be closer to family.

Sarah Spies is a new member as of July 1, 2024, representing the Community Based Organization. She is the President / CEO of the United Way of Tuscarawas County. Prior to the United Way, Sarah served as the Programming and Communications Coordinator for the East Central Ohio Educational Service Center. She is a lifelong resident of Tuscarawas County and currently lives in New Philadelphia. She holds a Bachelor of Arts in English from Kent State University and Master of Arts in Higher Education from the University of Michigan. Outside of work, Sarah is involved with the Little Theatre of Tuscarawas County, Tuscarawas Arts Partnership, the Tuscarawas Philharmonic, and the Fraternal Order of Eagles #515.

MAY 1, 2024, MEETING MINUTES – Scott Robinson, Chair – (Attachment A)

MOTION: KERNS MOVED FOR THE APPROVAL OF THE MAY 1, 2024, MEETING MINUTES. COLE SECONDED. MOTION CARRIED UNANIMOUSLY.

Guest Introductions..... Scott Robinson, Chair

Mary Kate Hastings, Regional Representative, Lt. Governor John Husted

Mary Kate provided an update: She oversees 22 counties in Northeast Ohio which includes Stark and Tuscarawas counties. She works on the Lieutenant Governor’s side trying to promote the programs he oversees. These programs are:

- Innovate Ohio
- Common Sense Initiative
- Governor’s Office of Workforce Transformation
 - Tech Cred
 - IMAP Program
 - Teacher Bootcamps-which Malone University received funding-to show the teachers what jobs were available and focused on cybersecurity and 5G workforce needs in Stark County. She has received lots of positive feedback.
 - High School Tech Internship Program
 - Industry Sector Partnership

Each of these programs are great ways to build and upskill your workforce and to make younger people aware of jobs in your community in order to retain our future workforce.

Office Updates: The first Innovation Hub was announced earlier this week. She hopes additional innovation hubs are going to be announced soon also as Stark and Summit counties have applied for this program.

She gave her contact information of 614-715-1839 and mary.hastings@governor.ohio.gov.

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

Branding Update (OhioMeansJobs Stark and Tuscarawas Counties)

The branding continues as this is a requirement to rebrand the centers. 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.

Breedlove shared a mockup of the Stark County facility signs and door signage (window clings). There is no mockup of the Tuscarawas facility yet due to some upcoming facility transitions. We are working with the landlord who will section the existing space into two separate facility spaces. The physical facility updates should be completed by the end of 2024. We will hold off on signage until the construction is complete.

Internal signage mockups were shared for both centers.

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 this will extend the positions through the end of October/November 2024. 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. 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 \$100,000 to run the current program through March 2025, and received \$38,985.47. ODJFS is making another application request for another DOL grant in July as this request is for another Opioid Recovery grant.

Locally, as previously mentioned we requested additional **Business Resource Network Subgrant funding** to support the employer entity and received an additional \$60,000 which was used by June 30, 2024. These additional funds were utilized on a **YouScience research / data analysis project** in Stark & Tuscarawas counties called "**Leveraging Data that Supports Talent & Employer Connections through YouScience Aptitude & Career Discovery.**" 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. We continue to work 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 of data will segment into 16 career clusters to better match the student data to the local labor market and how we can take that student data and possibly better connect young talent with the open job opportunities in the community. STWDB selected Team NEO as the vendor for this data project. The result of this project is anticipated to provide our communities a data-informed opportunity to create awareness and better connect young talent with local opportunities.

For example, if a student has a high aptitude in Health Science but their interest is very low in Health Science, it is likely the student may be unaware of the opportunities locally in this sector with limited career exposure opportunities. Likewise, if a student has a high interest in a certain sector and low aptitude, this presents an opportunity for targeted awareness and skill building 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.

Breedlove shared a draft of the YouScience "Own Your Aptitude" one-pager in one of the Career Clusters (Health Science) as there will be a total of 16. This one-pager (front & back) is anticipated to benefit students, schools, parents, and area employers by showcasing education/training required, pay ranges, and number of jobs available. The document also identifies jobs with a shared foundation of skills and responsibilities, and how the jobs the student has aptitude for can pave the way to in-demand fields. An additional component highlights the job postings in Stark & Tuscarawas Counties with the number of employers who are hiring, the number of job openings in the next 5 years and the average advertised wage, along with job search resources, sharing a real job posting in the career cluster and its application process.

The one-pager will be available in paper with an electronic version on our local www.omjwork.com website. Each one-pager there will include a QR code that can be scanned by the user to access the electronic version.

Updates were made to the **Business Resource Network website** (www.thebrn.net) with these funds. "Executive Pulse" was renewed which is a support CRM system license used for the BRN.

These funds were also used on the **video engagement series** in Tuscarawas County called "Invading Tusc." We contracted with a firm for video production services in which 12 employers participated. At each employer site, there were short videos that highlighted 3 in-demand careers. There are plans to have more engagement in the fall when the secondary schools are back in session.

Other

Economic Development Administration (EDA) Recompete Grant- "Status Update"

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 had an active role in the workforce development application. This initiative has had wide support from the community standpoint and congressional representatives, individuals from the General Assembly, the Governor, and the Lieutenant Governor.

A virtual site visit scheduled for May 31st with the EDA went very well. The EDA had follow-up questions which we returned by 6/5/24. We should hear back if we are awarded the grant by August /September 2024.

Breedlove participated in the Akron Canton Advocacy Alliance on a trip to Washington D.C. on June 26th. This was a joint effort between the Greater Akron Regional Chamber of Commerce and Canton Regional Chamber of Commerce. The group was part of a contingency to speak to congressional members and staffers about the EDA grants submitted locally and why the local application is prime to be selected as the only Recompete grant submission from Ohio. The Greater Akron Regional Chamber of Commerce submitted an EDA Tech Hub grant application for a sustainable polymer cluster and were awarded the grant.

Local Jobs Platform

The Local Jobs Platform websites have been in place since 2019. The websites are www.strengtheningstarkmeansjobs.com and www.tuscarawameansjobs.net. The intent of these websites is to take the information from the back side of OhioMeansJobs.com job postings and to help people understand what opportunities in the community as information are being pulled and aggregated over to these websites. The websites show some historical trends where opportunities are located geographically.

In 2023 and 2024, we convened some stakeholders to get some feedback on what they would like to see in terms of making enhancements. We are looking to upgrade the site, so the updates are pending as we are waiting to get some proposals back.

WIOA Reauthorization Updates

The Stronger Workforce for America Act (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. It moved over to the Senate HELP Committee Hearing on June 11, 2024 (Health, Education, Labor and Pensions). The Senate HELP Committee Majority and Minority

WIOA Discussion Draft Stakeholder Briefing was on June 21, 2024. Comments are due to the Senate HELP committee by July 5, 2024.

Breedlove anticipates some movement of the legislation of reauthorization this year.

Treasurer’s Report (Attachment B) Chuck Byrd, Executive Director

Byrd shared the May Treasurer’s Report. He highlighted key points on the STWDB funding noting we are 11 months into the Fiscal Year with June 30, 2024, closing out the Fiscal Year. The WIOA formula funds are the base level of funding which we are on track to meet our 6/30/24 spending targets. He noted the following are already 100% spent-WIOA-PY22 Adult, WIOA PY22 CCMEP Youth and WIOA-PY22 Admin. The only one shown that hasn’t been fully spent is our DLW grant at 92% spent, but as of today it is fully spent.

We are carrying over a fair amount of money into the new year as this is a result of last program year when we got some additional funds at the end of the year from the state and we were able to offset some expenses we already incurred and move them back to older grants to help the state with their expenditures which helped us be able to move money forward to our local area.

Under Other funds, there are no areas of concern in this section. RESEA is on track to be all spent. Specialized grants from the state are on track to be spent.

The WIA TANF grant is combined with the WIOA CCMEP Youth grant for the total funding available for the state’s youth/young adult program (CCMEP)program. This allows us to leverage resources from both funding streams to provide more services. The TANF portion flows through the WIA organization. This grant runs on the federal fiscal year (October – September).

Currently spending is at 51% so a little under target but invoices run behind for the contracted youth vendors. We are still anticipating having the TANF funds fully spent by 9/30/24.

MOTION: LAUBER MOVED TO ACCEPT THE March 31, 2024; TREASURER’S REPORT AS PRESENTED. CARSON SECONDED. MOTION CARRIED UNANIMOUSLY.

OhioMeansJobs Operator Update / Operation Reports Summary-Scott Robinson, Chair Communications Report (Attachment C)Maddy Miller, Communications Manager

Maddy Miller reported the grant for the Invading Tusc video series ended June 30, 2024. Student focus groups were held initially, and it was discovered that the students utilized 2 social media platforms-TikTok and Instagram. An emphasis on these 2 social media platforms is where we pushed the videos.

The TikTok metrics over an approximate 2-month timeframe proved to be a top performing social media platform. A day in the life of a “Corrections Officer at the Tuscarawas County

Sheriff's Office" reached 1.2 million views and overall positive comments from people who are looking to get into this career field or are currently in this career.

Other video highlights are TuscoMFG with views around 10K and Dover Chemical at 2K views. Career videos can be found on our website or our social media under the name "Invading Tusc".

The 3rd annual Black College Football Hall of Fame Career Fair will be held at the Timken Campus on Thursday, August 29th from 4-6p.m. The career fair will focus on employers who offer life sustaining wages and opportunities for growth.

PY23 Operations Report Update (Attachment D) Chuck Byrd, Executive Director

The **Resource Center** update, Byrd reported the year to date (YTD) customer visits are 7312 which is a 38% increase over the same period last year of the number of visitors which was 5300.

The **Business Services** update, Byrd reported the job postings are down 30% with YTD job postings at 315. Job placements are up 12% from last year with a total of 549 job placements. The average wages are similar to last year.

The **Occupational Skills Training**, it is approximately the same number of enrolled participants as last year at 128 and this year is 118. This number tends to be steady. The placements are at 17, which is a low number but the majority of programs do not end till June so we will gather this data in the near future.

The **CCMEP** program is funding combined with WIOA and TANF for the entire CCMEP program. There is a significant decrease in the number of participants referred from Job & Family Services (256), which is down 32% from last year, and the program's voluntary participants is at 96, a 21% decrease from last year. The comprehensive program participants are served by the board's contracted vendors with a total of 270 participants, a 10% decrease from last year to date.

The **RESEA** program is up 140% from last year at this time. In May 2023, we had 455 appointments year to date this year to date at 1096 appointments.

Byrd noted we now offer our Workforce Initiative Association employees competency opportunities in other areas so we can shift employees if their department is slower, and another department is busier which offers flexibility.

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

Adjourned: 12:45 p.m.

NEXT MEETING: September 4, 2024 (Kent State University Conference Center-Stark) 12:00 PM