Workforce Council of Southwest Ohio

BOARD OF DIRECTORS QUARTERLY MEETING MINUTES

Walnut Hills Branch Library
2533 Kemper Lane | Cincinnati, OH 45206
Thursday August 10, 2023
8 AM – 10 AM

Board of Directors Present: Uche Agomuo, Jackie Alf, Hope Arthur (WebEx), Heath Boucher (WebEx), Paula Brehm-Heeger, Natasha Chesnut, Andrew Crum, Jilson Daniels, Chad Day, Renee Dean, Mark Dierig (WebEx), Catherine Fitzgerald, Margaret Fox, Chris Fridel, DeJuan Gossett, Brian Griffin, Jesse Grissom (WebEx), Shawntay Mallory (WebEx), Rene McPhedran, Nick Milazzo, Matthew Owens, Shwetha Pai, Eric Rademacher, Jennifer Roeder, Trisha Rogers-Lowey (Phone), Jesse Simmons, Uma Sivaprasad, Diana Small (WebEx), Harry Snyder, Carol Sorenson-Williams, Nathan Strange, Commissioner Stephanie Summerow Dumas (WebEx), John Thomas, Timothy Thornton, Michael Turner, Jordan Vogel, Rhonda Whitaker-Hurtt, Bryan Wright (WebEx)

Board of Directors Absent: Michael Beck, Markiea Carter, Leo Chan, Keizayla Fambro, Shanel Gentry, Regina Gray (WebEx), Rodney Hardin, Kelly Holden, Myron Hughes, Deval Motka, Asha Parker, Michael Prus, Krista Rinehart, Amy Waldbillig, Dani Watkins

Workforce Council Team: Jason Ashbrook, Pat Bready, Pamela Massey, Karen Saterfield, Kevin Smith

Deskey Branding: Alicen Franks, Debbie Happe, Becky Hyde

Resource Team Members: Tim Dingler, Melissa Graves, Trina Jones, Teri Jones-Morris, Lynne Riehle

Guests: Mercedes Bello, Derek Chancellor (Phone), James Harris, Jen Koetter, H.A, Musser, John Nelson, Walter Petit, Monica Royal-Fischer, Melissa Velez,

I. Opening – Welcome and Introductions

With a quorum present at 8:14 AM, Chair Sorenson-Williams welcomed everyone. Chair Sorenson-Williams the Cincinnati and Hamilton County Public Library, along with Director Paula Brehm-Heeger, for hosting today's meeting. The Cincinnati & Hamilton County Public Library has over 41 locations across the county. Their mission is to connect people with the world of ideas and information. We are thankful to have Paula serving on this board of directors. The library and OhioMeansJobs Center have a long history of partnership in our regional workforce system, for which we are grateful.

Chair Sorenson-Williams invited Paula Brehm-Heeger, Director of the Cincinnati & Hamilton County Public Library and Workforce Council Board Member, to provide some opening remarks.

II. Sponsor/Host Remarks by Paula Brehm-Heeger

I've served on the Workforce Board for several years and really appreciate the hard work. I've known many of you and I am thrilled that you're here at the Walnut Hills branch. This may be the first time you have visited this branch or our library as Carolyn over We have 41 public locations across the county. It's a million square feet of public space. We employ 800. Folks at our library, we are a city county system. This is the first library branch in the library system. It is now 117 years old. It was recently renovated and expanded. We were fortunate enough, for

anybody that knows this neighborhood, there used to be an apartment complex next door. That had been abandoned for a long time, they finally tore it down and it was an empty lot, we were able to obtain that lot before all the development really started, the library has been an anchor, as it often is for development and residential development. So, we got that lot and expanded the original building to be about 22,000 square feet. The room we're in right now is the original auditorium. And I was telling folks, we have many big rooms across the library system. And we often have issues with noise control with put in panels, those kinds of things. It's a great example of how 110 years ago people really thought about how things would work. And we this is the best sound we have anywhere, we would need a microphone in almost any other room. But this one is really constructed in a way that allows us to talk in a big meeting, if you haven't been around the building here, I would encourage you to walk through, it represents about a $12.8 million investment in Walnut Hills, and the original building is from 1906. They spared no expense. So, if you look outside, there are some columns there. They were imported from Munich in 1906. This is a Carnegie building and was heavily competed for, to be the first neighborhood with a Carnegie, everybody really thought that at the time, it was the center of commerce and residential life as well. So, they were very proud. It's a beautiful building. When we restored the building we uncovered the city's motto, there's a great tile area and the original building that used to sit under carpet that was under a desk and it's all been restored in the original dome if you look up, so please just walk around. There are also some new features that represent what libraries are doing for public space. So, there are individual study rooms or small study rooms, there's a community room. So, the idea of spaces resources is important. And I'll just end by tying that back into the work that we all do. We use this room and the community room quite a bit for things like workforce fairs, recruitment fairs, we work with partnerships all the time. And having this kind of communal space that then can lead very easily to individualized space allows people to do work here that if they already have a job, they want to come and not be remote working or they need a reliable connection, or they're interviewing for a job, they will reserve our small study rooms, or if they're at a job fair. And then they want to follow up with an employer a little bit more detailed to do their employment application that they get everything taken care of, they can move into one of our smaller rooms. So please note that this is kind of the next generation library. But it also honors the spirit of the original civic engagement that I think you know, previous generations of Cincinnati and certainly felt when they built this kind of an amazing building for us that we enjoy now. 117 years later. So, I'm so happy you're here. Please do walk around with any questions. Let me know. Meeting space is available to the public.

III. Review and Approve Agenda *(Action)*

Chair Sorenson-Williams asked for any additions or changes to the amended agenda. B. Griffin moved to accept the agenda as amended, H. Snyder seconded the motion; the motion was unanimously approved by the Board of Directors.

IV. Review and Approve Consent Agenda *(Action)*

Chair Sorenson-Williams asked for any additions or changes to the published agenda. J. Ashbrook made note that the Minutes in the packet had the wrong date in the footer and it has already been corrected. Motion to approve the Consent Agenda was made by R. McPhedran and seconded by H. Boucher; the motion was unanimously approved by the Board of Directors.

Chair Sorenson-Williams invited Lynne Riehle to present the OMJ Operator Report.

V. Presentation: OhioMeansJobs (OMJ) & Youth Services Annual Reports

OhioMeansJobs

Career & Training Services

This year stats: 7 Career Coaches with 50-70 Caseloads, 396 enrollments (07.01.2022-06.30.2023, Age: Under 25 – 24%, 25 to 29 – 15%, 30 to 39 – 35%, 40 to 49 – 15%, 50 to 59 – 8%, 60+ - 3%, Gender: Female – 56%, Male – 43%, 1% declined to identify
Race: Black/African American – 73%, White – 18%, Other – 3%, Unknown – 6%

Training Services

Intentional about customer choice, Career Aptitude Assessments, Significant increase in training providers. Industry Stats: Transportation/Logistics – 150, Healthcare – 155, Information Technology – 30, OJT – 19, Construction – 18, Mechanics – 15, Administrative – 15, Manufacturing – 5, Hospitality – 3

Performance Measures PY2022 3rd Quarter

	Measure	Numerator	Denominator	Area Rate 3rd Qtr	Area Rate 2nd Qtr
Adult	Employment 2nd Quarter after Exit	161	215	74.9%	71.3%
	Employment 4th Quarter after Exit	242	299	80.9%	80.8%
	Median Earning 2nd Quarter after Exit	n/a	161	$7,577	$7,293
	Credential Attainment	212	288	73.6%	68.1%
	Measurable Skill Gains	37	110	33.6%	4.7%
Dislocated Worker	Employment 2nd Quarter after Exit	23	37	62.2%	60%
	Employment 4th Quarter after Exit	30	37	81.1%	81.5%
	Median Earning 2nd Quarter after Exit	n/a	23	$9,050	$7,200
	Credential Attainment	28	37	75.7%	74.1%
	Measurable Skill Gains	1	10	10%	25%

Resource Room

Increase in traffic of 369% (JUL22-JUN23), This year's visits to the OMJ Center 6,508 vs last year's 1,610. Resource Room Updates are expected to happen in September. The updates will include improved layout, new displays, new waiting area seating, new front desk, and new desks and chairs. This was made possible by an ODJFS Business Resource Grant.

Business Services

Employers' served this year were 1,482 vs last year's 332. Hiring Events: 55 events, 50 employers, & 513 jobseekers. Job Fairs: 15 events, 287 employers, & 1,102 jobseekers. Coming this Fall is the new Business Resource Center. Located just off the elevator on the second floor this area will feature a dedicated area for small businesses, workstations, Wi-Fi, Meeting space for up to 80 participants, Interviewing room, labor market information, and access to professional business reps.

In-Demand Jobs Week

Daily events: Job Readiness, Construction & Trades, Healthcare, Logistics & Transportation, and Youth. 25% of job seekers engaged with the OMJ for the first time. 58% of employers and service providers participated in an OMJ event for the first time. Simos reported they hired 2 candidates from our In-Demand Jobs Week events.

Partnerships
The OMJ Center is full – approximately 80 full time employees across all partners (LY on 63 FTEs). Partners include HCJFS, ODJFS, ODM, JobCorps, Melanoma Know More, Pathway Home, Career TEAM, Easterseals Redwood, Queen City Career Prep High School. Library partnership includes collaborative effort on Job Fairs and an upcoming event in September at the Deer Park Library for a Healthcare Collaborative geared towards getting healthcare workers back into healthcare.

Looking Ahead
Strengthening Collaborative Partnerships: 513Relief Bus with monthly participation and recruiting employers, collaborating with the Library on Career Fairs specialized by industry, target populations, etc. Quest Nodes Grant will be broadband/5G training for dislocated workers. Staff Training continues to be a strong focus with the second half of the BRN Grant funding for staff/partner training and workshops.

YOUTH SERVICES by Tim Dingler
Youth Service Overview
- Tutoring, study skills training, instruction, and dropout prevention
- Alternative secondary school services, or drop-out recovery services
- Paid and unpaid work experiences that include academic and occupational education
- Occupational skills training
- Education with workforce-preparation activities
- Community service and peer-centered activities encouraging responsibility and positive social and civic behaviors
- Supportive services
- Adult mentoring
- Drug and alcohol abuse counseling and referral
- Financial literacy education
- Entrepreneurial skills training
- Career awareness, counseling, and exploration services
- Activities that help youth prepare for and transition to postsecondary education and training

Stats
Total Participants 2,268 – CCMEP/TANF 1,659 (76%) and CCMEP WIOA Youth 609 (11%). Thirteen percent (13%) are both TANF & WIOA co-funded participants.
Females - 61% and Males - 39% served. Status at Enrollment 60% are Out-of-School Youth and 40% are In-School Youth. Ethnicity/Race – Black/African American (78%), White (13%), Hispanic/Latino (4%), American Indian/Alaskan Native (2%), Asian (2%), and 1% more than one race. Ages: 19-24 (59%), 16-18 (39%), 25+ (1%). Participant Employment Barriers at Enrollment: Basic Skills Deficient (72.6%), Ex-offenders (including subject to the justice system) (11.6%), Homeless Individuals/Runaway Youth (8.3%), Long-term Unemployed (27 or more consecutive weeks) (4.6%), Low-Income Individuals (90.2%), Individuals with Disabilities (7.9%), Single Parents (including single pregnant women) (21.8%), Youth in foster care or aged out of the system (4.2%).

Performance Outcomes

QUARTERLY WIOA PERFORMANCE REPORT
PROGRAM YEAR 2022 (THROUGH 3RD QUARTER)

Performance Measure	Area Numerator	Area Denominator	Area Rate	Statewide Rate	Negotiated Area Standard	Unadjusted "Success" Level
Education, Training, or Employment 2nd Quarter after Exit	192	263	73.0%	70.9%	74.0%	66.6%
Education, Training, or Employment 4th Quarter after Exit	252	369	68.3%	70.2%	72.0%	64.8%
Median Earnings 2nd Quarter after Exit		191	$4,237	$3,840	$3,100	$2,790
Credential Attainment*	104	199	52.3%	52.0%	60.0%	54.0%
Measurable Skill Gains*	150	191	78.5%	34.8%	45.0%	40.5%
*through 6/16/2023						

Leader statewide

QUESTIONS AND DISCUSSIONS

Q: What are some of the barriers?
A: Low Income, Basic Skills Deficiency, Homelessness, Single Parent.
Q: The Black/African American demographic is 78%, why is this so high.
A: Most of the youth being served are within the city limits which closely match the city demographics. Santa Maria and MARCC agree. E. Rademacher added that Cincinnati has a large child poverty population (top ten percent in the states) and is also an African American problem. It might be multiple children within a family unit (ie: 4 kids to 1 income stream). M. Fox adds that it is a systemic problem not an African American problem.
Q: Follow up question: With the disparity being as large as it is, what can we do as a region to reduce that number? Other comments: CPS working with youth providers, educational disparity, employed income there are disparities.
Q: Are there things as individuals we can do to get involved?
A: Work with the Youth Providers and participate in interview workshops, jobs for work experience. Job Pathways, Job shadowing, Rare Bird software coming to this area.

Chair Sorenson-Williams says due to time, we maybe need to have a special meeting to continue this discussion. J. Daniels made the motion to have a special meeting to continue this discussion on Youth. The motion was seconded by M. Fox; the motion was unanimously approved by the Board of Directors. A suggestion was made to make this a Virtual Meeting.

VI. Workforce Council Branding Update – Deskey Branding/Debbie Happe

Review Brand Foundation:
WHY – Building a resilient community through workforce development.
WHAT – Connecting the dots through networking, training, and resource allocation.
HOW – Leadership, collaboration, DEI, service providers, partners, metrics.
POSITION – A thriving community is a connected community. We build connections to turn opportunity into a strong workforce.
CHARACTER – Human/Accessible, Smart, Guide/Escort, Progressive/Forward-thinking
Year in Review timeline: AUG22 – Board Approved Identity, SEP-DEC22 – Brand Build Out,

JAN23 – New Website Launch, FEB23 – New LinkedIn Launch
LinkedIn Follower Metrics: Follower Increase (354.2%), Total Followers (188), Avg. Monthly Increase (18). LinkedIn Content Impressions: Total Impressions (8,031), Increase in Engagements (1,413%), Total Reactions (348). Top Performing LinkedIn Posts: Jordan Vogel, TechCred, May Board Meeting Highlights, Kevin Smith, Rhonda Whitaker-Hurst.

VII. COMMITTEE UPDATES

Eligible Training Provider (ETP) Committee Update by Eric Rademacher, PhD
Reviewed the past DOL audit regarding Eligible Training Providers (ETPs). In the past year the process was opened to any training provider that was certified by the state. We went from 17 providers in 2022 to 34 providers for the 22-23 year. Over 260 customers were served through 19 training providers. After much discussion among the committee, the following recommendations were provided to help support training program-provider performance as well as updating WIOA individual training accounts to help support OMJ customers with the increased costs associated with career training:

- Collect data from the ETPs monthly and crosswalk that data to the information in ARIES.
- Increase ETP Committee meeting schedule to four times a year, including two regular committee meetings and two Ad Hoc Meetings
- Recommend training providers/programs to have a physical presence in the Greater Cincinnati MSA region to promote optimal access for customers as well as a vested interest in the local community (on the part of the training provider)
- Create a consumer questionnaire to utilize when exploring different training providers/programs and informing their selection process of a specific program
- Organize and host an ETP Forum for all training providers to share an overview of the ETP process, provide clarity on WIOA criteria, and discuss best practices for training providers to outreach/recruit potential WIOA participants
- Increase the Board's Individual Training Account (ITA) limit. Apart from a temporary increase during 2020-2021, there has not been an increase in ITA limits for several years. As such, H.A. Musser made the motion to increase the limit of ITA's to $7,000, C. Fridel seconded the motion; the motion was unanimously approved by the committee.

A motion was made by the ETP Committee to Increase the Board's WIOA Individual Training Account (ITA) limit from $5,000 to $7,000 per eligible customer to better align with inflation-related cost increases while promoting greater access/affordability for customers participating in WIOA-funded training programs. This action would also align with the area's WIOA budget allocations for FY2024. The motion was seconded by M. Fox; the motion was unanimously approved by the Board of Directors.

Outreach & Engagement Committee Update by DJ Gossett
Replacement/Reappointments
As a refresher, this Committee coordinates the outreach/recruitment process for board members, consistent with the Board's Code of Regulations (Bylaws). The committee also recruits/recommends officers and committee leadership and advises the Board on the need for new committees (if applicable). Recently, the Committee went through an evolution to focus more on pursuing engagement opportunities for the Board, considering the large size of our membership compared to our peer metro areas. As such, the Outreach and Engagement Committee will continue to oversee recruitment efforts and nominations for new membership.

Any recommended nominees for board membership will be presented to the full Board for approval at the November meeting. The Committee will be meeting in early Fall to review the draft 2024 board membership roster and slate of officers and make recommendations for the full Board. For those members with terms ending this December, be on the lookout for an email with a request to let us know if you would like to renew your term for two additional years or conclude your term at the end of this calendar year. For today, the Outreach & Engagement Committee has two recommended action items, including the nomination of **Nathan Strange**, with Ohio Department of Job and Family Services. Nathan is replacing Board Member Matt Owens, who recently obtained a new position with the state. And the second action is re-appointing **Commissioner Stephanie Summerow Dumas** to the Board (replacing Commissioner Alicia Reece). Commissioner Summerow Dumas previously served on the Board during 2019 and 2020. On behalf of the Outreach & Engagement Committee, I (DJ Gossett) make a motion to accept these two board member appointments. R. McPhedran seconded the motion; the motion was unanimously approved by the Board of Directors.

VIII. Executive Director Report by Jason Ashbrook
Key Highlights/Updates

New Grants and Upcoming Projects
Executive Director Report is on pages 33-35. J. Ashbrook highlighted the New Grants and Upcoming Projects; Career Navigator, Hamilton County ARPA, and the BRN (part 2).

Southwest Ohio Region WIOA Strategic Plan | Biennial Update
The Workforce Council partnered with the Workforce Investment Board of Butler, Clermont, and Warren Counties to update the 2021-2025 regional WIOA strategic plan for Southwest Ohio, based on revised Labor Market Data. Workforce stakeholder sessions were held and included board members, partners, and interested parties to provide input into the updated Plan, along with a 30-day public comment period. The state (ODJFS) received and approved this updated Plan in July, and can be viewed via CincyWorkforce.org

OhioMeansJobs (OMJ) Partner MOU – this MOU is something that also complies with the Workforce Innovation and Opportunity Act. But it really sets up a formal process to establish those local partners who are part of the Ohio Means Jobs system. This allows us to really formalize some of the relationships to customer services in terms of how referrals are being provided. It really does support the service integration of customers. We are at a higher occupancy than in the past 10 years. We are at full capacity. This new MOU will run July 2023 through June 2025.

Board Re-certification
This has been submitted to the state and we are awaiting approval.

Collaboration and Partnerships
The Workforce Council and OMJ hosted two recent events in July to enhance our statewide and regional partnership. These events included a meeting with the ODJFS Director Matt Damschroder, along with a Business, Retention & Expansion meeting with Hamilton County Economic Development Office (powered by Alloy), and 25 economic development professionals from across Hamilton County.

The Talent Collaborative of Greater Cincinnati – The next Regionals Workforce Partner Convening of The Talent Collaborative network is scheduled for September 21st at OTR Stillhouse downtown. The Convening will celebrate The Collaborative's one year anniversary and present highlights of the progress made (so far). Event invitations will be distributed in August. Email infor@talentcollaborativegc.org to be added to the invitee list or to learn more information about The Talent Collaborative.

J. Ashbrook thanked everyone for serving in this role. Emerged from COVID. Reopen the OMJ Center and the customer base is growing. Tighten our fiscal controls. Completed a multiphase rebranding process from SWORWIB to Workforce Council. We secured an additional 2.5 million in new grants. We meet or exceeded our 2021 and 2022 performance goals and lead the state in youth credential obtainment and average wages. Completed our Regional Strategic Plan and update, completed 3 MOU's, cofounded The Talent Collaborative, strengthened relationship with partners, state officials, funders, elected officials. Thanked the Workforce Council team, OMJ Team, HCJFS, City of Cincinnati, County Commissioners, and the Board, Executive Committee, and Committee Chairs.

J. Ashbrook received a standing ovation for all his great work.

IX. Board Member and Public Announcements/Comments

Commissioner Stephanie Summerow Dumas thanked the Workforce Council for reelection to the board and they are happy to support the Workforce Council.
OMJ's Monthly Job Fair is next week.

X. Upcoming Meetings - Events

Chair Sorenson-Williams noted that the upcoming meetings are listed on the agenda. Chair Sorenson-Williams also thanked Dr. Rademacher for hosting the November Board of Directors meeting at the University of Cincinnati.

Next Board of Directors Meetings
November 9, 2023 – Board of Directors Quarterly Meeting 8 AM – 10 AM
University of Cincinnati (note: specific location/building will be confirmed)
February 8, 2024 – Board of Directors Annual Meeting

XI. Adjournment

At 10 AM a motion to adjourn the Quarterly Board Meeting was made by C. Fridel and seconded by R. Dean. No further discussion and the motion was unanimously approved by the Board of Directors.

Respectfully submitted,

René McPhedran
Secretary