

Cleveland/Cuyahoga Workforce Development Board – Area  
Friday, February 21, 2020 Meeting Minutes – **APPROVED**

Last Name	First Name	Agency	Last Name	First Name	Agency
<b>WDB Members</b>					
Ali	Camille	OOD	O'Malley	Dan	North Shore AFL-CIO
Applegate	Harriet	Cleveland Building &	Shank	Jason	Governance Chair - Plumbers Local 55 (JATC)
Brown	Marzell	Rockwell Automation	Shelnick	Kim	University Hospitals
Gallucci	Grace	NOACA	Thomas	Kim	Christopher Amira Studio
Gary	William	Tri-C	Thomas, Jr.	Felton	Cleveland Public Library
Karp	Ethan	Interim Chair	Vaughan	James	JDD, Inc.
Marbury	Shana	GCP	Vesy	Deborah	Deaconess Foundation
Merriman	David	CJFS	Walker Minor	Natoya	City of Cleveland
Moore	William	ODJFS	Wright	Sheila	The Good Community Foundation
<b>OhioMeansJobs Cleveland-Cuyahoga County Staff</b>					
Brickner	Frank		Ford	Ida	
Carey	Lauren		Greenwell	Steve	
Carroll	Sheree		Megenhardt	Dave	
Fluellen	Anthony		Metlesitz	Bryan	
<b>Guests</b>					
Dowell, Kenn			Dorenda Swanson		

**I. Call to Order – Introductions & Welcome:**

- a. Interim Chair Karp called the meeting to order and introduced our guest speaker for today: Trooper Smith - Ohio State Highway Patrol.

**II. Voice of the Customer:**

- a. Trooper Smith spoke about his passion for recruiting as well as the benefits and challenges of becoming a state trooper.
  1. One of the challenges is recruiting to educate job seekers on the many opportunities in law enforcement and day to day responsibilities, dispelling myths. Since the partnership with Ohio Means Jobs (OMJ), Trooper Smith has found workforce a great outreach platform. Currently, Trooper Smith recruited 15 new candidates, of which only one failed to qualify.
  2. Another challenge is in retention throughout the application process. The process consists of passing a battery of tests and attending a mandatory training session Monday through Friday for about 6-8 months at the academy located in Columbus, Ohio.
  3. Trooper Smith shared great benefits of becoming a State Trooper and that applicants who qualify are considered an employee before beginning paid training at the academy with guaranteed job placement.
    - William Gary (Tri-C) and Shana Marbury (GCP) offered to meet with Trooper Smith to discuss public safety pathways for non-college bound and displaced applicants.

**III. Interim Chair's Overview of today's Agenda:**

- a. Interim Chair slightly mixed up the Agenda by re-introducing his new role and commitment to workforce and the Board's work. Karp spoke of his firm belief in workforce development's greatest concern in getting qualified workers in this County back to work. With a \$20 million-dollar budget, it's our job to understand how we can impact the lives of thousands to job seekers! Thus, the budget is important and that's why he joined the Board four years ago to make a difference and make these meetings count.
- b. Introduction of Frank Brickner as the official Interim Executive Director and CEO decided by Mayor Frank G. Jackson. Chief Walker-Minor echoed with support.
- c. Interim Chair shared the flow of the agenda with the discussion surrounding a budget presentation of:
  1. \$20 million-dollar budget and a clear understanding of where those dollars are allocated to set the stage for the next budget.
  2. Understanding the metrics but holding ourselves to a higher standard to make a difference.

- Review for discussion what other metrics do we care about and how are we looking at it, how do they link to jobs.
  - Review the strategy and the budget and link them together to see what leverage we have.
  - Review the allocation of training dollars to increase in-demand jobs.
  - Review and discuss the structure of contracts, including performance and payment.
  - Review and discuss the operational performance assessment.
  - Review and discuss the on-going strategic plan.
  - Policy review and approval.
- d. Agenda with attachments (pre-reads) – this format will be the norm moving forward to review ahead of time to spend more time in discussion than reporting.
- e. Communications & Outreach Chair Update.
- f. Governance Chair to review the upcoming election and process timelines.
- g. **Vision Statement:** The Executive Committee has revised and officially approved Workforce Development’s vision statement so let’s hold ourselves to it:
1. *“CCWDB will establish and provide impactful workforce services driving the success of business and economic opportunities, improving racial and economic equity for Cleveland and Cuyahoga County businesses.”*

**IV. City of Cleveland:**

- a. Chief Walker-Minor reiterates that the Mayor has not made a decision to appoint a CEO formally but he decides that the Interim Executive Director and CEO (Frank Brickner) continue in his current role he has served since September 1, 2019, upon the retirement of the previous CEO on August 31, 2019. Chief expressed the need to move forward with the strategic plan, the election, budget metrics, integration, performance, and all areas that the City and the County talk about in the monthly meetings with the leadership of Ohio Means Jobs (OMJ). There is a lot of planning, but the reality is that people need to be work-ready and be ready to work in-demand occupations in Cleveland and Cuyahoga County. There will be no change in the economic trajectory of this community if people are not impacted. There are numerous reports about disengaged youth, dislocated workers, and the lack of labor force participation. With the operational service delivery analysis that Maher & Maher continues to add to our strategic plan and our communication and marketing consultants, along with the OMJ|CC hire of the data analytics officer, is a huge step forward. The connectivity and all other workforce efforts going on in this community are critical. Integration is required, and the reality is that it’s very difficult to retain employers and it takes six-months to employ--so let’s go to work and treat this as such and move forward in an integrative fashion that reaches people who serve our employers to improve the labor force participation rate and economic equity of the community.

**V. Interim Executive Director’s Overview of today’s Agenda:**

- a. Frank Brickner’s message conveyed: The most important thing the Board does is approve the budget and the strategic plan.
1. The strategic plan and the goals are impacted by the budget as well as how we structure our contracts and who we do business with.
  2. It’s great to take advantage of Maher & Maher Consulting, who are nationally known experts.
  3. We have a great team, and I would like to introduce two new members:
    - Sheree Carroll, Executive Administrative Assistant
    - Bryan Metlesitz, Data Analytics Officer

V. **Interim Chair Approval of WDB Minutes:**

**Motion to approve minutes of November 15, 2019 meeting**

Moved by James Vaughan

Seconded by Shana Marbury

Motion Passed

VI. **Communications & Outreach Committee – James Vaughan - Chair:**

- a. Strategic Resources have been working diligently interviewing the last couple of months and are still in the information gathering process.
- b. Updates by Kenn Dowell & Dorenda Swanson:
  1. A marketing awareness type campaign where OMJ|CC has a lot of good opportunities, programs and public offerings. The outreach includes conversations with stakeholders, management and staff. In addition to the Youth Council Committee, ULA, Towards Employment, Y.O.U., Ohio Guidestone and ODJFS. A social media review is also underway. Important items to note is capacity and how best to utilize access points. The next couple of weeks will include focus group sessions and provider surveys.

VII. **Policy Review:**

- a. Interim Chair opened the floor for review and discussion of 3 proposed amendments to the “Incumbent Worker Training Policy” and the “CCWDB Resolution,” which allows the transference of dislocated worker funding into adult funding.

• **Motion to approve Incumbent Worker Training Policy & CCWDB Resolution**

• Moved by Ethan Karp

• Seconded by Shana Marbury

• Motion Passed

VIII. **Budget Overview, Frank:**

- a. Presentation and handouts reviewing the source of WIOA funding and where those dollars are allocated to make an impact, especially due to last year’s funding increase of 46%. We are presenting new funding and estimated unobligated funding included in the grant. Monies can be transferred between adult/dislocated workers and administrative funds, but the young adult funding cannot be touched.
  1. WIOA Funding Fiscal Year 2020
  2. One-time grants
  3. CCMEP
  4. TANF
  5. Operational and Administrative Costs
  6. One-Stop – program management oversight
  7. Training dollars for Adult/Youth
    - **TIMELINE:**
      - May 15, 2020, CCDWB Board Meeting – begin to strategize budget allocations, metrics, contracts, and policies.
        - Deep dive into metrics and how they work for leverage to make a difference in OMJ.
        - Look at how to increase demand for jobs and training.
        - Employer retention.

- Review how we structure our contracts; based on performance, etc.
- Reassess our ongoing Strategic plan
- *The Budget presentation prompted a robust conversation with additional comments:*
  - Maher & Maher Consultants – presentation to Board at the next meeting with survey results and their plan.
  - Executive and CEO apprised Board members about OMJ’s joint venture with Midwest Urban Strategy, who is a new Board servicing Detroit, Chicago, Indianapolis, Pittsburgh, etc. with similar issues as OMJ. Monthly meetings are held to strategize the possibility of pursuing a grant jointly. There is strength in numbers, which is looked upon as favorable. The joint effort did secure a grant for laid-off workers, of which \$300,000 was OMJ’s portion.
  - Cleveland, Ohio, was selected in 2019 to participate in the “Say Yes” program to provide and incentivize youth to attend college with access to an education scholarship.
  - Major traffic increase at Brooklyn location.
- **We were unable to finish the Budget presentation due to time. (Stopped at slide 23 Supportive Services)**

**IX. Governance Chair, Shank:**

- a. Reviewed the nomination and election process of the CCWDB Chairperson. Shank spoke about the eligibility criteria, nomination process, and the election timeline based on the CCWDB By-Laws. Dates to remember: April 17<sup>th</sup> notification to full Board on those eligible and seeking office, May 15<sup>th</sup> election day.

**X. TAKEAWAYS/SUGGESTIONS:**

- b. Have a representative visit from the “Say Yes” program for better understanding and possibly getting scholarships into other career paths, e.g., healthcare.
- c. Get into schools to expose students to our services and resources. Invite Eric Gordon CMSD to future meetings.
- d. How do we push Opioid dollars to help those impacted, and what population have we reached?
- e. A list of current Board members emailed.
- f. Set goals for allocation of funds to other occupational fields, i.e., manufacturing, etc.
- g. Some parking passes for OMJ locations were distributed to Board Members.

**XI. Next Meeting:** May 15, 2020

**MEETING ADJOURNED** at 9:57 am  
**Recorded by Sheree Carroll**