

Cleveland/Cuyahoga Workforce Development Board – Area  
Friday, November 20, 2020 Meeting Minutes – **APPROVED**

Last Name	First Name	Agency	Last Name	First Name	Agency
<b>WDB Members</b>					
Ali	Camille	OOD	Merriman	David	CJFS
Applegate	Harriet	North Shore Federation	Moore	William	ODJFS
Belk	Cathy	Deaconess Foundation	O'Malley	Dan	AFL-CIO
Brown	Marzell	Rockwell Automation	Shank	Jason	Governance Chair - Plumbers Local 55 (JATC)
Carter	Ted	County Economic Development	Shelnick	Kim	Strategic Functions Chair - University Hospitals
Ebersole	Dave	City Economic Development	Smith	Latoya	Fifth Third
Fekudu	Senayt	The Crispy Chick	Thomas	Kim	Youth Chair - Christopher Amira Studio
Gallucci	Grace	NOACA	Thomas, Jr.	Felton	Cleveland Public Library
Gary	William	Tri-C	Vaughan	James	Communications & Outreach Chair - Kleen-Tech
Jankowski	Pam	Cuyahoga County Public Library	Vesey	Deborah	Deaconess Foundation
Judd	Margy	Executive Arrangements, Inc.	Walker Minor	Natoya	City of Cleveland
Karp	Ethan	MAGNET, CCWDB Chair	Winlock	Sadie, Dr.	CPL – Proxy
Kehn	Kelly	Lincoln Electric	Wright	Sheila	The Good Community Foundation
Marbury	Shana	Greater Cleveland Partnership, Vice Chair			
<b>OhioMeansJobs Cleveland-Cuyahoga County Staff</b>					
Arasim	Norma	OMJ/CC	Gant	Sonya	ULA
Brickner	Frank	OMJ/CC	Gennaro	Jennifer	ULA
Carey	Lauren	OMJ/CC	Greenwell	Steve	OMJ/CC
Carroll	Sheree	OMJ/CC	Hasson	Tom	ULA
Emery	Amy	ULA	Kelley	Mary	OMJ/CC
Fluellen	Anthony	ULA	Megenhardt	Dave	ULA
Ford	Ida	OMJ/CC			
<b>Guests</b>					
Baker	Nafeesa	General Public Attendee			
Downing	Diane	Guest Speaker – Ex. Dir. - Say Yes Cleveland			
Gordon	Eric	Guest Speaker – CEO - Cleveland Municipal School District			
Guy	Robert	Voice of the Customer - WLS Stamping/Controller			
Hernlund	Dale	General Public Attendee			
Rizika	Jill	Ex. Dir. - Towards Employment			
Russoniello	Melissa	Director, El Barrio Workforce Development Center			
Smalley	Robin	Dir. of Programs - Towards Employment			
Williams	Dr. Helen	Guest Speaker – Prog. Dir./Education - Cleveland Foundation			

**I. Call to Order & Welcome – Board Chair:**

- a. Meeting started promptly at 8:00 a.m. with motion to approve previous minutes.

<b>Motion to approve minutes from August 21, 2020 meeting</b>
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Motion - Passed
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- b. Congratulations to Harriett Applegate on her official appointment as a Board member, as well as the reappointments of Camille Ali, Marzell Brown, Senayt Fekadu, William Gary, Margy Judd and Kim Thomas.

**II. Voice of the Customer – Robert Guy, Controller at WLS Stamping:**

- a. Gave an overview of WLS Stamping - established in 1944 and located in Cleveland and Highland Heights. They produce metal fabricated parts and their biggest challenge is that over half of their tenured workforce will be retiring within the next four years which poses a risk to their long-term history. Their strategy is to reach out to other organizations to bring in new candidates because they have no recruiting function in place. They partnered with OMJ as a talent pipeline to replace veteran staff. The transformation to conform to the structure/regulations was tough, but the partnership has been beneficial. (<https://www.wlsstamping.com/>)

Q&A:

1. Question: What type of employees is WLS looking for?

Answer: WLS is looking for staff in the following areas:

- Tool makers
- Welding
- CNC Programming
- Fabricating
- Machine operator
- Laser cutter
- Material handling

Follow-up:

- William Gary of Tri-C will follow-up with Robert Guy for possible candidate referrals

**III. Agenda and Updates – Ethan Karp - Board Chair:**

- a. Gave a brief summary on today’s Agenda items and stated that due to the uncertainty and spiking COVID cases, closings and deaths, the Board is working even harder to try to stay connected and provide hope and better careers for the community we serve. OMJ is on track and the Ohio to Work project will triple those being put to work. The Diversity, Equity and Inclusion Subcommittee (DEI) will give updates and today’s guest presenters from the Cleveland Municipal School District (CMSD) will talk about the “Say Yes to Education” program and linking students to career pathways. Following, updates from OMJ|CC Interim Executive Director and a tribute to Board member Deb Vesey on her retirement.

**IV. The “Say Yes to Education” Program – Shana Marbury – Vice Chair:**

- a. Gave a brief overview about the program which provides opportunities for eligible students enrolled in CMSD who can receive last-dollar scholarships in order to increase education levels, career pathways, wages/income, economic growth and expansion.
- b. Diane Downing, Executive Director of “Say Yes to Education”, gave a presentation and overview of the program which was created by George Weiss in 1987 from the University of Pennsylvania. He vowed to supply means for the less fortunate with a plan to expand to other cities. In 2019, Cleveland Metropolitan School District became a part of the Chapter raising millions for use at 100 universities, community colleges and career programs.

The scholarship is available to every eligible CMSD high school graduate and the average award is \$3,500 with “College Now” being the administrator. Partnerships include College Now, the City of Cleveland, Cuyahoga County, CMSD, United Way and the Cleveland Foundation.

[\(https://sayyestoeducation.org/for-students/scholarships/\)](https://sayyestoeducation.org/for-students/scholarships/)

- Eligibility:
  - Student must be enrolled in a CMSD/Charter school for four years; appeals process in place for exceptions
  - Complete the “Say Yes” Certification form
  - Apply for FAFSA
  - Select college, university or trade (Pell Grant eligible)
  - Student must be matched with a Mentor
  - Must renew application annually (up to 8 full semesters)
- Services included, but not limited to the following:
  - Support specialists; to work with student/family
  - Planning
  - Mental health services
  - Free legal services
  - Afterschool and summer programs

Q&A:

1. Question: What interaction is needed from OMJ?  
Answer: To connect students with internships of interest and shadowing in an adult setting.
2. Do you have data that aligns to high demand jobs?  
Answer: Currently, no data available; do not know what students' majors are.

Follow-up:

- Various Board members to connect offline regarding student referrals.

**V. Board Chair - Deb Vesey/Retirement and Proclamation:**

- a. Board Chair congratulated and acknowledged member Deb Vesey who recently retired as President & CEO of Deaconess Foundation, and as a member of this Board ending on 12/31/2020. Compliments to Deb towards the work she has done over the years. She was presented an official "Proclamation" by the County Executive of Cuyahoga County for her exemplary accomplishments.
- b. Deb stated that workforce is even more critical now and that the Board's image has rapidly changed with partnerships and helping in the community. She also gave a special "kudos" to Board Chair Ethan Karp and Interim Executive Director Frank Bricker for their commitment.

**VI. Linking Students to Career Pathways – Eric Gordon & Dr. Helen Williams/CMSD:**

- a. Vice Chair – introduction about this program and today's speakers to talk about linking students to industries to gain skills for in-demand jobs and that out of 2,000 students, 1,000 have plans to go to college and the other half do not have a career pathway.
- b. Eric Gordon - CEO of CMSD, gave a presentation on linking CMSD students to career pathways and living wage jobs focusing on equity (fairness) and equality (sameness). During 2014-2018, there were discussions to strategize, define context and areas of focus. Research results showed that most seniors are already working and would rather have income. They also have very little knowledge of workforce organizations and youth services. Employers promise good opportunities but are not accessing students as a source.

CMSD created Three teams to minimize the outcome of students with no plans:

- Team #1 – promote career awareness
- Team #2 – strengthen, identify and develop programs to link employers to students
- Team #3 – develop and pilot an exploration and job placement program for 2020 graduates not going to college

More of the work that was completed by the three teams were adopting a vision statement, best practices, and a career continuum was identified. Career awareness framework and resources are in progress, work-based learning was created and SWAG 1.0.

Takeaways:

- Promote employers to visit schools for student referrals
- Build an ecosystem for choices in areas of workforce with specific job titles for students to control their destiny
- Create a community-wide ecosystem as opposed to just partnerships
- Provide on-going transition to support post-high school graduates
- On-going OMJ partnership involvement to continue leverage and assistance with removing stereotypes to continue building equity
- How to get other agencies/employers to the table
- Levy dollars were deployed to workforce; not just for assistance
- Communicate and advocate to unlock regulations/rules

**VII. Diversity, Equity & Inclusion Subcommittee – Sheila Wright, Chair:**

- a. Gave an overview on the ad-hoc committee’s progress in creation of the Charter and the creation of a diverse assessment tool geared towards workforce development. The subcommittee members participated in a mock assessment and discussed target audiences for peer-to-peer conversations and gleaned information to drive the work.

Takeaway:

- Each Board member was asked to invite at least one external person/entity to participate

**VIII. Business Segment – Frank Brickner – Interim Ex. Dir./CEO & CFO:**

- a. Frank Bricker reviewed two policies and presented to the Board for approval:
- Incentives Policy – reviewed proposed amendment to the Youth Programs’ Incentive Policy for contract providers
  - Unlikely to Return Policy – reviewed definitions, guidelines and additional factors for determining if “Dislocated Workers” are unlikely to return to their previous industry or occupation

**Motion to approve the Incentives and Unlikely to Return Policies**  
Motedioned by Grace Gallucci, second by William Gary – Motion Passed

- b. The OMJ|CC budget and service provider contract amendments for the period 7/1/2020 – 6/30/2021 was presented and reviewed for Board approval:
- The State approved budget totaling \$19.4 million through 6/30/2021
  - Additional funding was received from the State including previous carry-forward funding
  - Requesting approval for additional funding budgeted for occupational training in the amount of \$5.9 million

**Motion to approve Budget**  
Motedioned by Jason Shank, second by Felton Thomas – Motion Passed

- c. OMJ|CC - WIOA Adult/Dislocated Workers and CCMEP Young Adult metrics for the period 7/1/2020 – 10/31/2020 and goals for period ending 6/30/2021 was presented and reviewed in the following areas:
- WIOA Adult Metrics:
    - New Job Seekers, unique visitors and WIOA eligible & enrolled
    - Services, assessments and training planning
    - Occupational career, and on-the-job training for in-demand sectors
    - Exits, employed, wages, sectors and completions
  - Young Adult Metrics:
    - New Participants
    - Job readiness/soft skills, supportive services, career pathways and customer service certifications
    - On-the-job training for in-demand sectors
    - Career training certifications
    - Sector exits, training completions, employed and wages

**IX. Strategic Plan - Board Chair**

- a. Closing remarks from Board Chair on moving forward to spend time in January 2021 on the status of facilitating the Strategic Plan and raising OMJ's profile and measuring the focus/impact on trainings and DEI efforts.

**MEETING ADJOURNED** at 10:00 a.m. - Next CCWDB meeting is Friday, February 19, 2021  
Recorded by Sheree Carroll