

Cleveland/Cuyahoga Workforce Development Board – Area
Friday, May 21, 2021 Meeting Minutes – **APPROVED**

Last Name	First Name	Agency	Last Name	First Name	Agency
WDB Members					
Ali	Camille	OOD	Merriman	David	CJFS
Applegate	Harriet	North Shore Federation	Moore	William	ODJFS
Belk	Cathy	Deaconess Foundation	Shank	Jason	Governance Chair - Plumbers Local 55 (JATC)
Brown	Marzell	Rockwell Automation	Shelnick	Kim	Strategic Functions Chair - University Hospitals
Ebersole	Dave	City Economic Development	Smith	Latoya	Fifth Third
Fekadu	Senayt	The Crispy Chick	Thomas	Kim	Youth Chair - Christopher Amira Studio
Jankowski	Pam	Cuyahoga County Public Library	Thomas, Jr.	Felton	Cleveland Public Library
Karp	Ethan	MAGNET, CCWDB Chair	Vaughan	James	Communications & Outreach Chair - Kleen-Tech
Marbury	Shana	Greater Cleveland Partnership, Vice Chair	Wright	Sheila	The Good Community Foundation
OhioMeansJobs Cleveland-Cuyahoga County Staff					
Arasim	Norma	OMJ/CC	Gant	Sonya	ULA
Brickner	Frank	OMJ/CC	Gennaro	Jennifer	ULA
Carey	Lauren	OMJ/CC	Graves	Don	ULA
Carroll	Sheree	OMJ/CC	Greenwell	Steve	OMJ/CC
Emery	Amy	ULA	Herdeg	Tom	ULA
Ford	Ida	OMJ/CC	Kelley	Mary	OMJ/CC
Freeman	Elaine	OMJ/CC	Megenhardt	Dave	ULA
Guests					
Artman	Adam		Haney	Sybil	
Bajorek	Lynn		Heffernan	Grace	
Bitterman	Mary Kay		Moorer	Cornelius	
Daniels	Rosena		Rizika	Jill	
Dorn	Craig		Solymosi	Deirdre	
Durci	Rachel		Sullivan	Gretchen	
Gennaro	Jennifer		Winlock	Dr. Sadie	

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

- a. The meeting started promptly at 8:01 a.m.
- b. Brief introduction of today’s agenda to include Voice of the Customer – Cornelius Moorer of Platinum Carriers LLC (an OMJ/CC program participant), Maher & Maher Consultants updates by Gretchen Sullivan and Lynn Bajorek, overview of 2021-2022 Budget & Metrics by Interim Executive Director Frank Brickner, and reporting by Diversity, Equity & Inclusion Chair Sheila Wright and members of the DEI committee.
- c. Announced a new Strategic Function’s committee member Cathy Belk to serve as Co-Chair.
- d. Notification that the next Board meeting on August 20, 2021, will be a retreat at a venue (TBD), with in-person attendance for either one-half or full-day.
- e. Motion to approve 02/19/21 minutes.

Motion to approve minutes from February 19, 2021 meeting
Dave Merriman - motioned, Cathy Belk - second - **Motion Passed**

II. Voice of the Customer – Cornelius Moorer – Platinum Carriers, LLC:

- a. Gave his testimony and thanks to OMJ staff, and particularly Elaine Freeman (Lead Coach) who he worked with closely, for all the help and support of services provided in obtaining his Class A CDL to earn sustainable wages; he also referred a friend to the program. Mr. Cornelius went a step further to become an entrepreneur and is pursuing his MBE (Minority Business Enterprise) certification. He is also currently teaching Class A CDL training to others, and how to get and maintain a CDL. He received tuition through OMJ for his CDL training and briefly talked about some obstacles he incurred along the way.

Q&A:

- Question: Could you elaborate on obstacles e.g., the need for changes to the program
Answer: As laws change, a lot of the paperwork is outdated and schools don't have to teach certain things e.g., most trainees don't know how to hook & unhook a trailer, are not familiar with gauges, or what type of gas is required (diesel), one earbud (not two) allowed, and a GPS is required in all vehicles, these are frustrating and dangerous safety issues.
- Question: You stated you referred a friend, is there OMJ awareness?
Answer: Yes, there is awareness but there could be more
- Question: You are working towards earning your MBE?
Answer: Yes, which he pursued before the program

Takeaway:

- Elaine Freeman gave mention that Mr. Moorer wrote an impressive manual, which she uses for her customers. It includes steps on how to obtain a Class A CDL and descriptive pictures of truck parts.
- James Vaughan III to connect with Mr. Moorer to offer his expertise with obtaining his MBE

III. Mission Moment – Chair Ethan Karp:

- a. Gave a brief introduction on the next several topics about OMJ's newly created customer-centered values and access to services. What is or isn't working, best practices to serve customers, which Maher & Maher will define. The DEI committee will review the work being done to address systemic racism and lastly, the budget will be presented for approval which has already been reviewed by the Executive Committee. It will include metrics showing an increase of people trained this year of more than 100, which doubled in Manufacturing and IT, and unfortunately, job placement was low which is an issue across the state due to COVID.
- b. Rosena Daniels took the opportunity to introduce herself, she is the OBM Budget Administrator at Cuyahoga County and will be working closely with OMJ.

IV. Maher & Maher Consultants – Gretchen Sullivan & Lynn Bajorek:

- a. Gave an activity update on OMJ values implementation, what that means, observations, thoughts, and next steps.
 1. Provided voting results on the six OMJ values from a March session including all partners/contractors around three areas:
 - Doing well or close to this value
 - Some work to do to achieve this value
 - We have a lot of work to do to achieve this value
 2. Reviewed obstacles to address for each OMJ Value with solutions
 - Customer-focus
 - Fair, inclusive & equitable practices
 - Lead with compassion
 - Accountable, flexible, and adaptable
 - Customer-focused system of services
 - Family-sustaining wages for all
 3. Overview of observations & thoughts
 - Nothing about us without us
 - Diversity customer feedback, use for improvement
 - Commit to collaborate, integrate service planning & delivery
 - Embed career development and advancement in the RFP, policies, operational guidance, etc.
 - Expand opportunities and partner collaboration
 - Additional resources for barrier mitigation

- Address laws, regulations, and/or policies regarding limitations
 - Continue opportunities for all customers
 - Continue OMJs customer-first focus
4. Upcoming meeting with Providers in June

Feedback:

- Customer experience - use OMJ values for customers, but simplify the language
- The OMJ values resonated with members. Assist people with a focus on these values and how they can affect them. Talk to employers for their feedback, to face head-on and how to improve
- The first impression is important
- Don't rush a strategic plan; OMJ has taken its time to review and make changes
- Make suggestions to buy into values – this will make it a success
- Each floor at 1910 Carnegie will post values
- Updates in next presentation about job seekers by Maher & Maher

V. Budget Approval – Frank Brickner:

- a. Interim Executive Director gave a presentation on the 2021-2022 requested budget with descriptive metrics covering inputs, services, training, and results for adults and young adults. Break-out of projected expenses and award recommendations for contractors; not much different than prior years.
1. Adults - metrics included people served, what services, where, sector, and wages. More funding is available for community outreach.
 2. Young Adults – allocation not known at this time but possibly a 15% cut, but more funding is available.
 - OMJ received other workforce agencies ' funding that was not utilized; more funding is expected.
 - Prioritizing career training and supportive services.
 - There are County scholarship funds and other funds; not just WIOA.
 - Service Providers' proposed contracts PY2021-2022 are not much different than prior years; including unspent funds.
 - There are options to renegotiate or adjust contracts to shift dollars
 - Performance awards are also available within contracts based on achievements as well as career training. Last year's WIOA metrics tied to performance but currently covers much more
- b. Motion to approve 2021-2022 Budget.

Motion to approve 2021-2022 Budget

Dave Merriman - motioned, James Vaughan III - second - **Motion Passed**

Feedback:

- An increase in demand is expected, especially from unemployment due to budget cuts
- Provide a level of accountability to providers
- Monetary awards from other agencies are great for OMJ and are expected to continue

Follow-up:

- Before allocations, the Executive Committee should review last year's performance to ensure dollars are allocated appropriately
- The County budget failed in some areas due to COVID - spend more time on the budget, dive into shared services, and have workgroups look at performance to shift dollars

VI. Diversity, Equity & Inclusion (DEI) Report – Chair Sheila Wright & Committee:

- a. Gave a brief presentation of the work DEI has done from its creation by Board chair, recommendations, and the next steps
 1. Partnerships collaborated and dove into strategies to address racial disparities for implementation to increase racial equity and inclusion practices. Key players assisted the Chair in the execution of committee plans who include: Dr. Sadie Winlock, Claire Minson, Grace Heffernan, Rebecca Kushner, Frank Brickner, and Ida Ford.
 2. DEI Steps Completed:
 - Membership grew from 11-23
 - A DEI Charter was created
 - OMJ|CC values were created to align services provided and expectations
 - Implementation of an Action Plan
 - Established target audience: Partners/Providers/Employers
 - Surveys were conducted to understand the culture and priorities in the workplace, and some involved the following:
 - Gender and race among WIOA and CCMEP mostly white females
 - 900 surveys sent and 10% received
 - The majority know there is a problem but don't know how to get there
 - Most stated that Human Resources is responsible for racial equity; within recruiting/onboarding, and orientation
 3. DEI Recommendations:
 - Reframe Strategic Plan to add a 5th DEI goal
 - Leverage into the RFP process
 - Resources - OMJ's role as a connector or implementor?

Feedback:

- Federal funding is restrictive around what an RFP can contain
- Question: Is there language identifying race or blacks in the survey?
Answer: Only minority and gender were included
- What other federal funding is available e.g., HUBZone, etc.
- Be more specific around DEI to include the whole workforce e.g., required training sessions
- Implementation can take more than a year

- b. Chair motioned to approve adding a 5th goal addressing DEI to the Strategic Plan

<p>Motion to approve the addition of 5th Goal to Strategic Plan Cathy Belk - motioned, Shana Marbury - second - Motion Passed</p>
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Takeaway:

- Ohio National Guard Scholarship; more information forthcoming
[The Ohio National Guard Scholarship Program](#)
- Thanks to Camille Ali, who attended the Midwest Urban Strategies and shared the DEI work being done, who in turn shared it with nine other states
[Midwest Urban Strategies - A Workforce Innovation Laboratory](#)