

Cleveland/Cuyahoga Workforce Development Board – Area
Friday, February 19, 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	O'Malley	Dan	AFL-CIO
Brown	Marzell	Rockwell Automation	Perkins McHamm	Joshua	McTech Corp.
Ebersole	Dave	City Economic Development	Shank	Jason	Governance Chair - Plumbers Local 55 (JATC)
Fekadu	Senayt	The Crispy Chick	Shelnick	Kim	Strategic Functions Chair - University Hospitals
Gallucci	Grace	NOACA	Smith	Latoya	Fifth Third
Gary	William	Tri-C	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
Kehn	Kelly	Lincoln Electric	Walker Minor	Natoya	City of Cleveland
Marbury	Shana	Greater Cleveland Partnership, Vice Chair	Wright	Sheila	The Good Community Foundation
OhioMeansJobs Cleveland-Cuyahoga County Staff					
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	Hasson	Tom	ULA
Ford	Ida	OMJ CC	Kelley	Mary	OMJ CC
Gant	Sonya	ULA	Megenhardt	Dave	ULA
Guests					
Allerding	Stephen	Consolidated Precision Products – Human Resource Manager			
Collins	Michelle	ConxusNeo – Vice President			
Heffernan	Grace	Thomas P. Miller and Associates – Sr. Project Manager			
Krejci	Sue	Tri-C – Executive Director			
Kusner	Rebecca	R4Workforce – Founder & Chief Strategist			
Platt	Craig	Greater Cleveland Partnership – Managing Dir. of IT			
Quick	Joe	Maher & Maher			
Rizika	Jill	Ex. Dir. - Towards Employment			
Snyder	Adam	Manufacturing Success – Managing Dir. / Sector Partnership			
Sullivan	Gretchen	Maher & Maher			
Thomas, Esq.	Delante	Attorney – Cuyahoga County			

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

- a. The meeting started promptly at 8:02 a.m. with a motion to approve previous minutes.

Motion to approve minutes from November 20, 2020 meeting
Motion - Passed

- b. Today's agenda items include guests Maher & Mayer Consultants, Voice of the Customer – Stephen Allerding of Consolidated Precision Products, new and outgoing Board members, Strategic Plan and Partner Sector updates, and last, Delante Thomas, Esq. with Cuyahoga County's Attorney Inspector General's office to facilitate the Board's mandatory Ethics training.
- c. Congratulations to Cathy Belk - President & CEO of Deaconess Foundation on her official appointment as a Board member. Most recently, she served as the President of the venture capital and entrepreneurial assistance non-profit *JumpStart*.
- d. Farewell and congratulations to Natoya Walker-Minor - Chief of External Affairs for the City of Cleveland who will be leaving next week to take on a similar position with the Greater Cleveland Regional Transit Authority (RTA).
- Chief Walker has been working with the Board for the last 15 years and stated that working with CCWDB is one of her greatest accomplishments. She complimented the work being done and everyone's commitment has made OMJ|CC stronger using resources, exercising resilience, tenacity and focusing on making OMJ|CC more visible and credible.

II. Voice of the Customer – Stephen Allerding – Consolidated Precision Products (CPP):

- a. Gave an overview of CPP – manufacturers of components for the commercial aerospace, defense, and industrial gas turbine markets throughout the United States, Mexico, and Europe.
- b. They entered a workforce agreement in September 2019 with OMJ|CC who have been a big help to them. Most recently they participated in a February 2020 hiring event. They are growing locally, and their headquarters is in downtown Cleveland with the opening of a new facility in Euclid.
<https://www.cppcorp.com/>

Q&A:

Question: What would be most helpful to you from this Board?

Answer: Faster on-the-job training, which is a long process and delays the filling of positions

Question: What positions are you hiring for?

Answer: Various positions available but not limited to the following: Automation, robotics, chemistry, etc.

Follow-up:

Marzell Brown to connect with CPP regarding potential candidates

III. Mission Moment – Ethan Karp - Board Chair:

- a. One year after COVID, vaccines are being administered and businesses are reopening. Strategic Resources provided high-level restructuring and took a deep dive into Business Services. Kim Shelnick will lead as Strategic Functions Chair examining and modifying RFPs and leveraging contracting. Frank will talk about where OMJ|CC is in creating core values and the sector partnership alignment.

IV. Maher & Maher Consultants – Gretchen Sullivan & Joe Quick:

- a. They began their work in 2019 to assist OMJ|CC in becoming more visible and credible. They reviewed their presentation with this Board on their best practice recommendations. They researched and met with businesses, partners, and providers to align services with the Strategic Plan goals under two key projects:
 1. Phase I - gathering of information, input, and feedback
 2. Phase II - research and recommendations
- b. Recommendations:
 1. To implement innovative ideas to impact customer service for improvement to areas of priority e.g., industry partnerships and shifting to transition using tools and technology.
 2. To improve business services by exercising listening, customer feedback, establishing core customer service standards, planning, tracking/measuring, adopting a demand-driven service delivery with focus, and understanding roles
 3. Build a comprehensive integrated approach to establish staffing-to-business needs
 3. Invest in strong onboarding, ongoing professional development, networking, sharing of information/resources, training, values, and tracking
 4. Measure success by employer satisfaction, exercise transparency, accountability, value partner perception, and follow-up with solutions

Feedback:

- This will create an increased positive outcome
- It promotes services to businesses e.g., coaching helps job seekers succeed, and it offers increased wages
- This helps to elevate to another level on how we train and customize to meet employer needs
- It is geared toward understanding values
- Just utilizing the information given today is helpful
- Will ensure matching of valuable employees to employers with more workers coming to OMJ|CC
- Partnerships are more integrated, more economic/workforce development. This helps keep businesses successful e.g., through the pandemic and repositioning, shifting, and reacting to best serve the Cleveland region

V. Strategic Discussion:

- a. Interim Executive Director gave a brief update on values and metrics:
1. Through December 2020 numbers were down nationally due to COVID with OMJ|CC numbers under program goals. Currently, numbers are much higher and expected to surge after reopening on March 1, 2021. The State is taking money from other areas of the workforce and giving it to workforce agencies who are doing better business; with OMJ|CC on the receiving end. ULA's virtual training fair brought in more people as well as the OhioToWork initiative aligning training to IT, Healthcare, and Manufacturing resulting in higher sustainable wages.
 2. Organizational values were created to communicate to partners/providers what OMJ|CC represents and what is expected:
 - The customer comes first
 - We lead with compassion
 - We deliver sustainable impact with careful stewardship
 - We are accountable
 - We never settle for less, sustaining wages for all customers
 - Integrate fair, inclusive, and equitable practices
 3. Maher & Maher will take a deep dive into job seeker services to assist OMJ|CC to deliver more successful processes.

Q&A:

Question: Are you reopening due to the low numbers?

Answer: Low numbers were due to COVID impact and barriers e.g., daycare issues, connectivity issues, and fear of exposure to COVID. As a result of vaccine dissemination, OMJ|CC is expecting a surge, and Strategic Resources, CPL, and Tri-C are continuing to assist.

Follow-up:

- Any suggestions contact Frank/Ida

Takeaway:

- Raise the visibility of OMJ|CC and practices; spread the word
- Further, align with strategies for implementation
- Open invitation for more members to join the Strategic Functions committee.

VI. Sector Partnership Alignment:

- a. Vice-Chair introduced Cathy Belk, President of Deaconess Foundation, to give a brief presentation on Sector Partnership designed for Employer demand-driven approach to minimize gaps through collaboration to improve outcomes and close disparities in IT, Manufacturing, and Health Care.
- b. Cathy Belk - the Workforce Funders Group is addressing the supply-and-demand gap which includes the following members: City of Cleveland, Cuyahoga County, Cleveland Foundation, TeamNeo, Fund for Our Economic Future, the George Gund Foundation, Deaconess Foundation, United Way, and OhioMeansJobs. There has been a great commitment from private, public, and philanthropic sector leadership to drive transformational change, and OMJ|CC has been such an active participant. \$2.7 million was pooled over three years to drive workforce system changes and ongoing learning to increase alignment. Creation of mission/vision statements and goals to collaboratively drive opportunity and economic growth to improve outcomes and close disparities with businesses, families, workers, and communities.
- Strategies and Intended Outcomes:
 - Shared systems to meet employer demands
 - Shared systems focusing on the needs of the job seeker for entry-level jobs and career wage pathways
 - Shared systems goals and priorities to drive local/regional planning and funding
 - Collectively invest in sector partnerships to advance equitable labor outcomes
 - Develop and share metrics and data to drive decisions and improve outcomes and close disparities
 - Collectively identify/invest in systems to improve outcomes and increase equity
 - Develop communications and narrative change strategies

1. Craig Platt – Managing Director/IT Sector Partnership/GCP Talent - launched in July with a committed leadership team who are 47% race/gender diverse of Employers, Service providers with GCP RITE as an intermediary. Created mission and vision statements and goals to address equity, race/gender objectives, economic growth, and shortage of IT talent with career pathways and sustaining wages for communities. The team is participating in focus groups and utilizing GCP resources to address critical areas e.g., shortages, barriers, and disparities aligned to the workforce charter. Strategizing to leverage talent and capital, metrics, and objectives, and how to bring in a new population. Doing a lot of research and focusing on Employer demands and how to align candidates to education to drive skills with career development and support. Observing employer behavior changes and how to attract businesses to the Cleveland area.
2. Sue Krejci – Executive Director Workforce Connect/Healthcare Sector Partnership – launched an initiative in August to develop and improve economic opportunities and racial disparities through their team to Cleveland Clinic, Metro Health, University, Southwest St. Vincent Charity Medical Center, VA, Southwest General hospitals and to address a shortage of talent. Shortages existed before COVID, but it has created more jobs to be added and vacancies have risen. Another challenge is that competitors are offering higher wages. The team identified 11 target careers and created guiding principles to hire locally, change systemic processes to address inequity and barriers, and provide support to workers. Expanding talent pipelines to align supply/demand with training providers and increase youth exposure to in-demand healthcare careers. A healthcare Bootcamp for entry-level positions was created to improve soft skills and professionalism with career path support to develop and obtain sustainable wages targeting high-unemployment and high poverty areas. Also, working with CMSD for seniors under the SWAG initiative for youth exposure to health care careers, and created a career exposure course with Youth Resource Center and Youth Opportunities Unlimited. Aligning with regional training providers for supply and demand gaps with a focus on obstacles to expand outcomes e.g., hiring and retention. Convening programs to review results and identify best practices with leverage of existing funding.
3. Adam Snyder – Managing Director/Manufacturing Sector Partnership – their team initiated 21 months ago creating a vision statement and strategies to fill existing training programs to maintain and improve funding, diversity, and sustainable wages. Providing skilled workforce to manufacturing from the under-represented population e.g., the launch of the re-entry program with employer-designed credentialing programs. Thirteen workforce agencies collaborated with 24 graduates of ACCESS with a 71% placement rate and 81% being people of color. Leveraged funding e.g., the OhioToWork pilot enrolling 125 people in reskilling and training programs. Also, collaborated with Goodwill, Urban League, and OMJ|CC targeting 500 reskilling training enrollments and 2000 partner-led job placements. Collaborated to market outreach and share best practices. Greater investments in training with funding aligned to key sector partnerships and development to upscale coaching. Goals in 2021 include 15 employers committed to interviewing with the intent to hire and the ACCESS program approval by the State of Ohio for WIOA eligible credentialing and quarterly recruitment efforts to deliver and place 100 graduates from the re-entry program.

Follow-up:

- Reinforce continued support
- Support to raise visibility and spread the word, e.g., marketing Events, Healthcare Bootcamp, etc.
- Committees consider how to further align with intermediary strategies or implementation
- How to leverage and utilize funds towards credential-based training

VII. Ethics Training:

- a. Delante S. Thomas, Esq. – Cuyahoga County Attorney Inspector General’s Office – facilitated mandatory annual Ethics training under Ohio Revised Code 102, 2921.42 and 2921.43 to this Board’s public officials, members, and employees.

The Ohio Ethics Commission implements the Ethics Law and provides advice and training.

[The Ohio Ethics Commission](#)