

**Cleveland/Cuyahoga County Workforce Development Board
Meeting Minutes
Friday, February 17, 2023**

Location: OMJ|CC 1910 Carnegie Ave., Cleveland, OH 44115

Attendees:

CCWDB Members			
Camille Ali	P	William Moore	P (v)
Cathy Belk	P	Dan O’Malley	A
Marquez Brown	P	Joshua Perkins McHamm	A
Marzell Brown	P	Jason Shank	P
Senayt Fekadu	P	Kim Shelnick	A
Grace Gallucci	P	LaToya Smith	P
Paul Herdeg	P	Kim Thomas	P
Pam Jankowski	P	Felton Thomas Jr.	P
Ethan Karp	P	Holly Trifiro	P
Shana Marbury	P	James Vaughan III	P (v)
David Merriman	P	Sheila Wright	P (v)

P = present (v = virtual) A = absent

OMJ CC Staff
Michelle Rose, Director
Laura Chalker, Deputy Director
Mary Kelly, Program Officer
DeShaun Matthews, Program Officer
Rachel Bender, Program Administrator
Nicole Cranford, Program Coordinator

Guests
Kyle Casey, ODJFS
Amy Emory, ULA
Kiara Higgins, DWS
Jeremy Knisely, ODJFS
Anthony Mattox, DWS
Ezabarin Moore, guest
Dave Megenhardt, ULA
Tim Peyton, ULA

Call to Order

Chair Karp called the meeting to order at 8:01 a.m.

Ms. Marbury made a motion to approve the minutes from the CCWDB meeting held on November 18, 2022. Mr. Thomas seconded. The motion carried.

Voice of the Customer

Nicole Cranford, Program Coordinator at OMJ|CC, provided an overview of the Cuyahoga County Educational Assistance program (CCEAP). Ms. Cranford introduced Ezabarin Moore who shared her success as a former program participant. Ms. Moore entered the program in 2020 after seeking a career change. She worked with Ms. Cranford to receive training via the County’s scholarship program and is now employed as a CNC operator.

Finances and Performance

Deputy Director Chalker reviewed all the available funds and the use of those funds through December 31, 2022. Based on expenses/obligations to date and the forecast for the second half of the program year, it is estimated that \$2.9M will be carried forward into the next program year. Deputy Director Chalker reviewed the WIOA Adult and Young Adult metrics through the second quarter of the program year (July 1,2022 – December 31,2022).

- WIOA Adult
 - 4,048 have visited the OMJ|CC, this is trending to be slightly less than the annual goal of 10,000
 - 2,001 individuals enrolled in WIOA programming, this is on track to meet the annual goal and beat last year's results
 - 334 job placements achieved; this is below goal and under reported due to challenges with the system of record
 - \$17.54 average wage, which is below goal of \$18.95
- Young Adult
 - 293 new enrollments; trending short of annual goal of 723, but higher than last year's results
 - 89 job placements, which is far below annual goal and lower than previous year
 - \$15.50 average wage, which is higher than last year's average of \$14.34

Ms. Chalker shared that the team is examining all the data points and developing new reporting tools to measure performance more comprehensively and drive decision making. Discussion took place on the challenges with the state's reporting system and confidence in the data. The Board asked to learn more about several data points including GED/HS diploma attainment, average wage and percentage employed. Ms. Belk emphasized the importance of the Board to pay attention to the performance reports and encouraged the staff to ask for help where needed. Chair Karp reminded the Board that this was explored two years ago, but not at the systems level. He expressed the need to understand what data is out there and for what the Board is responsible (direct vs. indirect influence).

ITA Policy Update

Mr. Herdeg let the Board know that he would be abstaining from the discussion and vote.

Deputy Director Chalker shared the ITA summary report for PY22 through January 2023. Regarding the WIOA Adult limitation in the existing ITA policy, the 20% cap has been met for CDL training and individuals are being put on a waitlist. The limitation has been exceeded with individuals pursuing a licensed practical nurse occupation. Ms. Chalker recommended that additional language be added to the ITA policy to remove the limitation for occupational training areas prioritized as sector partnerships. Ms. Gallucci expressed concern that the language needed to have more guardrails. She also suggested that the Board needs to define "sector partnership." Discussion continued about the need to update the ITA policy. Chair Karp proposed to lift the limit on occupations in the healthcare sector partnership for six months to allow staff to come back to the Board with new ITA policy language.

A motion to approve an exception to the Adult WIOA limitation for healthcare partnership occupations for six months was made by Ms. Belk and seconded by Mr. Merriman. The motion passed with Mr. Herdeg abstaining. Mr. Moore requested a roll call vote. On a roll call vote the motion was approved by a vote of 16 ayes (Ali, Belk, Marquez Brown, Marzell Brown, Fekadu, Gallucci, Jankowski, Karp, Marbury, Merriman, Shank, Smith, K. Thomas, F. Thomas, Trifiro, Vaughan,) to 1 nay (Moore) and 1 abstention (Herdeg). Ms. Wright had not joined the meeting at the time of the vote.

Director's Update

Director Rose provided the Board with her observations and goals since her appointment to the role seven months ago. She described the mission: jobs to workers, worker to jobs and the vision: grow the number of jobseekers and businesses we serve. Ms. Rose detailed the core functions and values needed to improve performance and visibility to reach organizational excellence. She also detailed the strategic priorities - sectoral and systems change - for OMJ|CC. Director Rose shared the progress made so far including:

- Listening tour: 100+ small or 1-on-1 external meetings
- Staff: reinstitute all-staff meetings; remote work flexibility
- Major contracts: business services contract award (Dynamic)
- Community footprint: CDSs in libraries and more locations (ULA)
- Data assessment: working group on additional KPIs, more holistic view
- across funding streams
- Built Environment: \$10M secured from City (with many partners!)
- Emerging opportunities: mental health workforce development and early childhood education

Ms. Rose walked the Board through the projects ahead including:

- Structure decision
- Strategic plan RFP
- Board orientation and engagement opportunities
- Committee functions and staffing
- Countywide municipal jobs effort
- Job center flow
- Ongoing integration and support for Workforce Connect Sector Partnerships

Director Rose asked the Board for feedback and recommendations for learning agenda items. Ms. Marbury asked for an overview of all the offerings OMJ|CC provides. She also suggested making the Board aware of professional development opportunities. Ms. Jankowski requested to have the expiration dates of all the funding streams. Mr. Herdeg and Chair Karp recommended learning more about the Department of Labor trends and work at the State level. Mr. Merriman asked for a one-year report from the Director on identified issues and successes, and a sense of direction for the workforce ecosystem. Mr. Herdeg added the importance of working with the entire county, which includes 59 municipalities. Mayor Thomas expressed that collaboration with OMJ|CC is happening, but not talked about enough.

Update on ARPA Investments

Director Rose detailed the areas of focus for the \$10 million in ARPA funding secured from the City of Cleveland. Those areas include residential and commercial construction, infrastructure, broadband deployment, green infrastructure, lead and brownfield remediation. This ARPA funding will enable:

- Capacity building for training at scale \$5M
- Trainee/worker supports including coaching \$1M
- Minority Contractor / Business Development \$1M
- Outreach & Marketing: different methods & new messages \$1.2M
- Specific set-aside for youth pipeline building \$1.5M
- Coordinator and operational budget (data collection) \$300K

The key outcomes of the ARPA investment are:

- 3,000 people are enrolled with training providers over 4 years
 - 65% Black Clevelanders
 - 13% Hispanic or Latino Clevelanders
 - 30% Women
- 800 grant-impacted placements
- Partnership with 150-200 MBEs that this collaboration will engage, expand, and connect to Built Environment projects

Director Rose explained that the ARPA funding was awarded to OMJ|CC to administer. Chair Karp recommended that the Built Environment investment be the first learning session for the Board. He suggested that perhaps it be a special session instead of a regular meeting. Ms. Marbury added that the learning session should include explanations on what the partners will be doing.

Governance Committee Update

Mr. Shank explained the three Board documents needed to be updated annually and asked each Board member to do so. The three documents included the Commitment to Serve, Conflict of Interest Policy, and Family Members, Close Acquaintances, and Other Stakeholders Policy. The Board asked for clarity on whether any family member is eligible for services. Mr. Herdeg recommended that Director Rose reach out to the State ethics committee. Chair Karp suggested that Board members sign only the documents they were comfortable signing at this time. Director Rose will get more clarification on the policy.

Strategic Functions Committee Update

Director Rose explained that the organization will pursue a new strategic plan in CY 2023. She asked for help from the Board with the RFP drafting process. A consultant will be secured to lead the process and creation of the strategic plan. The RFP will look different than previous versions because there is already so much current information that has been collected to inform the plan.

Ms. Belk provided an update on the structure transition discussion. She walked through the reasons the structure transition was being considered which included:

- Better meet the needs of Cleveland/Cuyahoga County residents and employers and fill a gap in our ecosystem by establishing an organization with capacity to implement a broader range of programmatic work.
- Greater impact and performance for OMJ|CC.
- Ability to accept funding from wider range of sources (creating both alignment across the system, and financial and strategic leverage opportunities)
- Ability to operate more effectively (procurement, HR, legal as examples)
- Ability to size and scope the staff to match the work, and flexibility in compensation
- Increase the attractiveness of the Board and increase participation from business community
- A change enables a “rebrand” opportunity which helps with re-engaging businesses and jobseekers

Ms. Belk explained the structure evaluation process. The Board will vote on the evolving structure on May 19. Ms. Shelnick and Ms. Belk have spoken with all board members who were not able to participate in the discussion on 12/9/22. Those conversations will continue. Focus groups of key stakeholders are underway. Staff discussions continue. Ms. Belk also provided content updates on the organization, governance, and cost.

Mayor Thomas recommended that Director Rose attend the next Mayor Managers meeting to keep them informed. There was discussion about the details of the proposed structure and Ms. Belk agreed to provide the Board with the information, structures considered, and recommendations gathered throughout this process.

Mr. Herdeg and Ms. Trifiro confirmed that ultimately it is a decision for the County Executive and Mayor of Cleveland. They are both aware of the structure transition discussion and will make their decisions once they receive a recommendation from the Board.

Chair Karp emphasized that the focus of the board meeting on May 19th would be on the structure decision and that a vote will be held.

Chair Karp adjourned the meeting at 10:04 a.m.

Minutes approved May 19, 2023.