



EXECUTIVE COMMITTEE MEETING MINUTES

WIBBCW HEADQUARTERS | ROOM 350 3RD FLOOR
WARREN COUNTY ADMINISTRATION BUILDING
406 JUSTICE DRIVE, LEBANON, OHIO 45036

FRIDAY, APRIL 13, 2018

8:30AM

Members Present: Chair Mardia Shands, Vice-Chair Marlon Bailey, Carey Curtis, Shannon Jones (by way of proxy via Martin Russell), Pat McNab, David Painter, Karen Scherra, and Dave Trinkley

Members Absent: Cindy Carpenter, John McMahan, and Tom Rocklin

Other in Attendance: Amy Miller, Bill Morrison, Amy Pond, Matt Schnipke, and Stacy Sheffield

I. Welcome & Introductions

A. *Welcome*

- Ms. Shands welcomed the Executive Committee and outlined the agenda.

B. *Quorum/Call to Order*

- Quorum was present. The meeting was called to order at 8:33am.

II. Committee Reports/Updates

A. *Board Development Committee – Dave Trinkley*

- Mr. Trinkley gave an update on the Board Development Committee. He said that in the last meeting, the education committee brochure was reviewed.
- Mr. Trinkley also discussed the need to filled two current vacancies on the Board and said the Committee is preparing emails to send to those members who are outgoing or up for renewal.
- Mr. Trinkley also confirmed the members of the Board Development Committee.
- He said another main goal of the Board Development Committee is to ramp up the communication plan.
- Ms. Shands said that it is important to consider equal representation among the three Counties when filling the two vacant Board seats.

B. *Education Advisory Committee – Pat McNab*

- Ms. McNab provided an update on the Education Advisory Committee. She reviewed a brochure which was constructed to show businesses and economic development professionals what educational providers can offer.
- Ms. McNab said the information on the brochure will be available in a hard copy printed form as well as on the website.
- Further, Ms. McNab said she would like to put a structure in place for a video that would show this information which could be placed on the website. She said videos are a powerful tool and it would be a great resource.
- Mr. Russell asked if the economic development professionals said they didn't know what educational providers did or if they just didn't know how to make the appropriate connections within the educational system.
- He stated that there is some confusion for businesses as to the differences between the educational providers as there seems to be great overlap in offerings.

- He said the businesses need to understand the true value that educational providers can bring to the table.
- Mr. Painter said that businesses see education and training in terms of costs.
- Mr. Russell offered that he could help coordinate economic development professionals to provide input to the brochure. He believed it would be helpful to shaping the brochure in an effective manner.
- Mr. Russell said this conversation ties into making the WIBBCW the central hub for workforce needs.
- Ms. Shands shared her thought that the brochure needed to be geared more toward business focus. She said the brochure needs to show how the programs can work with tuition reimbursement and will address in-demand jobs.
- Ms. McNab said this approach could be challenging as needs will be different for each company.
- Ms. Shands stated that it could be general. She said that information about financial aid offices should be provided.
- Mr. Russell said the WIB needs to build the trust with educational providers so that it can make referrals instead of the schools having a multitude of meetings with businesses.
- Ms. McNab said she wants to show partnership while also showing that schools are willing to compete. She said this is good for businesses.
- Mr. Russell stated that perhaps a complimentary piece is needed that shows how the WIB and economic development can work together to direct businesses to the most effective solution to their particular needs.
- Ms. Sheffield said that this should ultimately lead to getting businesses qualified candidates. She said that businesses need to be consulted for industry specific needs.
- Mr. Painter used a real-life example of Milacron who will be growing by 20% as they are bringing business to the United States from Germany. He said the problem is that Milacron views the Chamber of Commerce as the first point of contact instead of the WIBBCW for workforce issues.
- Mr. Trinkley said that is a prime responsibility of the Board Development Committee.
 - Mr. Painter said a flow chart showing who to contact would be very helpful.
- Mr. Curtis asked if it was the Board's job to provide a solution or provide the company with options.
 - Ms. Shands said she believes it should be solution based.
 - Mr. Russell said he doesn't believe the system should give preference to certain educational providers. He said that options could be presented and it would still provide a solution.
 - Mr. Curtis agreed.
- Ms. Shands agreed but said the WIBBCW needs to be the facilitator in that process.
- Ms. Sheffield said that businesses don't necessarily want to see how the sausage gets made, but rather only want the finished product of a qualified job candidate.
- She said the need for each business is going to need different things so a facilitating role is best for the WIBBCW.
- Mr. Russell said the first issue that needs to be solved is that the WIBBCW is not yet seen as the first point of contact for workforce development. He said the system needs to be built and improved.
- Ms. Shands asked who the first touch point for a business currently is when locating into an area.
 - Mr. Russell said it will be some variation of an economic development office.
 - He said there is reluctance in the economic development space to transfer that first point of contact to a workforce agency because the landscape is too disjointed.
- Mr. Russell said he has no problem in having workforce development professionals involved from the beginning, but the important thing is for the WIBBCW to keep the focus on the three county area and not Hamilton County.
- Ms. Sheffield shared a previous meeting she was in with other representatives from Hamilton County and she stayed after with the business. She said the business is happy with the results driven approach and the lack of ego and politics displayed by Area 12.
- Mr. Russell again offered assistance in coordinating a meeting with economic development professionals to discuss this item.

- Ms. Sheffield reiterated that she will represent the Board by being outcome driven and not focus on ego or politics.
- Mr. Bailey stated his belief that the economic development professionals could have a large impact on making the WIBBCW the first point of contact if they collectively made extolled the value of the WIBBCW for businesses' workforce needs.
- Mr. Morrison said it is important to address this in a competent and organized manner.
- Ms. McNab asked for comments to be sent to her and Amy in a week's time so a final draft can be created.
- ❖ **Motion: To prepare a final draft of the educational brochure encompassing and incorporating feedback from the economic development field; made by Marlon Bailey, seconded by Dave Trinkley.**
 - Unanimously approved by all in attendance.

C. *Emerging Workforce Committee – Karen Scherra*

- Ms. Scherra gave a brief update on the emerging workforce committee.
- She said EasterSeals presented a quarterly report and conversations are still ongoing to determine what information needs to be reported. She said the conversation was engaging.
- The committee also discussed policies which need to be focused on and brought before the Board.
- Ms. Scherra said the Career Connection Expo was also discussed heavily.
- Ms. Pond said conversations of in-school vs. out-of-school youth spending are being had to see how the money can be spent.
- Mr. Russell said that the Port Authority's partnership with the United Way could assist with some of this gap as the United Way is looking to target in school youth.
- Mr. Bailey asked if Butler County had any programming surrounding in-school youth as Warren and Clermont do.
 - Ms. Pond said they are not currently engaging, but do have representation at committee meetings.
 - Mr. Bailey requested that Butler County find a way to engage an in-school youth program.
- Mr. Bailey asked if some of the policies will come before the full Board on May 4th. He said it would be good to have as much flow as possible.

D. *Finance Committee – Carey Curtis*

- Mr. Curtis provided an update on the finances. He called out information in the packet. He said the finances are in a good position related to the budget.
- He did request a correction on column headings.
- Mr. Painter made a deeper dive into the administrative expenses as some show being nearly 100% expended for the year.
 - Mr. Russell and Ms. Pond said that these expenses are one-time expenses and will not recur during the year.
 - Mr. Painter said he understood.
- Mr. Curtis highlighted a few charts showing expenditures for program funds. He said the funds expiring in 2018 are 100% spent which is a great sign.
- He said some funds for 2019 still need to be spent, but there is time. He said the goal of being 80% obligated may be a challenge; however, EasterSeals has a lot of accrued invoices due to the corrections which need to be made to the invoicing process.
 - Ms. Pond said that things are running more smoothly now and gave a few examples of how clerical errors are being corrected in the invoicing process.
- Mr. Russell said that EasterSeals is a service provider and so they need to figure out how to provide the service, including their invoicing.
- Mr. Painter said this is common for contractors and EasterSeals should be able to abide by the correct procedures.
- Mr. Curtis said that EasterSeals is a great provider, and we can work with them to correct billing procedures.

- Mr. Curtis said is a good practice to be specific when it comes to funds and invoicing.
- Mr. Bailey asked if things are truly improving.
 - Ms. Pond said she believes so.
 - Mr. Bailey asked her to confirm and report back.
- Mr. Curtis said he felt comfortable with the level of funds for adult and dislocated workers.

III. Operations Updates

A. *Monitoring*

- Ms. Sheffield said that the monitoring is on-going as a means of review of files prior to the State's review.
- She said things like duplication and missing signatures have been identified. She said Area 12 is mostly ahead of other areas in terms of what the monitoring has uncovered.

B. *Mitigation Contract*

- Ms. Sheffield said she has an appointment with Mr. Arthur of Transform Consulting in April to finalize the contract. She said document should be completed soon thereafter.
- Mr. Bailey asked if there was a tentative timeline.
 - Ms. Sheffield said she hoped for the end of April.

C. *In-Demand Jobs Week*

- Ms. Sheffield discussed in-demand jobs week and stated that multiple decentralized activities which will be happening during that week. She said the WIBBCW can advertise those activities on its website and bring stakeholders in for potential coordinated activities in 2019.
- She said that the Department of Rehabilitation and Corrections has been in contact with EasterSeals in an attempt to fill openings for corrections officers.
 - Ms. Amy Miller asked how many openings there are.
 - Ms. Sheffield said there are between 20-25 openings in this area alone.
- Mr. Bailey asked if the Board can do anything as individuals for in-demand jobs week.
 - Ms. Sheffield said advertising is key and directing people to the WIBBCW website.

IV. Discussion

A. *OMJ Operator Report*

- Ms. Miller said a packet of orientation materials has been produced for each of the OMJ centers and career service providers.
- Ms. Miller stated that a WIOA procedural manual has been completed and is being passed out to outline best practices for the three OMJ centers.
- She said a standard menu of workshops and seminars has been outlined.
- Ms. Miller said that the Clermont OMJ center is looking to move in with the County Jobs and Family Services which is expected to save \$10,000 per month.
- She further shared that customer satisfaction surveys are over 90% positive. She ran through the questions asked on the survey.
 - Ms. McNab asked if the unsatisfactory survey respondents provided a reason.
 - Ms. Miller said yes and it was attributed to running out of paper towels in the bathroom during one seminar.
- Ms. Miller said a return on investment analysis of service providers is underway and data is being collected for the 4th quarter.
- Ms. Miller showed survey results for WIBBCW staff, partners, and support staff related to needs in the system. The top result was for training in trauma (drug use, abuse, etc.).
- Mr. Curtis commended Ms. Miller on scheduling quarterly staff meetings as it shows the centers are working closer together as one unit.
- Mr. Morrison said the staff meeting was beneficial because it was more than just giving independent reports but rather working together on group projects and helped build a team spirit.
- Ms. Miller said that the business services team meetings have been increased in frequency from monthly to quarterly.

- The committee discussed what industries should be focused on as in-demand. Mr. Russell said it is difficult in Warren County because Warren County is so diverse in its industry clusters.
 - Mr. Painter asked if this information was online.
 - Ms. Miller said it will be included in the new website when it is launched.
- Ms. Miller provided an update on the WIOA performance metrics. She said that information is being sought on the measurable skills gain category as it is still lagging.
- Mr. Bailey asked Ms. Miller her opinion on what the system is doing best.
 - She said the best thing to date has been the training conducted and the set of deliverables which have been identified.
- Mr. Bailey asked if there were room for improvement.
 - Ms. Miller said that there needs to be better direction for people entering the OMJ centers. She said each person that walks through the door will have different needs and the service delivery model can be refined.
- Mr. Russell said this mirrors what businesses face.
- Mr. Bailey asked if there were any trends which need to be addressed.
 - Ms. Miller said the unemployment is trending low and the OMJ centers need to address barriers faced by that small unemployment percentage.
- Mr. Bailey said the WIBBCW needs to find 5,000 new job candidates as there are a large number of unfilled jobs in the area.
- Ms. Miller said the OMJ center staff have been meeting with the incarcerated population and trying to find ways to reintegrate those individuals into the workforce.
- Mr. Painter shared a program in Clermont County that has multiple agencies working together to help reduce barriers.
- Ms. Miller thanked the Executive Committee for inviting her to the meetings as she finds the conversation very helpful.
- Mr. Bailey thanked Ms. Miller for coming to visit his company and learn more about the business needs.

B. Quarterly Performance Data

- Ms. Sheffield pointed out a few nuances of the measurable skills gain measurable.

C. Services Delivery Vision (incl. Business Services)

- Ms. Sheffield is working on scheduling an orientation on the service delivery methodology and deliverables. This is being scheduled for June or July for the Board.

D. Full Board Discussion Topic – Open to suggestions

- Mr. Russell said that Ms. Sheffield will be attending the Warren County Fly-In and she will be part of a few break-out meeting sessions. He said this would be good to mention at the full board meeting. He said that any topics of conversation for workforce should be given to Stacy so she can utilize her time on the fly-in well.

V. Consent Agenda

- Members of the Committee may request discussion on any of the action items at the meeting or the items may be accepted as presented in a single motion.
- ❖ **Motion: To approve the minutes of the regularly scheduled March 2, 2018 Executive Committee Meeting minutes as presented; made by David Painter, seconded by Karen Scherra.**
 - Unanimously approved by all in attendance.

VI. Adjourn

- ❖ **Motion: Adjourn the April 13, 2018 regular meeting of the Executive Committee at 10:27am made by David Painter, seconded by Martin Russell.**
 - Unanimously approved by all in attendance.

VII. Future Meetings

- **Full Board:** May 4th, 8:30a
- **Executive Committee:** June 8th, 8:30a; July 13th, 8:30a