

**Workforce Development Board, Inc. Meeting
of Mahoning and Columbiana Counties – Area 17**

October 18, 2022

Best Western Plus Dutch Haus Inn & Suites

8:00am

Workforce Development Board Members Present:

Ralph Blanco, Cecelia Carrera for Matt Golladay, Megan Cowden for Rachel Ketterman, John Dance, Deann Davis, Dominic Donofrio, Ed Emerick, James Ford, RJ Fryan, Bryan Higgins, Terry Hutson for Chuck Adkins, Ashlee Iannucci for Brian Eskridge, Jim Jarvis for John Zehentbauer, Susie Kooser, Melissa Maiorano, Marilyn Montes, Lori Murphy for Audrey Morales, Julie Needs, Meribeth Noble, Funmi Olarewaju for La Mont English, Mark Ragozine, Troy Rhoades, Julie Rupert, Scott Satterlee, Susan Wojnar for Joe Caruso, and Kristen Womeldorff for William Moore.

Workforce Development Board Members Absent:

Arthur Daly, David Deibel, John Dyce, Joe Fiumara, LaTasha Johnson, Steve Kiraly, Mark Nicaastro, Erich Offenburg, Marcy Patton, Holly Swartz, and Arisha Williams.

Board Staff Present: Mary Ann Kochalko and Sharlene Senediak.

MCTA Staff Present: Cyndy Bresnahan, Barbara Bush, Lynn Esposito, Jack Hile, Carol Ramsay-Loomis, and Leigh Samargia-Pflug.

Guests: John Dilling (Columbiana County Educational Service Center) and Gina Saxton (Educational Service Center of Eastern Ohio).

Ms. Davis called the meeting to order at 8:00am after verification of a quorum, and introductions took place. New members Marilyn Montes (MYCAP) and Meribeth Noble (Compco Industries) were recognized.

Review and Approval of Consent Agenda Items

Motion: To approve the consent agenda items as prepared.
Motion made by: Troy Rhoades
Seconded by: Mark Ragozine
Discussion: None
Motion approved.

Election of 2023-2024 Area 17 WDB Officers

According to the Area 17 WDB bylaws, the election of WDB officers must be held every two years. Nominations for WDB officers were requested on September 19, 2022, and accepted through October 7, 2022. All three of the current officers were nominated for their same positions: Deann Davis – WDB Chair, Mark Nicaastro – WDB Vice-Chair, and Mark Ragozine – WDB Secretary. No additional nominations were made.

Motion: To accept the nominees as the 2023-2024 Area 17 WDB officers as presented.
Motion made by: Lori Murphy
Seconded by: Julie Rupert
Discussion: None
Motion approved.

Appreciation was extended to the officers for their past and continued service to the Board.

Fiscal Agent Report

The PY22 Financial Report through September 30, 2022, was provided for review. For PY22, which ends June 30, 2023, Area 17 has just over \$3 million available for customers. The new TANF allocation was received on October 1st and is slightly over \$3 million. The TANF allocation is available until September 30, 2023.

Balanced Scorecard

The 1st Quarter PY22 (July 1, 2021 – September 30, 2022) Balanced Scorecard was reviewed. The measures have been updated and are based on data that can be tracked and retrieved accurately. Area 17 is currently meeting or exceeding all but three of the measures, which were close to being met. Two measures are progressing which are Line 6 – Total One-Stop Visits and Line 11 - # of Youth with New CCMEP IOPs. The only service not on target is Line 9 – # of New OJT Participants. All three measures were close to meeting the quarterly target goal. It is expected that all measures will meet or exceed the established goals by the end of the program year.

Program Operator Report*Operator's Report*

The 1st Quarter PY22 (July 1, 2021 – September 30, 2022) Operator's Report was reviewed. Total enrollments are slightly down compared to this time last year.

OJT referrals have increased, however, some participants placed in OJTs find employment elsewhere or did not pass their drug test. Some employers who have utilized the OJT program in the past have new staff in place, and the business services team has revisited these employers to inform their staff about the program and referral process. An administrative specialist has been added to work with employers and MCTA staff to streamline the OJT process.

For classroom training, the overall enrollment is slightly down compared to last year, but enrollments in long-term training have increased.

The OMJ traffic has increased by 130 visits compared to this time last year, which can be attributed to the outreach efforts being done.

CCMEP

Outreach continues to be done for out-of-school youth through ads on TV, streaming services, billboards, and public transit services. Since July 1st, over 300 new referrals have been made to CCMEP; 36 have completed the eligibility process and assigned a career consultant. Some of the services CCMEP participants can receive include job readiness training, tutoring, mentoring, job coaching, supportive services, and work experience. Overall, 530 participants are on caseloads in CCMEP, which include active participants and those who are in follow-up status.

Ohio to Work

The Youngstown Works job fair was held on October 4th at the Stambaugh Auditorium, which also included Ohio to Work partners. 50 employers from manufacturing, IT, healthcare, as well as training providers, were present, and approximately 150 job seekers attended the event. The next Ohio to Work job fair will be held at the Crestview Performing Arts Center on November 2nd.

The Ohio to Work initiative will be ending December 31st, and meetings are being held to discuss the sustainability of partnerships developed through Ohio to Work. A final report is anticipated to be available by the January WDB meeting.

Director's Report*MCTA Office Relocation*

The City of Youngstown received a Brownfield Remediation Grant for the 20 West Federal Building, which required MCTA to vacate its office at that location. This move was seen as an opportunity to make some operational improvements. Youth staff at the Youngstown office relocated to the OMJ center, making it easier for customers to meet with them and to utilize OMJ services. The MCTA administrative office will be located at the 721 Building in Boardman. The fiscal department was able to move into the new location last week; the remaining administrative staff will move in towards the beginning of November.

State's Case Management System – Advancement through Resources, Information, and Employment Services (ARIES)

The State released its new case management system, ARIES, earlier this year. Some issues with the system remain, however, the State continues to make progress. Many of the issues can be attributed to the data migration process from the previous system. The reporting functions were negatively impacted, and some of the data related to local areas' performance was missing. Local areas were notified about the missing data, and some information was re-entered manually. Due to the known shortcomings of the system, the Ohio Workforce Directors Association petitioned the State to waive any ramifications if a local area does not meet performance, and the State is taking it into consideration. A decision should be made by the January WDB meeting.

WDB Monitoring

In accordance with WDB Administrative Policy 6 – *Monitoring and Oversight*, a WDB monitoring will be conducted by the WDB staff for MCTA, as the WIOA subrecipient and One-Stop Operator, over the next couple months.

Response to Meeting Evaluation Comments

The following topics are in response to comments made on the July 19, 2022 WDB meeting evaluation form:

Occupations and Skills for Regional Growth include

Ohio has a vast amount of labor market information available, and it can be requested from the State if it cannot be accessed locally.

Occupations most important for regional growth are in manufacturing, healthcare, and technology. Top jobs by education level for the region are: high school diploma – construction laborer; some college – computer support specialist; associate's degree – occupational/physical/respiratory therapist assistant; bachelor's degree – registered nurse; master's degree – nurse practitioner and; doctorate – physical therapist. MCTA is only authorized to fund training for the current in-demand jobs in the area and cannot fund training for occupations that are projected to be in-demand. Skills most important for regional growth include technology skills and power skills (aka soft skills).

There are not enough people in the area to fill the vacant jobs which demonstrates the need to attract more people to the Mahoning Valley. Many county/area boards need to make a coordinated effort to promote the area, and it is up to the members of all area boards to be proactive and serve as ambassadors for the Mahoning Valley.

Job Search from Employers' Perspective

All businesses are facing challenges with hiring and retaining employees. One advantage to this situation is employers being more open to hire individuals they may have overlooked previously, such as mature workers, individuals with disabilities, and individuals in recovery.

Another challenge facing employers is the generational difference among its employees and their priorities. Hard skills can be taught in the workplace, however, power/soft skills must be cultivated early on in school so they can be transferred to the workplace. Lack of transportation and the desire for work-life balance are other factors that present hiring challenges for employers. Employers need to consider being flexible, meet individuals where they are, and adapt where they can to attract and retain employees.

Business Advisory Council (BAC) Updates

John Dilling, from The Columbiana County Educational Service Center, and Gina Saxton, from the Educational Service Center of Eastern Ohio, were in attendance to present recent accomplishments and upcoming projects for their respective BACs.

BAC – The Columbiana County Educational Service Center

The BAC has grown to 55 members which are representative of all school districts, all business industries, economic development agencies, as well as agencies that support students. The BAC holds four meetings per year, and has three committees (governance, school and business, and post-secondary) that meet monthly.

In 2022, the BAC participated in its second year of the tech intern pilot program, which has proved to be very successful. The BAC also hosted Mark Perna, an internationally recognized motivational speaker, whose message focused on how to connect with the younger generation; the younger generation is more focused on a lifestyle, rather than a career. It is important to help them realize what careers are available to support their desired lifestyle.

The 3rd annual Kids STEAM University was held on September 10th. 245 students from K-5th grade were in attendance with their parents. Reaching parents is critical, and additional outreach efforts will be done to inform them about career opportunities for their children. The event is held every year on the first Saturday after Labor Day.

Through the MVMC industry sector partnership, videos and curriculum have been developed to help introduce manufacturing to students at an early age.

Career counselors have been hired to work with schools. They are being trained to conduct the YouScience career assessments, as well as learn about resources available through MVMC, the OMJ center, and OSU extension.

In October, an Agricultural Career Expo will be held with the OSU Extension for high school freshmen and sophomores to learn about the agricultural careers available within and surrounding Columbiana County.

In January, a vision casting forum will be held at KSU Salem, and in February, a student roundtable will be held with BAC members explaining how their education prepared them for their careers. In March and April, the BAC will sponsor its robotics league for 13 local middle/high schools.

The positive impact of these programs has been significant for both students and businesses in Columbiana County. The BAC will be developing its next 5-year strategic plan. One of the goals is to have all 8th and 9th graders complete the YouScience online career assessment. Another goal is to establish a job shadowing experience program with employers for 9th and 10th graders based on the YouScience career assessment results. Many of the current programs will continue and efforts will be made to expand them.

BAC – The Educational Service Center of Eastern Ohio

The BAC has monthly meetings at partner locations which allows the career counselors to tour the facility and learn about opportunities available at the business. Career counselors meet with students to determine what they want to do after high school and communicate with the school administrators, guidance counselors, and intervention specialists on a regular basis. Attention is given to at-risk students to determine alternate ways to reach graduation. A great deal of focus is given to industry-recognized credentials and businesses working with teachers to help students earn a credential before they leave high school. The BAC is very proactive with grant writing to support the programs throughout the school districts.

In middle schools, career counselors assist 5th-8th graders with career exploration, salary research, cost of living in an area, soft/power skills, and life skills. Lunch and learns in schools are a way for employers to come in during lunch time and explain what they do in their jobs to students. Job shadowing is also a valuable way for students to learn if they are interested in a certain career.

In high schools, career counselors assist students with developing employability skills, creating a resume, and conducting mock interviews. A mock interview boot camp was held last year; 90 seniors were interviewed by BAC members. The boot camp addressed appropriate interview attire, what questions to expect, and how to interact with the interviewer. Another boot camp will be held this year.

Schools celebrate the various career pathways students choose beyond graduation, whether it is college, skilled trades, employment, the military, or entrepreneurship. Graduation rates are tracked, and follow-up is made with students to find out what they are doing.

The building trades and pre-apprenticeship programs are in 14 school districts. Additive manufacturing, the YSU Skills Accelerator programs, and Junior Achievement are also in the school districts.

For middle schools and high schools, a summer career exploration bus tour was available. The 2-day tour allowed students to visit 4 businesses each day to expose them to various jobs in different industries.

The 2022 Skilled Trades Expo was a 2-day event, and 5,000 students from 5 counties were in attendance. Shop class has also been reinstated in 14 school districts through grant funding.

Meeting Evaluation

WDB members were reminded to complete the meeting evaluation.

Partner and Business Member Updates/Good of the Order

ODJFS – A Northeast Ohio virtual job fair for in-demand jobs will be held on November 2nd from 10am-2pm.

Adjournment

The meeting adjourned at 9:20am.