

**MEETING OF THE LAKE COUNTY WORKFORCE INVESTMENT BOARD**

**Tuesday, December 5, 2006 at 11:30 a.m.**

**Held at**

**Lake County Department of Job & Family Services  
177 Main Street, Painesville, OH 44077**

**In Attendance**

Eric Barbe  
Carol Darr  
Ann M. DiDonato  
Catherine Haworth  
Jeff Yates  
Terrance Lazar  
Jennifer Rooney  
Samuel Delzoppo (Proxy)  
John Forbes  
Dan Hart  
Matt Battiato  
David Kalina  
Spence Kline  
Jeff Malish  
Ron Maruszak  
Patricia McAteer  
Dan Deitrick  
James Dillard  
Helen Drake  
Sandy Halpert  
Keith Miller  
Ed Phillips

**Not in Attendance**

Susanne Friedland  
Gale Leonard  
Mark Rosborough  
Tom Schultz  
Morris Beverage  
Louis Falk  
Gretchen Skok-DiSanto

**Others in Attendance**

Leslie Ryan                      Nanette Grupe  
Pam Fiederer

**Commissioners**

Dan Troy

**I. Introduction of Local Officials and Guests**

Jeff Malish welcomed everyone to the meeting at 11:40 and opened the floor to the Public. There were no questions or comments from the Public.

**Special Recognition**

At this point in the meeting Commissioner Dan Troy presented a special Retirement Resolution to Staff Contract Evaluator, Pam Fiederer, who is retiring effective January 1, 2007. Pam has worked in Employment & Training for over thirty years through three different Federal Programs: CETA, JTPA & WIA. Pam was presented a recognition plaque for all of her efforts and contributions.

**II. Old Business**

Eric Barbe moved to have the Minutes approved from the June 20, 2006 meeting. Spence Kline seconded the motion and all approved; Motion carried.

**III. Administrator’s Report**

Leslie Ryan reported that the three lake County TOPS Stores will be closing December 7, 2006. We have been unsuccessful at holding a Rapid Response Planning Meeting with the TOPS management. A meeting scheduled to occur in November was canceled. There is a Rapid Response meeting scheduled for the displaced workers the evening of December 5, 2006 at the Fairgrounds in Painesville.

The WIB needs to add three (3) Private Sector members. The area Chambers have been solicited. If you have any suggestions please let Bob Dawson know at (440) 350-4320.

**IV. Standing Committee Reports**

**Executive Committee.....Chair, Jeff Malish**

The Executive Committee had one meeting and acted officially on behalf of the Board on one matter since the last full meeting of the WIB.

The Executive Committee met jointly with the Planning Committee on September 12th where they heard, discussed and then approved an Incumbent Worker Training Program and Waiver Request.

This is the first time Incumbent Worker Training has been made available under WIA and the Program’s integration with the Healthcare Industry addresses an area workforce challenge. This need was identified two years ago when the WIB worked to develop the Lake1Stop’s Five Year Strategic Plan.

**Program Review .....Chair, Eric Barbe**

The Program Review Committee met on November 15, 2006

The number one item of business was to review a summary of the Staff’s proposal to publish a Request for Proposal (RFP) to outsource WIA Job Development and Job Placement Activities for Lake1Stop..

This recommendation is in direct response to the Department of Labor's "Observation" that we could be serving more clients. The RFP will create a Unit designed to increase the One-Stop's capacity and to provide One-Stop consumers additional services. The new Unit should also re-start the One Stop's Job Development efforts.

**A Summary of the services to be provided includes:**

- \* Holding Job Workshops
- \* Identifying candidates for further (additional) WIA services
- \* Providing Job Search and Job Placement services
- \* Performing Job Development
- \* Providing Follow Up Services

**The Provider's Performance Evaluation will be measured by:**

- \* The Number of Individuals referred for further WIA services
- \* Their Entered Employment Rate
- \* Their Employment Retention Rate
- \* Their Average Wages

This new Unit will be housed at Lake1Stop and pay the appropriate One-Stop Shared Cost which is approximately \$18,000/per year per Full Time Equivalent staff.

The Maximum amount of the RFP Award will be \$200,000 annually and that number was used for the official Independent Cost Estimate.

The RFP was approved and released on November 22<sup>nd</sup>. The complete RFP can be viewed at [www.lake1stop.org](http://www.lake1stop.org).

The goal is to have the Unit Operational By March 1, 2007.

The Program Review Committee also reviewed the Adult and Dislocated Worker Performance Results for the Program Year ending June 30, 2006. Lake County met or exceeded every Adult and Dislocated Worker performance measurement.

Beginning July 1, 2006, the previous "Wage Gain" performance measurement is being replaced by a new "Average Wage" measurement. Clients categorized as "WIA Adults" will need to earn about \$13.70 per hour after we serve them in order for them to meet the new performance criteria. Those persons categorized as "WIA Dislocated Workers" will need to be making about \$16.00 per hour.

Based on the best historical data from the past three (3) years, our consumers are earning at levels that meet the new standards.

It was decided to communicate the new performance levels to our Training Providers and request that they step up their efforts to secure the highest possible "Wage at Placement" for our clients.

The Program Review Committee reviewed the training providers and programs that were approved since the last WIB meeting. There were five (5) approvals. Three (3) of the five (5) were in healthcare, one (1) was in food service and one (1) was in accounting /bookkeeping.

**Planning Committee.....Chair, Dave Kalina**

The Planning Committee met jointly with the Executive Committee on September 12<sup>th</sup>. The sole agenda item involved the committee’s consideration of the staff’s recommendation to initiate an Incumbent Worker Training Program utilizing the Healthcare Career Pathways Initiative. The Planning Committee recommended to the WIB Executive Committee that we proceed with the Program.

This is the first opportunity under WIA to fund Incumbent Worker Training. This opportunity became available as a result of the State applying for and being granted an “Incumbent Worker Waiver” allowing for the transfer of up to 10% of our Dislocated and Adult Allocations to Incumbent Worker Training. This amounts to just under \$175,000 which would need to be spent by June 30, 2007. These are dollars that we have been unable to spend through normal WIA means and which were at risk of being de-obligated at the end of the Program Year.

Lake1Stop, Lakeland Community College, Auburn Career Center, Willoughby Eastlake Schools and several Healthcare Employers, have been working on the Healthcare Career Pathways Initiative since Lakeland first received a Knowledge Works planning grant nearly three years ago. There is consensus from all of the Pathways stakeholders on where the industry’s employment needs lie and how best to address the industry’s staffing issues. LMI shows that virtually all of the programs and courses that are connected to the Pathways, address occupations that are “In-Demand”.

Incumbent Worker Training will be delivered by two methods. It is anticipated that approximately \$100,000 will be spent on ITA(s) with approved Training Providers which is our normal form of funding training. Our plan also includes the ability for Pathways employers to apply for Customized Incumbent Worker training grants directly to us.

**Marketing Committee .....Chair, Pat McAteer**

The Marketing Committee met on September 20, 2006.

Lake1Stop received an Outreach (Marketing ) allocation totaling \$15, 296 for the period ending June 30, 2007. The money was contingent upon developing a plan for the allocation which was subject to the approval of the Ohio Office of Workforce Development.

At the meeting on September 20<sup>th</sup>, we developed outreach goals, tactics, outcome measurements and a spending proposal. The primary goals of the Plan include:

- 1.) **Increase the number of core customers using Lake1Stop services by 20% by June 30, 2007.** The current baseline is 248 customers per measured by the number of individuals visiting the One-Stop each week.
- 2.) **Increase the number of resumes posted on the One-Stop website by 20% by June 30, 2007.** The current baseline is 101 resumes posted.
- 3.) **Increase the number of employers posting job orders on the One-Stop Job Board by 20% by June 30, 2007.** This baseline is currently 61 which his the average number of employers posting jobs each quarter (not the total number of total jobs being posted).
- 4.) **Increase the general brand awareness of Lake1Stop by 5% by June 30, 2007.** Brand Awareness will be measured by website hits per week. The current baseline for this measurement is 8,889 hits per week.

We received written approval of the Plan on October 6, 2006.

Employer outreach efforts began in November by having a booth at the 10<sup>th</sup> Annual Lake County Business Expo, held at LaMalfa on November 9<sup>th</sup>. Most of the Outreach activities will occur in the 1<sup>st</sup> Quarter of 2007 with a series of classified advertisements in The News Herald, outdoor billboards on State Route 2 and Mentor Avenue during the months of February and March, ads and editorial in the Lake County Business Journal and ads in the Lake Community News (five publications circulated free to approximately 55,000 households each month).

Outcomes will be measured during the months of April, May and June 2007. Results will be compiled and reported to the Office of Workforce Development, all Lake1Stop Partners and the WIB.

**One-Stop Committee .....Chair, Cathy Haworth**

September was Workforce Services Month in Ohio. We received a small allocation of money to be used for an employer focused event. The Lake1Stop Partner representatives choose to hold an employer luncheon which took place on September 28<sup>th</sup>.

Approximately

50 people attended. Carl Muller and Craig Senik from the Law Firm of Warren & Young in Ashtabula gave a presentation entitled “**Employer Liability for Incidents of Workplace Violence-Managing the Risks**”. The presentation was thought provoking and there were many questions and excellent exchange between the speakers and the employers.

On October 11<sup>th</sup>, there was a meeting of the Lake1Stop Partner principals. The Partners reviewed and discussed a number of the initiatives that were/are going on at the One-Stop including the :

- \* Incumbent Worker/Healthcare Career Pathways Initiative

- \* Dislocated Worker Outreach Program
- \* RFP for Job Placement and Job Development
- \* Gold Standard Continuous Improvement Program for One-Stops

The Gold Standard Continuous Improvement Program for One-Stops is in the final stages of development by Ohio's Office of Workforce Development. It will be rolled out in early 2007 and it replaces a formal One-Stop Recertification process that was introduced a year ago and shelved. The Gold Standard Program is designed to gauge the effectiveness of One-Stop services using several different means of measurement including such things as mystery shopping and formalized employer follow-up surveys. Staff representatives will be attending a "train the trainer" session on this program later this month.

The One-Stop Committee has had some excellent collaboration recently with the One-Stops involvement in the Healthcare Career Pathways project and our contribution to the Lake County Economic Strategic Plan. On November 2<sup>nd</sup> Leslie Ryan, Bob Dawson, Pete Bednar and Cathy Haworth met over lunch. Pete Bednar is Manager of the Center for Business & Industry at Lakeland Community College. The primary purpose of the meeting was to discuss areas where Lakeland and Lake1Stop could better collaborate their efforts for the good of both organizations and our consumers. We identified three new areas that we hope to work together on going forward including Lakeland's Skills Link services (job skills matching system), Lakeland's Appliance Service Technician Training Program and serving a specific county employer that has struggled to fill their very fast growing workforce needs.

The next meeting of the One-Stop Committee and the Partner Principals will be held at Job and Family Services on January 17, 2007 at 10:00 am. The primary topic at that meeting will be the One-Stop MOU for Program Year 2007 which runs July 1, 2007 through June 30th, 2008. The MOU must be fully executed and into Columbus by March 16, 2007.

**Youth Council Committee.....Chair, Keith Miller**

Three new members have been added to the Youth Council since the last WIB meeting:

- \*Carol Darr representing Painesville ABLE
- \*Lisa Sturgil for the Lake County Foster Parents Association representing a Parent of the Eligible Youth
- \*Robert Vaughn, Executive Director of the Lake Metropolitan Housing Authority whose representation on the Youth Council is mandated by Law.

A few months ago the Staff developed a new **Youth Program Orientation and Oversight Manual**. The manual was developed at the suggestion of DOL representatives who monitored our programs earlier this year. The Manual includes:

- \*An explanation of the required program elements
- \*WIA eligibility requirements for Youth
- \* Membership requirements and responsibilities of the Youth council
- \*An overview of our Youth Providers and their programs

\*The current Youth Council roster, representation and contact information

All members of the Youth Council were provided a copy of the new manual.

On November 10<sup>th</sup>, the Youth Council sponsored and participated in a **Lake County Youth Needs Assessment**. The facilitators for the activity were from The Learning Work Connection of The Ohio State University. A total of twenty two (22) Youth advocates including representatives from the...

\*Youth Council

\*Youth Program Operators

\*Lake Academy (Lake County's Alternative School)

\*The Family and Children Council

\*Lake County Job and Family Services

...worked together to identify various needs relating to serving the local Youth population. The information will be used as the foundation for developing a Youth Strategic Plan which ultimately will be our road map for providing Youth services here in Lake County.

It is noteworthy to mention that we are doing much better with our Out-of-School Youth spending this program year. The Youth Council Committee had a Spending Plan designed to meet the 30% Out-of-School Spending requirement and we are on course to do so.

In January, the Youth Council will be meeting to review the status of all of our current Youth Programs and to develop the specifications for next year's RFP.

#### **V. Other Business:**

Carol Darr spoke about her outreach initiative for Out-of-School Youth and showed the WIB a copy of the new brochure that has printed and can now be distributed. The program targets 16-21 year olds.

The next WIB Meeting will be held on Tuesday, March 27, 2007., The meeting will begin at 11:30 a.m. at Job and Family Services.

The Executive Committee is trying to schedule a meeting for January 22<sup>nd</sup>. Members will receive further communication on the meeting.

#### **VI. Adjournment**

Dan Dietrick motioned to adjourn the meeting. The Meeting was adjourned at 12:40.