

GOVERNOR'S EXECUTIVE WORKFORCE BOARD

September 10, 2013

Riffe Center

77 South High Street, 31st Floor

South B & C

Columbus, OH 43215

The Governor's Executive Workforce Board (Board) meeting convened at 12:10 p.m. on Tuesday, September 10, 2013. This Board was created under the Governor's Executive Order 2012-02K, pursuant to Ohio Revised Code Section 6301.04.

Members Present:

Governor John Kasich
R. Blane Walter
Ralf Bronnenmeier
Roy A. Church
Janet Weir Creighton
Dennis Franks
Doug Reffitt
Patrick Sink
Richard A. Stoff
Dennis Nash

Staff Present:

Mark Birnbrich
Michael Evans
Nithya Govindasamy
Beth Hansen
Julia Hinten
Tracy Intihar
Ben Kanzeg
Dawn Larzelere
Christine Morrison
John Weber

Ohio General Assembly Representatives:

John E. Barnes, Jr.
Bill Beagle
Tim Derickson
Lou Gentile

Introductory Remarks

Governor Kasich opened the meeting and shared that he is optimistic and pleased with the progress being made with workforce.

Ms. Intihar stated it's exciting to see how Industry Sector Partnerships, metrics and prioritizing in-demand jobs are connecting for a better aligned workforce system.

After introductory remarks, Chair Walter welcomed everyone.

Chair Walter asked if there were any questions or comments from the June 11, 2013 meeting minutes. Hearing none, Chair Walter proceeded by providing a list of the various Governor's Executive Workforce Board workgroups that have been formed. Chair Walter stated these workgroups have been formed to make connections and engage the Board.

Prioritize and Align Job Training and Education

- **Ohio's In-Demand Jobs**

Chair Walter provided a "Talent Pipeline" overview.

- Business
 - Urgent Workforce Needs
- Data
 - 1) Job forecasting tool;
 - 2) State labor statistics and projections (Labor Market Information); and
 - 3) Job posting trends (OhioMeansJobs).
- Tools
 - 1) Aligning Ohio's education and training programs with the needs of business;
 - 2) Market opportunities and better connect job seekers and students to the careers most likely to hire and provide a good living wage; and
 - 3) Create industry-led dialogue with local and state workforce partners to identify system gaps and work cooperatively to address the shortfalls (Industry Sector Partnerships).
- Results
 - Skilled Workers

Chair Walter turned the meeting over to Tracy Intihar.

Ms. Intihar reviewed the in-demand reports and the initial methodology being proposed to determine the list of in-demand jobs.

Ms. Intihar shared the state labor statistics and projections being used are the base and the in-demand occupations must meet the following criteria:

- 1) Median wages of more than \$12.54 per hour;
- 2) Annual growth in the number of jobs greater than the regional average; and
- 3) Annual job openings greater than the regional average.

Ms. Intihar noted the in-demand job list is not a complete list using the initial methodology. The complete in-demand jobs list will also include the forecasted jobs from the survey tool and the trend data from job postings.

Mark Birnbrich shared that there are related job titles for each of the in-demand occupations. Of the forecast data that has been received, 60 percent of the forecasted opportunities and 64 percent of the OhioMeansJobs trend data mapped to the forecasted jobs. As the data is coming in, each of the three key sources appear to be aligning and validating the other.

Ms. Intihar proposed a committee process for the initial deployment of the forecast tool. The committee would consist of representatives from the Board, agencies, the local workforce system and subject matter experts. The group will gather monthly in-person or via phone to review the in-demand occupations that fall outside of the established criteria. The purpose will be to update the reports built into the OhioMeansJobs system for businesses and jobseekers and provide education and training providers with useful information.

Dr. Church shared comments on the reports from the education and training perspective. Dr. Church stated it is beneficial in directing local institutions to where there are opportunities to enhance programs, respond to needs and engage the business community. He also feels it will be helpful in nurturing the Industry Sector Partnerships with business and industry.

Dennis Franks shared that narrowing down the report to a manageable list is helpful in building a career pathway.

Richard Stoff suggested that the report be posted online and produced as an online marketplace matching the businesses with the educational institutions.

Dennis Nash asked, as an employer is the report reflecting a skills gap? Here's the demand, what is the current rate of supply? Where do we have a gap? Where do we have excess?

Ms. Intihar responded that part of the work needed in the sector partnerships is breaking apart those issues and items to really understand the gaps. Some of the hospital institutions have shared that it is not a skills gap but an experience gap that is creating challenges.

Dr. Church said the data doesn't reach conclusions. The data invites the right conversation to understand what the demand and supply needs are to determine the appropriate strategy.

John Barnes expressed his concern that all institutions are not being recognized. The infrastructure should focus on proper recognition of career technical achievements. Incentivize more relationships with the community colleges statewide.

Lou Gentile expressed concern that the in-demand occupations report listed only mental health and nursing occupations under Nelsonville.

Mr. Birnbrich responded that the list only reflects the raw data from the employers that have forecasted to date. It is not yet a complete list.

Mr. Nash commented on the need of getting the regional JobsOhio offices and the Chambers to encourage the employers to provide the forecasting data.

Ms. Intihar shared the forecasting tool has been sent to 600 companies and 500 additional companies will receive the tool September 16. The final 1,000 companies will receive the tool on September 30. JobsOhio regionals partners will be engaged to follow up with employers to remind them of the value of completing the tool.

Ms. Intihar requested feedback from the Board on the methodology. Is there value in establishing an average median income? Do we target short-term industry recognized training or certificate training?

Dr. Church stated about 83 percent of jobs that can be accessed with bachelor's degree can also be accessed with associate's degrees. It would be good to know from the survey how employers value industry certifications in making hiring decisions.

Mr. Birnbrich stated specific fields have been added to the forecasting tool for employers to share what they value as education around specific occupations as well as a certificate and a skill associated with that occupation.

Mr. Nash shared from an employers' perspective that sometimes experience precedes educational background when making hiring decisions. He suggested including in the forecasting tool a range of degrees versus experience and at what stage does that decision start to change for the employer. At the two-four year experience level, most employers will lean more towards the experience than the degree.

Mr. Franks commented on the importance of the skill column in the matrix. Whenever working with an employer and doing customized training you ask what kind of training they want, not what kind of certificate.

Representative Derickson commented that the report is great for a legislature to have something on hand to show we are helping individuals find jobs.

Ms. Intihar thanked the Board for their feedback then turned the meeting over to Ralf Bronnenmeier.

- **OhioMeansJobs Online Tool Enhancements**

Mr. Bronnenmeier shared that he had opportunity to preview the OhioMeansJobs job matching tool. The feature that he found most impressive was the "GPS" within the system that guides folks to the programs that are available. Another important feature is the in-demand jobs are linked to the training programs that fill the needed qualifications. Mr. Bronnenmeier also liked that the website was interactive.

Mr. Birnbrich provided highlights on the features available in the OhioMeansJobs job matching tool. Services will be aligned for individuals and businesses under the following themes:

- **Explore It:**
 - Career Profile – Explore careers based on your personal interest, skills, or job occupation.
 - In-demand Occupations – Explore in-demand occupations in Ohio and by JobsOhio region.

- Resumes – Upload or build your resume, get your resume rated instantly and receive tips for improvement.
 - Career Fairs – Explore local career fairs for possible job leads.
 - Search Talent – Search more than two million resumes to find top Ohio talent.
 - Labor Market Tools – Access to job description writer, salary trends, etc.
 - Business Support Center – Virtual assistance via live chat and online services to meet your workforce needs.
 - Workforce Programs – Information and referral to federal and state programs eligibility programs.
- **Plan It:**
 - Assessments and Training – Access to more than 1,000 assessments and training tools including practice WorkKeys assessments and computer skills training.
 - Career Plan – Career planning with suggested and personal career goals.
 - Education Inventory – Search for Ohio-based training providers and courses.
 - Career Readiness Tools – Access to career workshops, training videos, etc.
 - Workforce Planning – Access to an electronic portfolio to manage workforce planning needs.
- **Fund It:**
 - Ohio-based Employment Programs – Find programs that provide assistance in skill building, education financing and more.
 - Scholarship Opportunities – Find scholarships to assist with tuition payment via Fastweb integration.
 - Budgeting for your career – Utilize the budget tool to figure out how much is needed to support yourself.
 - Staff Training – Financial assistance applications and options from workforce programs.
 - On-the-Job Training – Customized training, internship, and work experience training assistance.
- **Find It:**
 - Search for Jobs – Find thousands of jobs throughout the State of Ohio.
 - Save Job Searches – Create job searches and have results emailed on a scheduled basis.
 - Save Jobs – Save specific jobs to an account and keep track of the progress for applying, interviewing or hired.
 - Post Opportunities – Post your jobs, internships, and training opportunities.
 - Resume Search – Search more than two million resumes using extensive filtering tools.
 - Virtual Career Fairs – Participate in virtual career events.

- **Additional Features:**
 - Backpack – Store all of your career information.
 - Guided Tour – Take a guided tour of the main features.
 - Regional Articles – Read about local workforce issues.
 - Calendar – Integrated calendar keeps track of all upcoming events, deadlines, and follow-up notices.
 - Documents – Store up to 15 additional documents.

- **Next steps:**
 - Pre-pilot launch is scheduled for September 16, 2014 (Implementation study).
 - A pilot operation for Lucas, Stark, Clark and Belmont counties is scheduled to begin October 15, 2014.
 - Statewide Implementation is scheduled for the first quarter of 2014.
 - A youth component is slated to begin July 2014.

Chair Walter asked Ms. Intihar to set up an OhioMeansJobs webinar for anyone on the Board who has not had a chance to view it.

Reform Ohio’s Workforce Delivery System

- **Aligned Performance Measures Proposal**

Dr. Church provided an overview of the aligned performance metrics.

- 1) Looking first at the skills gains
 - To what extent do education levels increase?
- 2) Entered employment
 - Do participants get and keep jobs?
- 3) Average Wages
 - What do participants earn in the short- and long-term?
- 4) Repeat Employer Customers
 - How many employers have been satisfied and return?
- 5) Business Penetration
 - How many employers are using the system?

John Weber shared that the employer measure has been the most challenging as the current system does not track on a statewide basis any kind of employer customer satisfaction. One challenge is how do you define an employer? Various data sources define differently for example, JobsOhio lists 926,780 business establishments, Ohio Secretary of State lists 890,000, and Development Service Agency lists 920,577. Labor Market Information is the recommended data source and it allows for data compilation based upon business size, industry sectors and geographical distribution. This data is also used as a key component of the in-demand occupations forecasting model.

The other challenge is how do you define employer services? Consider four major categories or activities:

- Recruitment and hiring assistance;
- Talent development (job retention, training assistance and skill upgrades);
- Business planning and layoff aversion; and
- Workforce collaborations and partnerships among employer groups.

Mr. Weber also shared that currently there is no mechanism to collect data on the business side. Will need to determine how the data will be collected from businesses as it may drive what services are considered.

Chair Walter turned the meeting over to Pat Sink and Chancellor Carey.

- **Prioritizing Veterans as a Ready Workforce**

Pat Sink provided an update on the Veterans Executive Order. The Office of Workforce Transformation has been working closely with other state agencies to identify state and federal laws that are barriers to the Veterans Executive Order. Once identified, the Office of Workforce Transformation will deliver recommendations that further streamline the issuance of certifications by the end of this year. All recommendations for policy and/or law changes are due by December 31, 2013.

The Office of Workforce Transformation has been building a data base to catalog the licenses by military occupation and a catalog of guidance documents. A recommendation template has been created to streamline the information collection process and best practices from other states and the federal government are being identified.

Chancellor Carey stated that Ohio Board of Regents surveyed all 36 institutions comprising the University System of Ohio, with 100 percent participation. The purpose of the survey was to gain a better understanding of the various institutional processes and policies regarding the awarding of college credit for military training, experience and coursework.

An executive summary of the survey was provided to the Board.

Chancellor Carey shared that Ohio Board of Regents is conducting a thorough analysis of the survey data to make specific recommendations to address system barriers and simplify the process of awarding college credit for military training, experience, and coursework.

Adjournment

Chair Walter concluded the meeting by asking if there were any comments or thoughts. Hearing none, Chair Walter thanked everyone for coming. The meeting adjourned at 1:40 p.m.