

GOVERNOR'S EXECUTIVE WORKFORCE BOARD

June 10, 2014

77 South High Street, 31st Floor

South B&C

Columbus, OH 43215

The Governor's Executive Workforce Board (Board) meeting convened at 1:04 p.m. on Tuesday, June 10, 2014. This Board was created under the Governor's Executive Order 2012-02K, pursuant to Ohio Revised Code Section 6301.04.

Members Present:

R. Blane Walter
Ralf Bronnenmeier
Roy Church
Cynthia Dungey
Dennis Franks
Vicki Giambrone
Louise Gissendaner
Amanda Hoyt
Phillip Parker
Jamie Regg
Patrick Sink
Richard Stoff
David Whitehead

Staff Present:

Mark Birnbrich
Michael Evans
Nithya Govindasamy
Tracy Intihar
Ben Kanzeg
Jacob Larger
Dawn Larzelere
Christine Morrison
John Weber

Ohio General Assembly Members:

Bill Beagle
Tim Derickson

Introductory Remarks:

Chair Walter opened the meeting with a review of last week's minutes followed by a few remarks about the re-launch of OhioMeansJobs.com. Chair Walter then proposed a "local workforce challenge" calling members to meet one-on-one with three local workforce partners in each member's respective community. David Whitehead spoke about the early initiative on this challenge taken by the Northeast Ohio members who met with local community partners.

Tracy Intihar presented on a Unified State Plan. Intihar spoke on different state workforce programs:

1. Workforce Investment Act
2. Adult Education and Literacy

3. Carl J. Perkins (funded by federal dollars)

She highlighted what has been considered the most pressing problem of these initiatives: there are silos with single program focus rather than coordination. In an effort to rectify this, a Unified State Plan for Ohio will be created. Ohio will join the ranks of only three other states that also have a unified plan. The hope is to have a Unified State Plan that meets federal guidelines by the next fiscal year.

Paolo DeMaria from Education First spoke more to this point. He presented a road map to creating a Unified Workforce System highlighting the challenge of disconnectedness in the current system. He explored two key anchor ideas of designing and implementing a Unified State Plan:

1. Get more people in quality jobs that pay a living wage and that can lead to career advancement
2. Provide effective and efficient training aligned to high demand jobs and employer needs resulting in workplace valued credentials

DeMaria also outlined guiding principles for customers, businesses, and the overall system with emphasis on the key to good implementation being alignment. He identified key ideas behind the process:

1. Engage stakeholders
2. Communicate
3. Better use of data
4. Encourage collaboration and alignment

Finally, DeMaria spoke to five core elements of the plan:

1. Getting organized and ready (which DeMaria noted was largely complete)
2. Making the case for change to our business partners
3. Creating the vision of the future and design principles/values (part of this includes engaging the federal government)
4. Developing the strategy specifics and the plan for implementation
5. First steps of implementation

One goal of this plan is to improve the likelihood that a business chooses things that are good for the economy overall.

Philip Parker discussed jumpstarting the plan implementation. He also mentioned the GED. His concern is that many employers do not see people with GEDs as strong candidates. Paolo DeMaria responded to this saying the GED is a gateway.

OhioMeansJobs Rollout—Update:

A new promotional video has come out about the OhioMeansJobs website (shown).

Mark Birnbrich gave the board an update on statistics surrounding the website, specifically since its re-launch. He said there were over 21,000 accounts created and over 35,000 people utilized the training feature. Since the launch there have been around 12,000 viewers per day; around 400 new employers a month are accessing/ registering with the website. Around 17,500 employers have posted jobs with over 140,000 job postings. There is a daily average of 40 businesses accessing business support. The most traffic on the website has come from the Cleveland and Columbus areas.

Richard Stoff speaks to his experience with the website and registering his company. It took him six minutes to register his company. He also praised the efforts of the Governor's office for making what is an asset to the state.

A question was posed by Amanda Hoyt on unemployment benefits and how they function on the website. Birnbrich highlighted that there are specific requirements and deadlines those on unemployment benefits must meet.

Mid-Biennium Review Update

Dr. Dick Ross talked about reforms made with the MBR. He talked about four specifically:

1. Set up a process to reduce the amount of dropouts. There needs to be early identification of students who are at-risk for dropping out. The hope is to develop plans for those at-risk students. He talked about counseling programs and the part the business community plays. He used the example of students in Cincinnati connected with businesses through a type of counseling program, who are more likely to graduate.
2. Create pathways for students whether that is career tech, college prep, dropout recovery paths, or more direct entry jobs oriented path.
3. Have programs to set up mentoring opportunities from the community. A new ten million dollar program comes from lottery funds that engage students with the business community.
4. Set up a program for adults who do not have their high school degree. There are a million adults over 18 in the state of Ohio who do not have a high school diploma and there is no current way for them to get a high school diploma only a GED. An adult pilot program has been conceptualized to reach out to these adults to bring them into junior colleges.

Dr. Ross also spoke about the GED, as the topic was brought up earlier in the meeting. He said there are limits to a GED. He emphasized there is nothing wrong with a GED but it often is not viewed as highly as a high school diploma.

Tracy Intihar talked about workforce MBR items. The new plan advocated that the state write a unified plan. It included a provision for the state to provide data on what are Ohio's most in demand jobs and inventory for adult education and training programs.

Work Group Updates

Amanda Hoyt talked about Youth Committee. She said the committee is looking at combining the workforce investment and summer youth programs.

Richard Stoff talked about the Business Engagement Committee. They are working to update and improve the job forecasting tool and it appears that companies are completing it.

Dennis Franks talked about the Education and Training Committee. He said they are working to report the different training programs. They are working with the Board of Regents to start collecting that data.

Jaime Regg spoke on behalf of the Veterans Committee. He specifically talked about House Bill 488. College credit, licensing and certification, and streamlining the services for veterans to employers are among the things that the bill covered. He also praised OhioMeansVeteransJobs for their role in helping to connect veterans with employment.

Tracy Intihar gave closing remarks on the Human Trafficking Initiative and its importance to the Governor and the state. There are many different things that businesses can do to help lessen the rate of human trafficking including signing up for posters that can be put around the office and trying to raise awareness by placing messages about it in newsletters.

Chair Walter adjourned the meeting at 2:45 p.m.

PLEASE NOTE: The June 10, 2014 Board meeting can be viewed in its entirety at <http://www.ohiochannel.org/MediaLibrary/Media.aspx?fileId=143971>