

SUMMIT/MEDINA WORKFORCE DEVELOPMENT BOARD (WDB)

PERFORMANCE COMMITTEE MEETING MINUTES

May 12, 2017

Summit & Medina Workforce Area Council of Governments (SAMWA COG) Offices

191 South Main Street

Akron, Ohio 44308

Committee Members Present: Sharlene Chesnes, WDB Vice Chair; Robert DeJournett, Performance Committee Chair; Anthony Esposito, WDB Chair; Joan Pritchett

Excused Committee Absences: Jessica Heid, Michelle Moran

SAMWA COG Staff Present: Daniel Grantham, Operations Coordinator; Christine Marshall, Executive Director

Guests Present: Mark Dzurec, Project Manager, Educational Data Systems, Inc. (EDSI); Don Graves, Project Manager, United Labor Agency (ULA); Jenny Gutwein, Performance Specialist, ULA; David Megenhardt, Executive Director, ULA

I. INTRODUCTION

- DeJournett called the Performance Committee to order at 8:20 AM.

II. APPROVAL OF MINUTES

- Chesnes motioned to approve the 2/10/2017 Performance Committee minutes. Pritchett seconded the motion and the minutes were thus approved.

III. REPORTS

- **EDSI (Medina) & ULA (Summit) WIOA Adult/Dislocated Worker Services SFYTD Performance Reports**
 - DeJournett asked if the Performance Committee was required to recommend the current service providers, ULA and EDSI, for new contracts or if a Request for Proposal (RFP) process was viable.
 - Marshall expressed that the Committee is not required to recommend either provider for a new contract. However, given the upcoming start of State Fiscal Year 2018 (in approximately 7 weeks), it would be difficult to release an RFP for Career Services Providers, analyze proposals submitted, and execute contracts in that time. Currently, SAMWA COG staff are preparing an RFP for the Area's One-Stop Operators. Marshall reviewed the proposed timeline for this process. Finally, under the final WIOA ruled, only the One-Stop Operator is required to be procured by RFP. Using the RFP process for Career Services does provide the benefit of identifying a range of providers so it is recommended to do so occasionally.
 - Pritchett asked about methods to increase OhioMeansJobs' visibility amongst local employers.
 - Marshall expressed the following:
 - Summit County – Executive Ilene Shapiro's agenda prioritizes economic development and increased collaboration between the County's Department of Community and Economic Development (CSDCED) and Area 2's workforce system. Marshall is working with CSDCED to map employers across Summit County's 31 municipalities. Once CSDCED meets with an employer, any employers with workforce needs (OJTs, recruiting) are referred to Marshall who provides information to ULA's business services team.
 - Medina County – Bethany Dentler, Executive Director of Medina County Economic Development Corporation (MCEDC) and WDB member, initiated employer outreach practices that are highly successful. Increasing collaboration between MCEDC and OhioMeansJobs Medina County (OMJMC) is a priority of Commissioner Adam Friedrick.

IV. OLD/CONTINUING BUSINESS - NONE

V. NEW BUSINESS**• Conversation with ULA**

- Marshall introduced ULA staff members Graves, Gutwein, and Megenhardt. Megenhardt provided an overview of ULA's history, geographic footprint, best practices, and demand-facing model.
- Pritchett asked how ULA reaches out to employers.
 - Megenhardt expressed that ULA has dedicated Business Services Consultants (BSCs) who engage employers through cold calling, e-mailing, and sales visits.
- Chesnes asked how ULA determines which businesses it will target in its outreach efforts. She also inquired if BSCs have performance requirements.
 - Graves expressed that to target employers for outreach, ULA combines geographic targeting, labor market information, and job postings aggregated through the Burning Glass application.
 - Graves expressed that BSCs are required to complete 25 sales visits per month. ULA is working with a few hundred companies that rotate in and out of services. ULA's two recruiters at OhioMeansJobs Summit County (OMJSC) are currently working with about 80 employers.
- DeJournett asked if ULA receives feedback from the companies it serves.
 - Graves expressed that some companies provide feedback while others do not. ULA recruiters work with companies to get a grasp on the skills required by the company and refer candidates who match at least 75% of the required skills.
 - Megenhardt expressed that a survey was sent to Business Services clients regarding their satisfaction with ULA services. So far, 47 companies have responded and results will be tabulated.
- Pritchett asked how ULA deals with referred job seekers who fail to meet the employer expectations.
 - Graves expressed that ULA tries to proactively approach situations in which jobseeker referrals do not work out for the employer.
 - Megenhardt expressed that as the economy improves, it becomes harder for employers to find their ideal candidates. Additionally, while 78% of employers say that they are currently struggling to hire the right people, only 20% consider hiring candidates who need additional training.
- Pritchett asked about ULA's work with staffing agencies.
 - Graves expressed that ULA does work with staffing agencies. The challenge with those agencies is that some do not release employment information on candidates referred to them by ULA. If an agency operates in this manner, ULA reconsiders working with them. In this sense, the tightening of the labor market will continue to present challenges which ULA is working to address.
- DeJournett asked about the total number of placements vs. total individuals placed as shown on ULA's performance reports.
 - Graves expressed that some jobseekers end up working two or more jobs. Regarding YTD data, jobseekers who separate from a job and then finds another within the year-long follow-up period increase the placement count.
- Chesnes asked how ULA helps prepare job seekers for interviews.
 - Graves expressed that jobseekers can attend OMJSC's weekly Orientation and three-day Career Workshop. Jobseekers who complete Career Workshop are assigned to an Employment Specialist (ES). All Career Workshop graduates complete mock interviews with their ES after Workshop.
 - Megenhardt expressed that one of ULA's best practices is the jobseeker/ES team. As ESs build relations with clients, they are better able to address the jobseeker's strengths and weaknesses and often practice interview skills with jobseekers who are struggling with interviews.
- Esposito invited ULA to present a "report card" to the full WDB at their 5/24/2017 meeting. He expressed that the report card should be no longer than 10 minutes and cover the information identified in a forthcoming e-mail.

• Conversation with EDSI

- Marshall introduced EDSI staff member Dzurec. Dzurec provided an overview of EDSI's Medina County operations from the contract start date to the present.
- DeJournett asked about EDSI's strategies for individual and business services, including feedback.
 - Dzurec expressed that EDSI identifies "job ready" candidates and promotes their skills and

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employability to companies. The overall goal of EDSI's placement strategy is to reduce the transitional period for the jobseeker. EDSI follows up with jobseekers on a monthly basis and also records client satisfaction.

- Dzurec expressed that EDSI follows up with employers to get an idea of their satisfaction with business services. These follow-ups consist of conversations rather than "more finite" methods.
 - Chesnes asked Dzurec to address the higher average/mean wages for OMJMC vs. OMJSC.
 - Dzurec expressed that suburban Medina County is home to affluent residents who commute to employment centers in Cleveland and Akron. This population has better access to transportation and thus is better able to access OMJMC. Rural Medina County is less affluent, has a lower-skilled workforce, and is home to residents with limited access to transportation. As the job market improves and the labor force becomes tighter, EDSI expects to be serving more of these individuals, but anticipates challenges with regard to this population's access to transportation. To better serve this population, EDSI is:
 - Working with the United Way of Medina County to host job fairs and to better understand the needs and employment barriers in underserved communities;
 - Offering evening services at Medina County Library branches in more remote areas;
 - Maintaining good working relations with Medina County's three major Chambers of Commerce – Medina City, Wadsworth and Brunswick, and;
 - Partnering with the Local Pastors' Roundtable to get an idea of the issues faced by members of Medina County's religious institutions.
 - DeJournett asked Dzurec why EDSI's placement rate is down.
 - Dzurec attributed the decreasing placement rate to the reduction of staff as recommended by the former Medina County Workforce Director. He understood that this reduction was in some way connected to the Make It in America Grant ending.
 - Marshall expressed that EDSI's budget should have been amended and submitted to reflect this. Doing so would have allowed the WDB to assess the service delivery model. Without the input of the former Director, the matter cannot be addressed.
 - Esposito invited EDSI to present a "report card" to the full WDB at their 5/24/2017 meeting. He expressed that the report card should be no longer than 10 minutes and cover the information identified in a forthcoming e-mail minutes.
- **WIOA Adult/Dislocated Service Provider Contract Recommendations for 5/24/2017 WDB Meeting**
 - As a result of the morning's conversations and regular meetings to review performance, the Committee determined it will recommend execution of new contracts with ULA and EDSI for the upcoming Fiscal Year at the 5/24/2017 WDB meeting.
 - **Comprehensive Case Management Employment Program (CCMEP) Contract Renewals**
 - Marshall expressed that work continues on developing reporting templates for Area 2's CCMEP WIOA Youth. The Committee briefly reviewed CCMEP enrollment data for Summit County. Marshall expressed that that CCMEP WIOA Youth contracts are expected to be renewed for the upcoming Fiscal Year.

VI. GOOD OF THE ORDER – NONE

- DeJournett asked if there was anything WDB members could do to support the SAMWA COG staff. Marshall expressed that recruiting candidates for the COG's Policy, Procurement and Performance Manager is a priority. DeJournett expressed he would like to help find a qualified candidate. Marshall thanked DeJournett.

VII. ADJOURNMENT

- The meeting was adjourned at 10:25 AM.

Respectfully Submitted,
Daniel Grantham, Operations Coordinator
SAMWA COG