

## **RICHLAND-CRAWFORD WORKFORCE DEVELOPMENT BOARD MEETING**

### **Executive Committee Meeting**

**Tuesday, June 16, 2020**

**11:30 A.M.**

**Zoom meeting**

Angela Neef  
Dorey Diab  
Sharlene Neumann  
Beth Delaney  
Jenni Paramore  
Gary Frankhouse  
Clint Knight  
Melody Pangborn  
Tim Bowersocks  
Sonja Pluck  
Carl Neutzling  
Doug Weisenour  
Traci Oswalk  
Jill Gantt

Deanne West-Torrence  
Ellen Soyka  
Megan Wagner-Ingram  
Steven Gause

Jenni called the meeting to order at 11:32.

### **WIOA Admin discussion**

Due to the pandemic, the admin funds have not been utilized in the last three months. There is no travel/mileage expenses and no lunch expenses for meetings. Normally, Carmen would move the admin funds to program to be utilized. However, the program expenses are also decreased due to the pandemic and stay at home orders. There is \$51,200 that will be returned to Ohio Department of Job and Family Services if it can't be spent locally. Carmen is recommending that the Board use WIOA admin funds to pay for half of the Chamber contract for Clint's time working with businesses on behalf of the OMJ Centers (\$30,000). Carmen is also recommending purchase of the Community Opportunities platform to join Crawford and Wyandot Counties and to pay the first year's maintenance fee (\$21,200). **Beth made a motion to spend the \$51,200 of admin fund on the Chamber Contract, Community Opportunities platform and maintenance. Jenni seconded the motion. All present agreed and the motion carried.**

### **Community Opportunities Platform**

Gary and Clint discussed the benefits of the Community Opportunities platform. The platform is a job board and a hub for business, education, and job seekers. For education, it is an opportunity to provide information to students about career pathways in the region. It can brand the community from an economic development and

workforce development perspective. It is a wonderful tool for career exploration/exposure and development of internships. Gary stressed that the key to the platform is marketing to both businesses and job seekers/students.

Clint reviewed two marketing proposals from Richland Source and New Day. New Day is a social media-based marketing firm. Their expertise is stories with striking images. Richland Source provided a quote for \$6600 for four months of marketing to job seekers, parent of students, and students/recent graduates. New Day's quote was \$8370.00 for six months of marketing student and recent graduates. Crawford Partnership is using New Day and reports that their reach has expanded by five times since using their services.

**Beth made a motion to approve both proposals and move forward with marketing plans of \$6600 with Richland Source and \$8370 for New Day with either grant or admin funds. Gary Frankhouse seconded the motion. All present agreed and motion passed.**

### **Business Teams and Outreach Funding**

Teresa applied with the help of the Executive Committee and some of the workforce partners for \$300,000 for business outreach. It is rapid response funds and will need to be spent July 1, 2020 to September 30, 2021. The emphasis is on recruiting and retaining African American males and other underrepresented groups into health care and manufacturing career pathways. Notification should be relatively quickly as the funds only have fifteen months to be spent.

### **Equity Data**

Teresa will share a report that includes data on labor force participation and unemployment rates that are disproportionate and negatively affect African Americans in the communities.

