



WORKFORCE INVESTMENT BOARD | Butler • Clermont • Warren

Emerging Workforce (Youth) Committee Minutes

WIBBCW - Workforce Investment Board of Butler|Clermont|Warren

December 08, 2021, 2:30 PM EST

<https://us02web.zoom.us/j/82073716431?pwd=dTYxMzc1aG5udlkxMEF3ZjITaU1Ldz09>

Attendance

Members Present:

Shonya Agin, Callie Amann, Jessica Dean, Becky Ehling, Chelsea Engel, Matt Fetty, Josh Hisle, Amy Miller, Karen Scherra

Members Absent:

Vetta Brantley, Ed Conway, Lee Denney, Karen Karnes, Justin Phillips, Frank Williams

Guests Present:

Max Clark

I. Welcome & Attendance

Karen Sherra opened the meeting and welcomed all to the meeting.

II. Presentation

Becky introduced Matt Clark, Co-Founder of Upper Campus an Ed Tech platform designed to help all students (High School/Collegiate) get exposure to career possibilities in a way that enables them to have access and equity to everything happening in and around their state.

Upper Campus goal is to bridge the gap between what career possibilities await them and employers who are looking to nurture their next cohort of talent. Currently partnering with Miami University and Doug Emery???? with BCW asked him to share their program. (See attached Power point).

Becky caught the group up on her previous discussion with Matt:

Cost - Student \$0, School \$0 (underwritten by State or employers).

OMJ - \$20 - \$25,000 to create a career community
Employers - \$5,000 - \$10,000 annually, depending on features wanted.

A. Q & A

1. Becky -
Why an Area -vs- State of Ohio
Max explained that all candidates can participate in all areas.
2. How do we connect? –
Upper Campus would work with OMJ's, and engage with employers they have relationships with.
3. Karen Sherra - wondered how this program would fit in with what already exists. Amy Miller has seen similar presentations from other companies.

The State requires all participants to be on the OMJ app and although she likes this idea, she feels Matt would need to sell the idea to the State first.

Callie Amon, Easterseals - liked that Upper Campus is relevant and that our youth of today would be able to relate.

4. Matt welcomes the chance to discuss the program on the State level.
5. Becky will send a follow up email to the State and see where to go from there. Amy suggested Jerry Cotter as a contact.

III. Event Planning

Presenters: Karen Scherra, Joyce Weddle

Discussion on the spring event:

1. When to have it
2. Where to have it
3. How to have it (virtual or in-person)
4. Timeline on planning the event
5. Meeting dates and times for planning as we get closer to the event
6. IT support needed?
7. Dimalanta says they can help if needed

A. Karen Sherra let the committee know that the Board and Executive Committee approved planning of the Spring Event to take place maybe late spring. The purpose of the event is to celebrate what it is we have accomplished so that others can see and want to be a part. Also, to express gratitude to the employers who are a part of these accomplishments.

1. Ideas:

- May 2022
- Time frame (?)
- Location -
- Parking Lot, Park (Armco Park?), Sharonville Park.
- Cost - Becky will reach out via email to Sal regarding what's available.
- Will put on Agenda for next Board meeting.
- How long will the program last?
- In-person, video, Televised.
- Could be a Marketing event as well.
- Outdoors, in an open area (parking lot).
- One main Tent, or individual tables.
- Not a Job Fair.
- After work event to offer snacks/drinks.
- How many will be recognized.
- All services be recognized.
- Highlight Youth & Employers.
- Committee identify a number of youths from all programs that fall under "youth."
- we would need to identify how many, talk to our business liaisons in the 3 counties and
- identify employers to be recognized.
- Show short video of success stories of the youth and the businesses.
- Information available about Easterseals, OMJs, Partners.
- How these programs help one overcome barrier's and succeed.
- Could be a Marketing event as well.
- Needs to be fine-tuned to draw folks in.
- Overhead running with commercials, etc.
- in the economics breakfast Becky attended.

- sat for breakfast during presentation (recognition).
 - Need to determine what info (who's info) will be included.
 - Awards (?)
 - Types of Awards (Business of Year, Youth of the Year, Staff person of the year, etc.).
 - What are the categories/stages?
2. Callie shared Easterseals event at Jack's Casino as a sample. It was a 30-minute event, and it was also on Channel 5. There were different categories chosen to vote on for Awards. Top 3 folks were chosen for the year (based on previous year). Job developers would be able to help with this.
 3. Josh explained that Tom Duffy, Business Services Warren Co. would be able to identify employers.
 - a. Any Warren Co. Case Manager would give good feedback as well for relevant categories.
 - b. Callie suggested the committee share this information with the OMJs/Case Managers/Developer's for success stories they can come up, what categories and awards should be considered.
- B. Dimalanta - Next meeting with them is 1/6/2022.
1. Source of helping with Outreach.
 2. Becky will ask if they will be able to help with a video.
- C. Becky asked that all think about tying up loose ends as we are getting closer to Spring.
- D. Karen enlightened the committee that the committee would need to be realistic as Becky does not have assistance and the event will be time consuming.
- E. Matt asked if any of the youth could help with planning.
- F. Karen feels having a television station would be good and maybe having an anchor MC the program.

1. Amy will follow up with what will be needed.
- G. Karen asked all to bring back information they obtain to the next meeting. From this information, it can help us decide a date and/or logistics.

IV. Adjourn

Next meeting is scheduled for January 12, 2022, from 2:30-4:00.

BCW/Workforce would like to wish everyone a Merry Christmas and Happy New Year!!

- A. Karen will send Becky dates to reschedule the next scheduled meeting of 1/12/2022, be on vacation during the originally scheduled meeting.
- B. Becky wished all Happy Holiday.
- C. Karen adjourned the meeting