



# Emerging Workforce (Youth) Committee

## Minutes

WIBBCW - Workforce Investment Board of Butler | Clermont | Warren

Jun 8, 2022 at 2:30 PM EDT

Warren County Administration Building, 406 Justice Dr. Lebanon Ohio 45036

Commissioners Meeting room

### **Attendance**

#### **Committee Members Present:**

Callie Amann, Andreas Brockman, Chelsea Engel, Karen Karnes, Amy Miller, Karen Scherra,

#### **Members Absent:**

Ed Conway, Jessica Dean, Lee Denney, Matt Fetty, Justin Phillips, Frank Williams

#### **Guests Present:**

Ernie Dimalanta, Annie Droege, Dawn Fogarty, Josh Hisel, Christopher Hubbard, Julie Ilg,

Madeline Iseli, Jennifer Maynard, Riley O'Grady, Joe Schroder, Jessie Simons

#### **Staff Present:**

Becky Ehling

Vetta Brantley

#### I. Welcome and Attendance

Karen Scherra thanked all for coming to the first Emerging Workforce (Youth) Committee Minutes held in person in over two years. This is Karen's last meeting due to retirement

Karen asked that the members Introduced themselves.

Becky let the committee know that Karen has been with the Committee for a 9 term and 1 year Emeritus. She has been a driving force with this committee and the Board. Her guidance and mentorship will be missed.

#### A. Minutes from May 11, 2022 meeting.

Minutes approved as amended.

#### II. Youth Contract Review

The attorney has reviewed the contract. The attached is the recommendation for approval.

Easterseals has been awarded the contract for the next two years. They were the only entity to apply. They previously had the contract and did a tremendous job.

The Attorney still has the contract for review. The deadline is June 30th. It is a timing issue and not contract issue holding up the approval. Becky will put the contract through to the Board next Friday (6/17/2022), unless not returned from the Attorney. At which point a special meeting will need to be called of the Board to approve the contract.

Karen let the committee know that feedback was solicited after refining the RFP and it's processing but the committee was on a very short timeline. She continuing the process of Refining the RFP, focus more on what we want and taking out some of the extreme out. This will be the work of this group.

### III. Committee Chair

Committee should nominate a board member to become the chair of the committee.

The nomination will go before the Executive Committee for approval.

Per Becky, the committee can make an Interim Chair until a Full Chair is appointed.

Karen Scherra spoke with Ron Rohlfing who is willing to be the Interim Chair if necessary to give the committee time. Becky let the committee know that the By-Laws state that it will need to be a Board Member. She then asked the committee if they had any recommendations, or would like to have Ron has the Interim. Karen Karnes thought it would be great if Ron could do this until she is able.

This will be put on the Consent Agenda for Friday, 6/17/2022.

### IV. Presentation by WCCS Presentation

 [Partnership Opportunity- High School Workforce Hub.pptx](#)

 [Workforce 21-22 Report.pdf](#)

Madeline Isgeli, Senior Vice President - Advancement and Regional Development at Sinclair Community College opened the presentation by giving a brief history of Sinclair College founded in 1887 as a Workforce Development Institution. Sinclair has been working with High School students to help them understand their options.

She explained how Ohio Education Policies are changing; recognizing that there is an emerging workforce in the K-12 system and now high school students have options to receive credits towards their graduation that include work experience which include preapprenticeships.

Sinclair, Joe Schroeder, Riley O'Grady, are making connections in the schools and with employers. The goal is to pull resources to create SPOC's (Single Point of Contacts), maybe an Advisory Board and/or Resource Teams that are knowledgeable of what each program offers and who to refer for students, adult education, and employers to. Becky suggested a Binder with this information for all to use. Jesse Simmons created a "Best Practice Model" with his business and maybe something we can interject as well. He will share a draft with Joe.

The committee will revisit this topic at the next scheduled meeting and fine tune the framework.

V. Dimalanta Presentation

 [BCW0028 In-Demand Jobs Week Board Analytics 5.16.22a.pdf](#)

 [Estimate 1611 \(1\).pdf](#)

Ernie began the presentation by explaining that in the past there was no social media, or digital marketing (outreach). People saw approx. 1-4K brand images a day. Today we can fund 5-15K a day.

In working with the OMJs, the question arose, "How do we reach the Youth & their Parents?" One way to get them involved is to give them something to grab a hold of and digest; throw them a "Monkey Paw" (rope with knot at the end) to catch. When they catch and begin to pull on the "Monkey Paw" they will begin to learn about the other services available.

They along with the OMJs have developed a Driver's Ed Campaign to reach two audiences; the youth and their parents. The campaign will be divided into two parts:

1. Empathy & Authority - how do OMJs relate better to the youth and their parents?
  - Create more pull tactics than push tactics.
  - Parents fear accidents, they want to know their kids are equipped to drive safely. Our message; "The next few miles for your teen may be a little scary. Let us help ease your mind by preparing your teen hit the road responsibly."

- Teens fear lack independence, fun.
2. How to launch the campaign.
- For parents emails, Facebook. Instagram, post-card messaging.
  - For teens, TikTok, Instagram, cell phones (teens love to scroll).
- Amy let the committee know that the OMJ Centers can only provide services through TANF to youth. If they can not service them a referral will be made to the other programs.

Ernie showed Tik Tok videos that were developed to bring awareness for the WIB during InDemand week.

- Cost \$5K w/return
- 231K impressions
- reached 206K individuals
- 10K clicks
- targeted 18 - 24 y/o's
- less than 2 week time frame
- can isolate geographic locations
- videos on BCW Website
- not easily trackable (how learned of WIB/OMJ Center).

The digital method(s) are showing connection with the youth, we're relevant, innovative, and cost effective.

He is proposing a \$115K contract to invest:

- OMJ Centers
- Commercials on Streaming Systems
- Radio (Spotify)
- Venettes - (TikTok, Instagram)
- Trackable with add'l software

Karen noted that the committee had been struggling with this issue for sometime. However, when the OMJs got involved, for the first time she saw general excitement within the committee.

Becky has asked that Ernie present to the Board in July.

Karen suggested along with Ernie that Amy present to the Board in July as well so the message comes from those who are overseeing the campaign.

VI. Adjourn

A. The next meeting Emerging Workforce (Youth) Committee meeting on July 13, 2022 from 2:30 pm to 3:30 pm. We will be remote unless the committee decides to remain in person.

Karen suggested pushing the meetings back to 2:00 pm - 3:30 pm. She asked the committee if they were interested in going back to in-person meetings.

Callie reminded the committee that at one time it was suggested to rotate meeting location to the OMJ Centers. No determination was made today. Karen suggested the discuss be continued at upcoming meetings.

Meeting adjourned at 3:44 pm.