

**WORKFORCE DEVELOPMENT BOARD
EXECUTIVE FINANCE COMMITTEE MEETING**

Friday, May 7, 2021

MINUTES

Members Present:

Kevin Whirley – Chair, Jason Archer, Cenia Bosman,

Members Absent:

John Frederick, Vanessa Parker-Lewis

Staff Present:

Greg Laposa, Director of Workforce Development, Ethan Dixon, Angela Erby, Jon Hild, Tiffany Manning, Marva McJoy, Loris Williams

County Executive Representative:

Andrea Jackson-Jennings, Director of Human Services

Guests Present:

None

Call to Order

The Chair called the meeting to order at 11:05a

Approval of the Minutes

The minutes from the regularly scheduled February 5, 2021, were read silently. A motion was made and seconded to approve and accept the minutes without changes and/or corrections. The motion carried.

Board Chair Remarks

- a. *Marketing, Marketing, Marketing* – the spoke positively about the new Public Information Officer (PIO) position and the need for consistent and available marketing for the Workforce Development programs. It was stated that often times the great work that is being done and the services that are available to the public are not realized because people are unaware. The Chair reported that he is optimistic of the direction and future of Workforce Development and the important work being done.

Director of Human Services Remarks

- a. *The Director's Role* – The Director reiterated her position as the representative of the County Executive with the Workforce Development Board and her continued availability to attend to matters of the Board that required the County Executive's attention.
- b. *Meeting with the County Executive* – The Director reported that a meeting was held prior to COVID-19 outbreak with County Executive, Dr. Sam Page, Director of Human Service, Andrea Jackson-Jennings, Director of Workforce Development, Greg Laposa, and Chairman of the Workforce Development Board, Kevin Whirley. The next meeting is scheduled to be held May 12, 2021, with the objective to get more regularly scheduled time with Dr. Page to relay Dr. Page's thoughts and initiative concerning workforce

development to the Board and to keep Dr. Page apprised of developments and activities happening on the Workforce Development Board and in workforce development.

- c. *Department of Human Service regarding COVID pandemic* – The Director spoke of the Department of Human Services vital involvement in the COVID humanitarian efforts of St. Louis County. DHS, through its various divisions and with American Rescue funds, has been essential in addressing issues such as: food insecurities, the digital divide, senior and homebound care, and eviction prevention. The Director stated that as more funding becomes available, efforts will continue to address the needs of the citizens of St. Louis County adversely affected by the pandemic.
- d. *Public Information Officer* – the Director announced that a new position was created and filled for a Public Information Officer. The role of the PIO will be to create and disseminate consistent messaging for the departments of DHS, including Workforce development, to increase public knowledge and awareness of the services and activities available through the Department of Human Services. Kevin Whirley spoke on the importance of “marketing, marketing, marketing,” and was excited about the introduction of the new position.
- e. *Kudos for Director of Workforce Development* – it was shared that Greg Laposa was doing a phenomenal job and there was true appreciation for the One-Page, Take-Away from the WDB meetings that members found very helpful. Kudos given for the job Greg and his Workforce Development team has been doing to assist other County departments.

Director of Workforce Development Report –

- a. *2021 Strategic Priorities* – following up on the remarks of the Chair, the Director reiterated the importance of improving marketing and social media presence as strategies for *Building Awareness of St. Louis County Workforce Development services* and cited the work of the PIO and the Digital Coordinator as imperative in “getting the word out.” Along with the meeting *Take-Away* information to provide exposure to the work of the Board.

The Director also spoke of the importance of continuing the collaborative efforts of Workforce Development, other DHS divisions, and an array of community partners to meet the needs of those most adversely affected by the pandemic.

- b. *Employment Outlook* – the Director spoke of the Jobs Report for the month of April, citing 266,000 new jobs created in April with 500,000+ new jobs created monthly for the past several months. He stated that while those numbers looked promising and offered opportunities for job seekers, employers, overall, were still concerned about the challenges they were having in obtaining and retaining viable employees. The Director stated that some employers are looking at the unemployment compensation as a culprit of people not joining the workforce which raises the question about wages and other disincentives to go to work. It was stated that the Workforce Development Board is being proactive in preparing to handle an expected influx of job seekers as the current UI assistance comes to an end.
- c. *2021 Priorities Highlights* – The Director shared a brief presentation to highlight the accomplishments toward the 2021 Priorities as set earlier.
 - i. Improve service delivery for customers – the Incumbent Worker program say its first cohort of graduates; a space was created within the Job Center to accommodate virtual interviews and workshops; increased youth enrollment in both in-school and

out-of-school youth programs; examination of the Customer Journey Maps to improve processes and customer experiences.

- ii. Deepen and strengthen partnerships – several steps have been taken to accomplish this objective: collaboration with the St. Louis Economic Partnership; invited by OWD to participate in the NGA initiative; met with Greater St. Louis, Inc. to discuss the 2030 Jobs Plan; met with UMSL regarding the Anchor Network Initiative.
- iii. Build Awareness for St. Louis County WFD services – increasing use of social media to promote hiring events and job opportunities; developing a branding video to showcase Job Center services to the community.
- d. *Expenditures and Enrollments* – The State is setting enrollment targets across various programs, including Adult, Dislocated Workers, and Youth that will tie into funding allocations. In addition, the State is implementing incentives to encourage regions to meet their enrollment targets. Committee members discussed the enrollment/allocation information that was presented and included the 60/40% expenditure rates.

FSIS Report:

- a. WIOA Expenditure Report:
 - i. PY19/FY20 WIOA Funds – As of March 31, 2021, the expenditures are as follows: 100% expended in youth funds; 100% expended in adult funds; 78.77% expended, however, due to the FIFO (first in – first out) rule, those funds continue to be expended which will result in 100% expenditure in that area prior to the June 30, 2021, expiration date.
 - ii. PY20/FY21 WIOA Funds – As of March 31, 2021, PY20 funds have been expended as follows: 20.70% youth funds expended; 13.05% adult funds expended; and 0% of dislocated worker funds expended because as previously stated, PY19 dislocated worker funds are still being expended.
- b. Other Expenditure Summary Report:
 - i. PY20 NDWG COVID Humanitarian Grant – initially received \$90,818. Received notice that an additional \$75,000 will be added to the grant for a total of \$165,818. Currently the grant is 8.52% expended, but there is an expectation that the funds will be expended. The additional funds will have to be approved by vote at the full Board meeting
 - ii. PY17 Apprenticeship USA grant – 100% expended
 - iii. PY19 WIOA Equal Opportunity Grant – 100.00%
 - iv. PY20 WIOA Equal Opportunity Grant – 85.38%
 - v. PY21 TANF SkillUp Grant – 0.00%
 - vi. PY21 FNS SkillUp Grant – 42.33%
 - vii. PY21 TANF Jobs League Grant – 4.55%
- c. PY21/FY22 WIOA Funds – received a total allocation of \$3,905,646, which is a decrease from last year’s funding of \$4,623,188; a difference of (\$717,542).

- i. Adult – \$1,367,263
- ii. Dislocated Workers – \$1,080,660
- iii. Youth – \$1,457,723

Workforce Development Reports:

I. Contract Status Update:

- a. OSO Monitoring Review – as part of our programmatic review, we are required to perform a review of the One-Stop Operator. The monitoring review process is being developed using the OSO Agreement, the OSO contract and the Multi-Function Agency agreement as guidance. Once completed, the OSO Review will be submitted to the State as required.
- b. Annual Agreement – the annual agreement is currently before the County Council to get authorization for the County Executive to sign. It will also need to go before our full Board for approval. Once fully executed, OWD will begin issuing NOO for the WIOA programs.
- c. MOU has been updated to incorporate new partners and change existing partners. The MOU will then be put back out for public notice
- d. Board Recertification – currently going through the Board recertification which is required to be done every two years. As we go through this, we are also in the process of interviewing and selecting new Board members to fill the current vacancies we have on the Board.

II. Compliance –

- a. Performance Outcomes as of May 5, 2021. The performance indicators show our performance as 90-100% of our negotiated rates achieved, with the exception of a very few areas: Dislocated Worker 4th Quarter @ 87.2% but is projected to reach 90% of the negotiated rate by June 30, 201 – which the state counts as successful, and youth skills gains which is currently 88.54% achieved. The Compliance team anticipates that the youth program will be 100% by June 30, 2021. Title III-Wagner-Peyser – our walk-in customers – are giving our best possible service and we anticipate that all negotiated areas will 90% achievement.
- b. Basic Skills Deficiency Policy – updated to include what testing will be used for adult clients. The policy now addresses how adults and dislocated workers will be assessed, which formerly only included youth. The Board will have to vote to approve this policy.
- c. Supportive Services Policy - updated to include offering gas cards as a supportive service. The Board will have to vote to approve this policy.

III. *Business Services* – a lot of great work has been happening with the Business Services Group including multiple OJT agreements, several IWT agreements, and continuing to have virtual and in-person hiring events.

IV. *EO Report* – 4th quarter monitoring report was a concern that monitoring ETP sites was not taking place; this is a issue that has effected most regions. The EO will be addressing this concern to ensure compliance. In addition, the EO is required to monitor worksites and job descriptions. There were no findings on the 1st quarter report.

- V. *Customer Feedback* – Job Center survey data was shared with the committee. 79 total customers (Northwest Crossings & Florissant JC) completed the survey for the last survey. 93.67% of respondents reported that their experience in the Job Center was positive. Strategies have been implemented to continue to increase the number of clients completing the surveys while maintaining the very positive feedback and customer comments. Several comments from clients were shared with the committee.

New Business:

- A. By-Laws – the state reviewed the Board by-laws and had some questions, comments, or concerns. St. Louis County’s legal department is currently reviewing the document to make changes and/or recommendations.
- B. Full Board Meeting Agenda Development – the agenda for the full Board meeting was developed using the Finance and Governance Agenda as an outline.

Old Business:

- Board Recertification – see contract report for details.

Adjournment:

A motion was made and seconded to adjourned. Meeting was adjourned at 12:53p