

Northwest TN Workforce Board American Job Center (AJC) Committee

Tuesday, July 25, 2023 – 9:30 a.m.

Milan Chamber of Commerce, 1069 Main St., Milan, TN or Zoom

Minutes

Committee Members Attending In-Person: Lori Burdine, Janet James, Ted Piazza, Monica Heath; **via Zoom:** Kristy Mercer, Jimmy Williamson, Sherry Fowler, Willie Huffman

Staff and Contractors Attending In-Person: Jennifer Bane, Ginger Powell, LeAnn Lundberg, Laura Speer, Erica Nance (OSO); **via Zoom:** Lana Burchfiel, Kena Hamm, James Starnes (OSO), Connie Stewart (CSP)

Review and Approval of Minutes of 4/25/23 Meeting: Committee Vice-Chair Lori Burdine called the meeting to order and asked the group for comments regarding the prior meeting's minutes.

- **MOTION:** Ted Piazza moved to approve the 4/25/23 minutes as presented and Janet James seconded the motion. All were in favor and the motion carried.

American Job Center Services Report: One-Stop Operator (OSO), Erica Nance, presented the attached AJC Services Report for April-June 2023 which details AJC traffic counts, visit reasons, customer survey results, and estimated results for the quarterly Key Performance Indicator (KPI) goals. Erica mentioned there are a few more Carroll County visits that are not reflected in the report. Erica also reported that three more Access Point locations have been identified. There will be a training in August for new locations. She will also be meeting with Alternative Choice Counseling Center at a Crockett County Access Point. Ted Piazza inquired about adding trends to the KPI portion of the dashboard. Jennifer stated that the annual report will show the cumulative amounts compared to the annual goal and staff will also look at incorporating trends into the quarterly dashboards.

Workforce Services Report: Erica Nance (OSO) presented the following report for Gina Abbot (TDLWD Assistant Director for West TN):

- **Justice-Involved Unit:** This unit has released a new series of YouTube messages to educate the public on various topics. These can be found on the TN Department of Labor and Workforce Development's YouTube page.
- **Co-Enrollments:** The department is working to increase co-enrollments with Adult Education. SNAP E&T can assist with childcare and transportation assistance.
- **TAA:** There was a statewide training July 19-21, 2023, in Nashville for Team Leads and field Staff.
- **Northwest Hospitality & Tourism Taskforce:** This taskforce held its first listening session at the Discovery Park of America in Union City on June 22nd.
- **Kristie Bennett:** Kristie was promoted to Senior Director for the Workforce Solutions Outreach & Partnership Unit. She will remain the Blue Oval City Project Lead for the TN Department of Labor & Workforce Development. A new Regional Director for the Northwest area will be hired.

Career & Training Services Report: Connie Stewart presented the attached Career and Training Services Report detailing cumulative enrollments as of June, percentage of priority Adult enrollments, a breakdown of Individual Training Account (ITA) enrollments by sector and provider, and total ITA investments by provider for all participants this program year. Connie reported that we missed the Adult and Dislocated Worker annual enrollment goal of 281 by 15 enrollments. The Youth enrollment goal of 80 was exceeded by eight enrollments.

- **Summer Youth Employment Program (SYEP):** Connie reported there have been about 25 youth enrolled so far towards the goal of 100. Each youth can be approved for \$3,200 including taxes/benefits. Anyone eligible for Title I can be co-enrolled, however, only one so far has qualified for co-enrollment. Participants have been placed in a wide variety of worksites so far including physical therapy, Auston Mealer, Trudy's Café, Retail Revelation Garden, Hardage Group, animal care settings, and more. There has been a lot of interest in animal care, so Connie is exploring credentials and career options in the field. Connie expects that when school starts, she will see greater interest in the SYEP and will quickly fill the 75 remaining spots.

Business Services Report: Ginger Powell, Deputy Director, presented the attached Business Services Report detailing the cumulative On-the-Job Training (OJT) contracts and enrollments as of June, the completion rate, and the breakdown of number trained by sector. Virtually Speaking webinars held were noted and recordings are available on the website. The

next webinar is scheduled for September and we are open to topic ideas. We just wrapped up Incumbent Worker Training Grants with 16 contracts and expended all our allocated funds. At the end we had de-obligated funds that could not be re-obligated for IWT, so the state allowed for us to use them on OJTs instead. The Business Services staff are planning to serve approximately 20 SYEP participants through OJT program with four or five enrolled since July 1st. These will be permanent positions instead of short-term work experiences. Ted asked about the higher rate of OJT individuals who did not complete. Ginger explained that much of the reason for higher incompleteness is due to increased turnover rates. If they did not complete, we did not reimburse, but it does not necessarily negatively affect our performance if they are still employed and just left one employer for another. We did have one employer who had too much turnover for us to renew their contract. Janet James inquired about the employers participating in Henry County. Ginger provided the information and will have the Business Services Representative follow-up with Janet about participating in the program.

Other: Committee members were asked if there were other business items to be addressed, but none were raised. Jennifer mentioned that the GROWWTH program through the TANF Pilot Project started in May and we've had a few enrollments so far. The program seeks to serve low-income parents / guardians. As part of a research requirement of the grant, those who do qualify get randomly put into one of two groups with one group receiving only limited services and referrals to other programs. The research portion will end once we've enrolled 700 participants across West TN. Catherine VanDyke will speak on this program in more detail during the Outreach & Opportunities meeting. There is a training webinar on July 27th at 9:00 am for anyone interested in learning more about the program.

Future Meeting Dates & Upcoming Events: Future meeting dates and upcoming events were listed on the agenda. Jennifer Bane noted that the next Board meeting will be our joint annual meeting with Southwest at 10:30 am and lunch will be served. Members are encouraged to be in-person if at all possible.

Respectfully Submitted,

Lana Burchfiel, Public Information Specialist

Northwest TN Workforce Board
American Job Center (AJC) Committee

Tuesday, July 25, 2023 – 9:30 a.m.

Milan Chamber of Commerce
1069 S. Main Street
Milan, TN

Chair - Rita Alexander

[Join Zoom Meeting](#)
Meeting ID: 898 4961 0657
Passcode: 881060

Vice Chair – Lori Burdine

Agenda

1. Welcome and Call to Order Rita Alexander, Chair
2. Review and Approval of Minutes – April 25, 2023 meeting **(Vote Required)** Rita Alexander
3. American Job Center Services Report Erica Nance, One-Stop Operator
 - a. Workforce Services Report
4. Career & Training Services Report Connie Stewart, CSP Executive Director
5. Business Services Report Ginger Powell, Deputy Director
6. Other Business All

Future Meeting Dates & Upcoming Events

Meeting / Event	Date and Time	Location
Joint Northwest / Southwest Tennessee Workforce Board Meeting	August 22 nd , 10:30 am	Greater Jackson Chamber & Zoom (197 Auditorium St.)
State Board Meeting	August 25 th , 8:30 am – 12:00 pm	Nashville / YouTube
Northwest Reentry Simulation	August 29 th , TBD	TBD
West Tennessee Regional Planning Council Meeting	September 12 th , 10:00 am	TBD
Future 2023 Committee Meetings	October 24 th , 9:30 am	TBD / Zoom
Future 2023 Board Meetings	November 28 th	TBD / Zoom
Future Virtually Speaking Webinars	September 7 th , and December 7 th , 9:00 am	Zoom

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Tuesday, April 25, 2023 – 9:30 a.m.

Milan Chamber of Commerce, 1069 Main St., Milan, TN or Zoom

Minutes

Committee Members Attending: Monica Heath, Melinda Goode, Rita Alexander, Kristy Mercer; **via Zoom:** Jimmy Williamson, Sherry Fowler, Lori Burdine, Janet James, Kristie Bennett

Staff and Contractors Attending: Jennifer Bane, Ginger Powell, Erica Nance (OSO); **via Zoom:** Lana Burchfiel, Gina Johnson, LeAnn Lundberg, Kena Hamm

Guest Attending via Zoom: Gina Abbott

Review and Approval of Minutes of 1/24/23 Meeting: Committee Chair Rita Alexander called the meeting to order and asked the group for comments regarding the prior meeting's minutes.

- **MOTION:** Janet James moved to approve the 1/24/23 minutes as presented and Melinda Goode seconded the motion. All were in favor and the motion carried.

AJC Partner Guest Speaker: Melinda Goode, Executive Director of the Northwest (NW) Tennessee Development District and the NW Human Resources Agency shared a short presentation on different aspects of their agency, including Office on Aging, Economic and Community Development, and the transportation program. Both organizations have state associations that meet monthly. Melinda also spoke briefly on the SCSEP program. Some of their programs are income-based and some are not. Programs like Meals on wheels can be paid by individuals who do not qualify but still want to use the service. Transportation charges a very affordable fee, and many vans are wheelchair accessible. Vans usually run from 4:30 am to 7 pm and have local routes, as well as travel to Memphis and Nashville. Melinda mentioned they have tried doing 3rd shift to help employers but it hasn't been very successful. They currently have a shortage of drivers. Right now participants can call to schedule a ride, but they are working with a developer to do an app.

American Job Center Services Report: One-Stop Operator (OSO), Erica Nance, presented the attached AJC Services Report for January – March 2023 which details AJC traffic counts, visit reasons, customer survey results, and estimated results for the quarterly Key Performance Indicator (KPI) goals. She mentioned that the justice-involved numbers were increased with the Mobile AJC going into jails during this Second Chance Month. She also visited access points this quarter and conducted a training at the Gibson County Memorial Library access point. Regarding the off-target measures, Jennifer mentioned that these were quarterly goals and not annual goals. The State staff have primarily looked at the state as a whole to see if all areas are collectively meeting the goals. RESEA goals were easier when they were actually coming into the centers. We have seen fewer Adults/DW. We are supposedly supposed to get some summer youth money, which may help our youth numbers. Since the State had asked us to shift our focus to in-school youth, we have seen fewer out-of-school youth enrollments.

Workforce Services Report: Gina Abbott, TDLWD Assistant Director for West TN, gave a short presentation including:

- Staffing in AJCs: Looking at adding a consolidated Veterans staff position – Disabled Veterans Outreach / Local Veterans Employment Representative. We have a representative in Dyer County, and they plan to put a second position in Huntingdon to help cover the 9-county area.
- The Team Lead position in Dyersburg has been posted. Benny Roberts is covering the whole area until that position is filled.
- April is Second Chance month, so there were several related events in the AJCs. The West TN event hosted by the Office of Reentry was held in Jackson and included an expungement clinic that served 57 individuals. In Huntingdon today there is a resource and job fair for justice-involved. One was also held in Dyersburg.
- Ready For Industry (RFI): A program purchased by TBR is being shared with the TN Department of Labor to utilize in the AJCs. The program presents customers with an interactive and hands-on experience within healthcare, logistics, manufacturing, service, and construction careers, in order to help steer them in the direction of a career.

Career & Training Services Report: Jennifer Bane presented the attached Career and Training Services Report detailing cumulative enrollments as of March, percentage of priority Adult enrollments, a breakdown of Individual Training Account (ITA) enrollments by sector and provider, and total ITA investments by provider for all participants this program year. Enrollments are still occurring throughout all nine counties, but priority Adult numbers are still low as expected.

The majority, 54%, of new enrollments are still at TCATs, but the majority of funding, 50%, is spent at private providers since they don't usually qualify for other scholarships, and we pay the majority of the costs.

Business Services Report: Ginger Powell, Deputy Director, presented the attached Business Services Report detailing the cumulative On-the-Job Training (OJT) contracts and enrollments as of March, the completion rate, and the breakdown of number trained by sector. Virtually Speaking webinars held were noted and recordings are available on the website. The next webinar is scheduled for June 1st and will address childcare challenges. EMSI is now known as Lightcast and staff continue to produce reports frequently. Incumbent Worker Training (IWT) numbers were added to the report. All IWT money is now obligated, and we have a waiting list for any de-obligated funds. We have a good mix of contracts across several counties and sectors including manufacturing, healthcare, banking, etc. Funds must be spent by June 30th.

Policy Changes: Jennifer Bane presented the proposed policy changes outlined in red text in the attached handouts.

- **Conflict of Interest Policy:** Changed definition of "family member" per State policy change.
- **Work-Based Training Policy:** A note was added to the IWT section regarding the required percentage of trainees. This has been the standard practice but has not officially been in the policy. A section has been added for pre-apprenticeship funding as a formal policy has not been in place. The proposed policy primarily matches the same process used for IWT contracts, but also includes the requirement that programs be certified by the TN Office of Apprenticeship. The Work-Experience for Adults and Dislocated Workers section was amended to allow all age ranges, not just youth-aged, to participate in Work Experience under special grants, such as National Dislocated Worker Grants. Formula funds would still be reserved for youth-aged participants.
 - **MOTION:** Lori Burdine moved to approve the policy changes as presented and Jimmy Williamson seconded the motion. All were in favor and the motion carried.

Other: Committee members were asked if there were other business items to be addressed, but none were raised.

Future Meeting Dates & Upcoming Events: Jennifer Bane noted that the next Board meeting will include a strategy session. We are working on a survey to get feedback from the Board to help steer that meeting. Margaret Prater will be facilitating the session. Members are encouraged to be in-person if at all possible.

Respectfully submitted,

Lana Burchfiel, Public Information Specialist

American Job Center Services

Customer Visits

Carroll 1363

Dyer 588

Weakley 109

2,060
Visitors Received
PY22 Q4

6,496
Visitors to Date
PY22

AmericanJobCenter
TENNESSEE

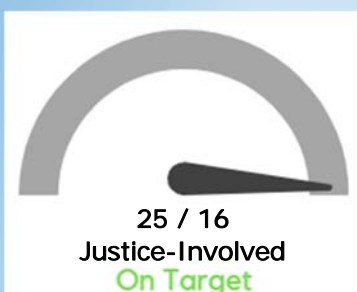
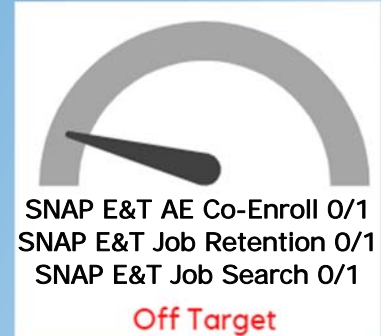
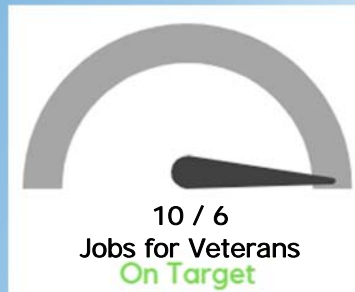
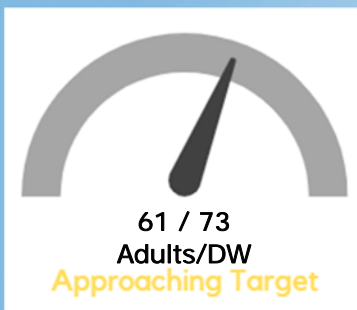


TOP 5 REASONS FOR VISIT

1. Job Search/Resource Room
2. Networking Events
3. Unemployment
4. Title I Career Coaching
5. Job Search Assistance

3,992 Services Provided

Key Performance Indicator Results



ACCESS POINTS



PARTNERSHIP

The American Job Center has identified three more Access Point locations. Two locations will be in Gibson County and one in Henry County. A virtual training will be held in August for the new locations. If your organization would like to become an Access Point and Proud Partner of the American Job Center, please contact One Stop Operator, Erica Nance at (731) 501-1127 or visit your local American Job Center.

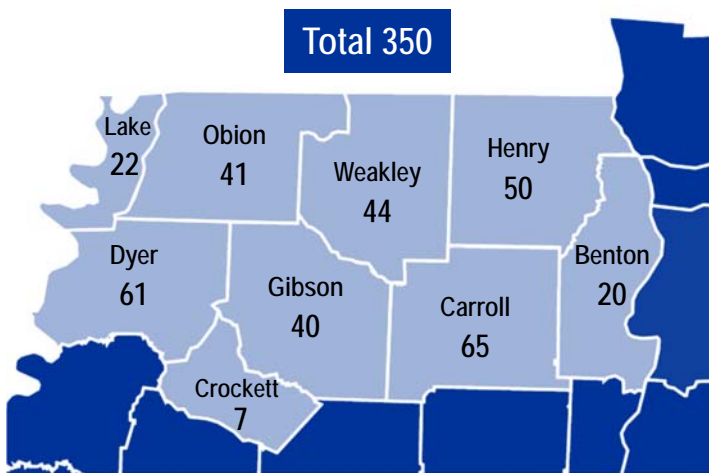
FUTURE ACCESS POINT EVENTS

The American Job Center will be working closely with Access Points to organize AJC events at each Access Point. If you are interested in organizing a job fair, hiring event or workshop, please feel free to contact One Stop Operator Erica Nance .

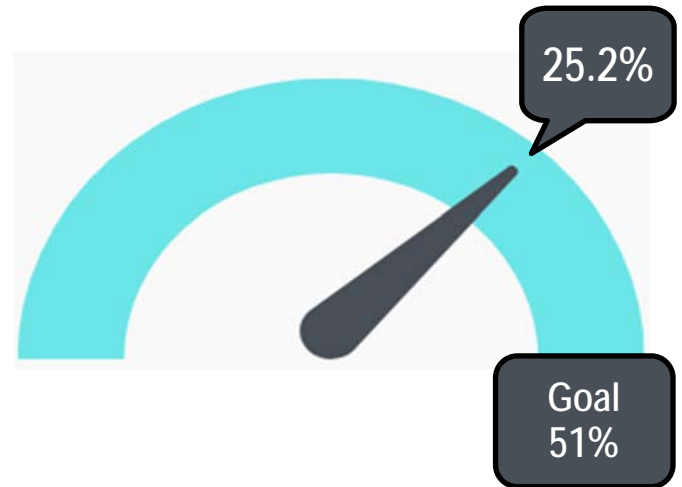


Training Services

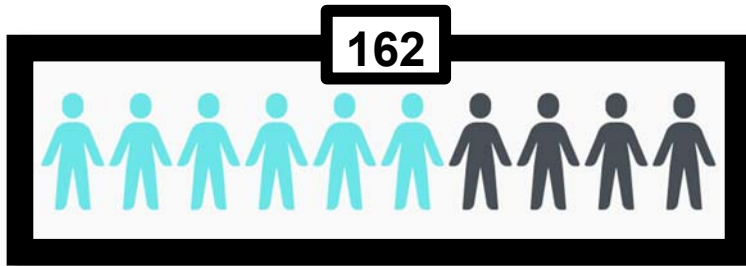
Total Enrollments by County



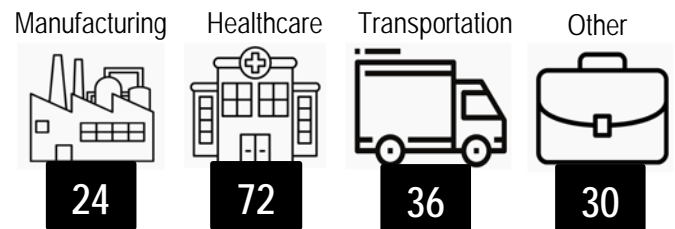
Priority Percentage of New Adult Enrollments



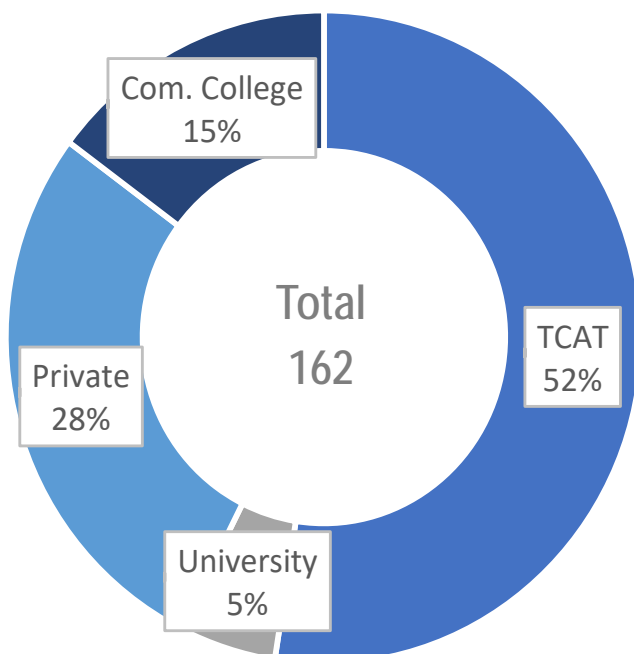
ITA Enrollments



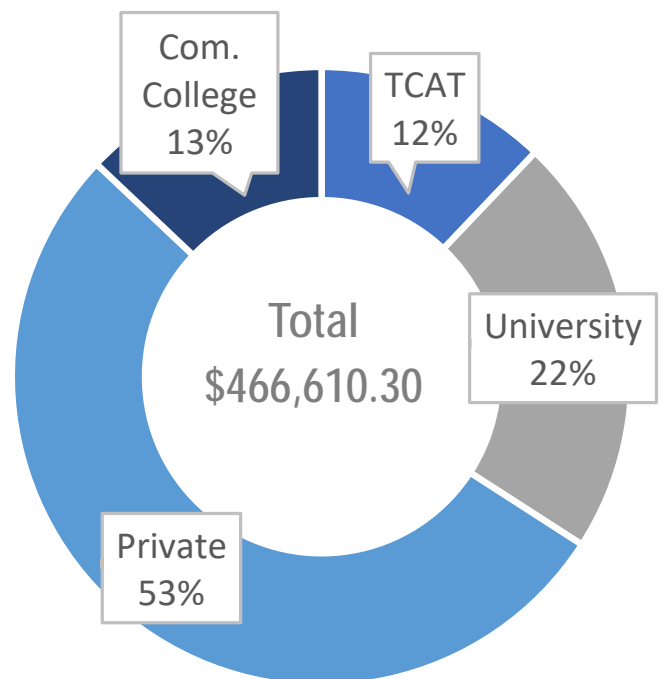
ITAs By Sector



New ITAs By Provider

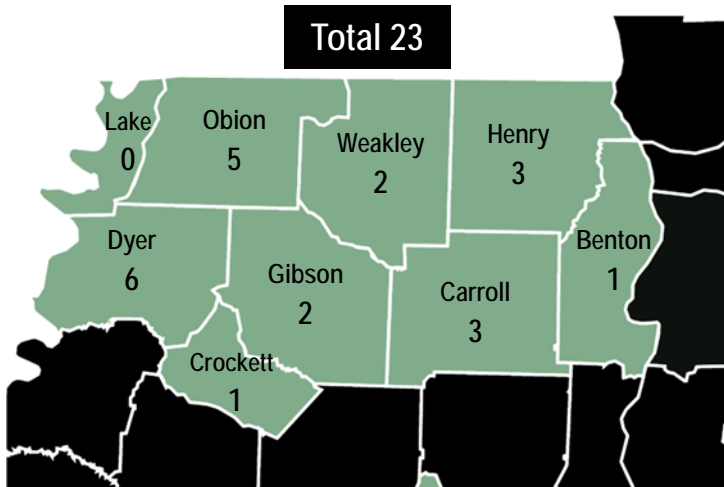


Total ITA Investment by Provider

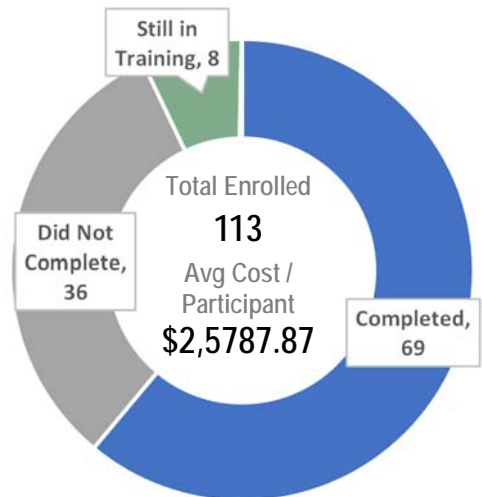


Business Services

OJT Employers by County



On-the-Job Training Participants



Trained by Sector

Manufacturing



84

Healthcare



0

Transportation



0

Other



29

Virtually Speaking Webinars



- S Betting on Talent: Maximizing Impact of Employee Engagement
- S Substance Abuse Awareness: Changing the Narrative of Addiction in the Workplace
- S Building Your Workforce through Partnerships in Work-Based Learning
- S Addressing the Childcare Challenge: Solutions to Benefit Your Workforce

All webinars are recorded, and may be found by scanning the QR code, or on our website at <https://nwtjobs.org/employers/virtually-speaking>.



**17 Reports
Produced**



Economy Overviews



Education Reports



Industry Reports



Occupation Reports

**INCUMBENT
WORKER
TRAINING
PROGRAM**

16
Total Contracts
Awarded

331
Proposed
to Train

\$254,717.97
Amount of Funding