

Documenters

POWERED BY CITY BUREAU & SIGNAL CLEVELAND

Workforce, Education, Training and Youth Development Committee

Documenter name: Michaylah Burch

Agency: [Cleveland City Council](#)

Date: March 5, 2024

[See more about this meeting at Documenters.org](#)

Summary

- 3,000 people will be enrolled with training providers over the terms of a \$10 million grant for workforce development. Of that number, 65% must be African-American, 13% must be Hispanic, and 30% must be women.
- Officials clarified that [PACE](#) is a curriculum that is embedded in the school day, and the [Greater Cleveland Career Consortium](#) works at the systems level to help students develop career plans.
- Some schools have health clinics through Cleveland Clinic, MetroHealth, or Care Alliance.

Follow-Up Questions

- The clinics' services are offered to families, but would parents actually be able to go in and receive care?

Notes

Those in attendance:

- Chair Jasmin Santana
- Council Member Joseph Jones
- Council Member Jenny Spencer
- Council Member Richard Starr
- Council Member Deborah Gray

The Scene

The meeting began shortly after 1:30 p.m. Once the roll was called, Santana explained the purpose of the meeting: "Today is just really to get an update, get the metrics, the goals, and hear the challenges."

This meeting was concerning updates for ARPA allocations.

Michelle Rose, executive director of OhioMeansJobs and the Cleveland-Cuyahoga County Workforce Development Board, was the first to present. She was accompanied by Chris Nance of the Greater Cleveland Partnership. Under Ordinance 672–2023, [OhioMeansJobs received \\$10 million](#) for workforce development.

Rose said the money was for diversifying the pipeline of workers into five categories of “built environment” jobs. These categories are construction, infrastructure, transit and water, broadband deployment, climate action (these include nature-based jobs and clean energy jobs) and remediation (such as assisting with lead remediation in houses).

“These categories were created because we know that there are big investments happening and coming to Cleveland, and we need our workforce to be as ready as possible to make these projects a reality,” said Rose.

Rose said she and her team intend to diversify the pipeline of workers through five key concepts: engaging, supporting, training, employing and developing.

Rose said that last year, when this legislation was passed, they committed to a few key outcomes. One was that 3,000 people will be enrolled with training providers over the three-and-a-half year grant period. Of those people, 65% must be African-American, 13% must be Hispanic, and 30% must be women. Rose said they think this will convert to 800 “grant-impacted” job placements by the end of 2026.

Rose said the racial demographic requirements are consistent with the enrollment of Cleveland public schools.

As for the requirement that 30% of enrollment be women, Rose said, “Right now 3% of construction workers are women, so that would represent a 10-fold increase of the number of women in construction.”

All 3,000 people enrolled in this program must be Cleveland residents.

Rose said partners include Cuyahoga Community College, Youth Opportunities Unlimited, Greater Cleveland Partnership and Urban League of Greater Cleveland. OhioMeansJobs is coordinating. These organizations combined to create the Built Environment Collaborative.

Rose gave a six-month update. She said all of the contracts are in place, programming is online and residents are already enrolling, the trainee fund is launched, and community engagement is underway.

Rose mentioned that organizing the collaborative was a challenge. “It was hard to get ourselves set up, but I really believe that we did it in the right way and that will pay off in the years to come for this grant,” she said.

About the trainee fund, Rose said, “The trainee fund is much more flexible and generous in terms of what kind of wraparound supports we can provide for those 3,000 enrollees into training. So if someone tells us they need a car repair in order to get to work, if someone tells us they need more help to have their child enrolled in childcare, if someone needs better access to health services, those are all things that we can fund with this training.”

“[Our partners] are doing everything to get people enrolled into this program, working with a lot of [council members], holding events and job fairs, knocking on doors, attending community events, and soon we will launch our marketing strategy, which will include branded collateral as well,” said Rose.

Rose said participants will follow a “process map.” It begins with recruitment into the program, followed by enrollment, followed by completion, then people are placed into a job, and hopefully they are able to maintain relevant employment. The relevant employment is the final stop on this “process map.”

To date, there have been 241 enrollments into training. Rose said there has been a “drawdown” so far of \$676,000 and a little more than \$13,000 accessed from the trainee fund. There was even a success story shared to show how great the outcomes can be!

After the presentation, Santana had a few questions. Referring to the Latine construction graduation she attended last year, she asked, “While that training was a success, and they had high participation, what happens afterwards? How many of them were placed? How many of them are working now?... Out of the 241 that you train, how many of those employees have been placed?”

“We don’t have the outcomes of those 241 quite yet. Some of them probably are working now, but we haven’t done our 90-day follow up to see if they’re placed and employed in relevant employment yet. But we will, and by the time I’m here for the next quarter will have more retrospective information,” answered Rose.

Spencer said, “I ... just want to inquire about the training directory. That sounds like something that perhaps members would [be interested in]. We’re not workforce development experts, but I think the more that we know, the more organically we can share that with our community members. So that might be a follow up for policy just to have so we can see that evolving body of work and understand that resource ourselves.”

The training directory is a list of all of the relevant funded training programs that one could be recruited into. There is a short description of each.

Next, Santana called up presenters for education ARPA legislation. These include Ordinances 52-2023 for \$600,000 for Say Yes family support specialists; [91-2023 for \\$300,000 for the College Now Comebacker Campaign](#); 93-2023 for the Greater Cleveland Career Consortium’s (GCCC) [PACE education pathways](#) to receive \$2 million; and the Cleveland Metropolitan School District (CMSD) integrated health initiative for \$3.7 million.

Representing [GCCC](#) was President & CEO Autumn Russel. Russel said PACE started back in 2019 as a collaboration between The Cleveland Foundation and CMSD. She said the two “convened a community planning and prototyping process to address the challenge of linking students to career pathways and regional opportunities” that lasted about two years. She said this was also after data revealed that only about half of graduating seniors were going to college.

In November 2021, [PACE](#) was first implemented in CMSD. Russell said that in March 2022 the GCCC was launched as a collective of partners working together to create a regionalized career pathway system, “where all of the partners across the region are working together to prepare students for careers.”

She said that today the consortium supports 11 school districts, including CMSD. She said that PACE is the curriculum itself, and that GCCC is working at the systems level to ensure the curriculum is implemented. The curriculum includes work-based learning opportunities. GCCC received \$2.1 million over three years to support two areas of focus: general operating and PACE implementation. Russell said about 6% of the grant is going straight to the consortium for data collection and “systems alignment,” and the other 94% is going to partners for PACE implementation in the buildings and the out-of-school engagements that are led by employers. Russell said about 44% of the budget for year one was spent.

Next to speak was Executive Director of [Say Yes Cleveland](#) Diane Downing. Downing was accompanied by Sharese Ryan, director of Student and Family Support Services. Downing said last year's gap funding was used in the early part of 2023 for salaries and benefits for 104 family-support specialists. She said this helped to ensure that the program could continue with family support specialists in every CMSD school and partnering charter schools.

Downing said Say Yes is working with the [Public Consulting Group](#) and the [Center on Poverty and Community Development](#) at Case Western Reserve University to conduct an evaluation demonstrating the program's impact. Downing said the program started in 2019 with a cohort of 16 family support specialists and has grown each year. The program evaluation will analyze internal data such as family support specialists' referrals and case notes. It will also analyze external data from CMSD, partnering charters, and the county's Department of Children and Family Services.

Next was Dale Anglin of the [Cleveland Foundation](#) presenting an update on [CMSD Integrated Health](#) Department for \$3.7 million. Anglin said this initiative came about to address both physical and mental health. She said, "Our vision is to ensure that every CMSD scholar has access to physical and mental health services to help them successfully manage life in general, but especially while they're in school."

These clinics are accessible to families, to the kids and to the teachers and administrators. Anglin said research shows that students with access to health services have better academic success. She said there are also lower Medicaid costs when problems are addressed early on. Anglin said that thanks to this initiative, nurses are now in every single school building. She said this was not funded through the \$3.7 million from the city.

Marcia Egbert of the Gund Foundation said there were two main goals of the ARPA contract. One was to make facility improvements, such as updated medical equipment, telehealth, and on-site clinics. Egbert said they plan to have a clinic in every CMSD school in the coming years. Depending on the school, the on-site clinic may be provided through Cleveland Clinic, MetroHealth, or [Care Alliance](#). The second goal of the ARPA contract was to build awareness of the services.

Last to present was [College Now](#) Greater Cleveland President Michele Scott Taylor and the executive director of the [Higher Education Compact of Greater Cleveland](#), Maggie McGrath. Scott Taylor said that by the year 2025 Ohio set a goal that 65% of Ohioans between the ages of 24 and 64 would have some post-secondary education. That could

be a four-year degree, it could be a certificate, or it could be a workforce credential. She said that currently only 49% of Ohioians have these credentials, compared to 51% of the nation. She said about 39% of Cleveland's population has an associate's degree or higher. Scott Taylor said 60,000 Cleveland residents have some college but no degree and are referred to as 'comebackers'.

She said they received \$1 million from the county "to provide debt forgiveness to those who want to go back and re-enroll in college." With the \$300,000 approved by this council for [College Now's Comebacker Campaign](#), Scott Taylor said they are targeting city residents who had some college but no degrees.

McGrath said the majority of the funding is going to media, social media and marketing campaigns. Since December they have launched website ads, and total impressions for website displays have been nearly 1.2 million. McGrath said that Facebook and Instagram have been their most popular social media placements, with click rates over 5,000. They also ran two weeks of radio spots. About 800,000 people heard them. McGrath said they are targeting particular ZIP Codes within the city that have residents with some college but no degree.

She said they have been working with 675 Cleveland residents since Oct. 1 to help them figure out a re-enrollment plan. She said 62 of them are comebackers. They have been able to pay off some previous debt for 13 people, totaling almost \$12,900.

Scott Taylor said that College Now recently opened a site at the Greater Cleveland Food Bank. She said they have staff there at least two days a week and on the weekend. They also have a resource center downtown in Tower City.

If you believe anything in these notes is inaccurate, please email us at clDOCUMENTERS@gmail.com with "Correction Request" in the subject line.