



***NEMO WORKFORCE DEVELOPMENT BOARD***

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**NEMO Workforce Development Board (WDB)  
Employer Engagement Committee Meeting  
November 28, 2017**

**Members Present**

Annette Sweet  
Jim Kolve  
Pat Poepping  
Stephen Garner

**WDB Staff**

Diane Simbro  
Sharon Hillard

**Members Absent**

Lesa Barber  
Diane Noah  
Darin Arnsmeier  
Mac Wilt  
Corey Mehaffey  
Dennis Gill  
Clinton Flowers  
Gabe Suddrath

**Guests**

Shari Schenewerk  
Rita Brown  
Amanda Sizemore  
Julie Rogers  
Janet Hickey  
Susan McKnight  
JoAnn Toerper  
Chad Eggen

**MEETING CALLED TO ORDER**

Chairperson Jim Kolve called the November 28, 2017 Employer Engagement Committee Meeting to order at approximately 10:00 a.m. at the Missouri Job Center-Warrenton in Warrenton, MO.

**ROLL CALL**

Roll call was taken and a signature sheet was signed by those attending. Four committee members were present, and a quorum was established.

**APPROVAL OF AGENDA**

Annette Sweet moved to approve the agenda. Stephen Garner seconded the motion, and the agenda was approved.

**APPROVAL OF MINUTES**

Pat Poepping moved to approve the October 3, 2017 meeting minutes. Annette Sweet seconded the motion, and the motion was approved.

**INTRODUCTIONS OF MEMBERS AND GUESTS**

Everyone introduced themselves.

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## **NATIONAL CAREER READINESS CERTIFICATE CERTIFIED WORK READY COMMUNITIES**

### **• Update on County Progress – Shari Schenewerk**

Shari said there hadn't been a lot of movement since the last Employer Engagement meeting. She had been busy and hadn't completed the updated report but would do so and would email it to everyone. She felt every county in Northeast Missouri would be participating by spring. She was currently trying to connect with Scotland, Schuyler and Shelby Counties. She said Macon and Monroe Counties had been struggling but she thought they had developed a partnership with some of their legal systems and others that were going to be helpful. She noted that revised numbers had been submitted for every county in the state. She said they were also looking at a statewide training program with the correctional facilities that would include the NCRC. Shari said leadership was key in the success of Career Ready Community initiative. The State, Workforce Boards and the Job Centers had an important role but there had to be strong community involvement as well.

JoAnn said the Boonslick Region had wonderful leadership teams in Montgomery, Lincoln and Warren Counties. The area colleges, Job Center staff, local businesses and economic developers had been very supportive. Warren County was at 100% and had met all of its goals. Montgomery County needed five, and Lincoln County should be at 100% next month. DWD said it was time to start working on the press releases to recognize everyone's efforts. She explained that they had processes to follow and she was working with them on trying to get this set up and to make it a big deal. JoAnn shared an article from the Warren County Record regarding the improvement in student test scores and said the NCRC played a part in that increase. She said the local area Warren County High Schools were extremely competitive with sports and academics and this was one way they promote the NCRC.

Rita Brown said she met with the Palmyra and Ralls County schools and both were on board to do testing. The Ralls County Superintendent had also offered to do some evening testing for adults in their area that may want the certificate. Rita said Mark Grieshaber was the local spearhead for the committee and he got \$4100 for testing for Marion and Ralls Counties. Now, they had funds to do testing in all three schools for youth under 18. She said they were looking at approximately 75 youth in Palmyra, the same in Center, and about 230 in Hannibal. Rita said Palmyra would begin testing next week and everyone else would be starting in the spring. Next week they would be testing 11 Palmyra teachers. Most of the teachers being tested would be helping kids that don't plan to go to college and really need the certificate. The teachers are going to work with these youth on skills they may need to do well on the test. She noted that the Hannibal schools were making Work Keys testing more permanent. They were having 45-50 kids requesting to graduate early. To ensure they are ready, they have decided youth that want to graduate as juniors must take the Work Keys test or have a certain ACT score.

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Shari said they have two major layoffs in Hannibal now and the Job Center was really promoting the NCRC to those individuals. They also had a few that would be coming in the week after Christmas for testing. She said the partners working together to promote the NCRC had been very beneficial. It was also important that the initiative becomes part of the workforce culture of the communities.

Amanda Sizemore thought her county got some funds for Work Keys testing as well. Shari said Pike, Macon, Monroe and most of the counties in the Northeast got additional funding. Shari said she talks to the communities about searching for additional funding because they can't just rely on state funding. The paper test, testing sites and the scoring of the test was also discussed. Amanda mentioned that it was difficult to get accurate counts of student's ages before they go to do the testing. Diane said this was an important point because if we can test for free through the state, we should utilize that source for those students so we can extend our grant funds further to accommodate the youth under age 18.

• **Job Center Updates Monthly on NCRC Traffic – Diane**

Diane said she didn't have actual NCRC traffic numbers to report yet. However, Carolyn Chrisman had asked if there was any way we could report on how many people were coming into the Job Centers, how many individuals we were promoting the NCRC with, and how many individuals were actually taking the test. At the last meeting of the DWD supervisors and Functional Leaders, this was discussed and the group thought this information would be beneficial to them as well. So they agreed to begin tracking this information on November 1, and they will report to the WDB on December 5. That information will then be distributed to everyone. Diane thought this may provide a better idea of where more effort and marketing needed to be done. She said it may also show that we may need to do the testing in two sessions as some people have difficulty committing to the three hour test.

The need for computer skills for employment was also discussed. The availability of the Teknimedia e-learning software for technology skills assessment, training and certification was discussed. The software has been placed on Job Center resource computers and NEMO WDB computers at NECAC locations.

Shari again said she would send the updated NCRC report to Sharon so she could forward it to everyone.

**REPORT ON MISSOURI HOSPITAL ASSOCIATION MEETING**

Diane said she received an email from Jill yesterday regarding the next three Hospital Association meetings for January, February and March and she would be sending that out. She said the first meeting was kind of disappointing as only one hospital representative for the entire region attended. However, they reviewed the group's plans and are trying to see how all the different partners can work together. Brent Allen, from Hannibal Regional who attended the meeting, brought up some very good points regarding healthcare needs that weren't needed just six months ago. They are seeing more movement in the area of medical coders and they are needing to train more people on ultrasound. This was due to the increase in baby-gender reveal parties. The ultrasound technicians have found they can earn more by performing the ultrasounds at the private parties than by working full time at a hospital. Diane said even

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though the meeting wasn't well attended she felt it was going to be a good partnership once it was established. She noted that the date chosen for the meeting may have had something to do with the poor attendance as well and several of those who didn't attend stated that they were still interested in being involved in the partnership. Diane said in the past, healthcare had done its own training and recruitment. They were now finding that they need some assistance and were asking for our help with their workforce issues. She said we need to find out what their needs are and see how we can assist. We may be able to assist through apprenticeships, OJT, etc.

Apprenticeships were discussed as a means of meeting employer needs. Amanda said to be a true apprenticeship the employer has to train and hire the individual. JoAnn said she had a conversation last week with DOL and she presented a scenario that she was told was possible. She asked about setting up an apprenticeship with an employer that was willing to train multiple individuals in a certain field but may only take one or two individuals a year. Once the other individuals completed the training, we would find a place for them to work to fill the gaps in the workforce. Amanda said the apprenticeship could be a consortium of employers, and through that consortium of employers you would have skilled trainers who train in certain skill sets for that trade to offset the costs for one another. She said there were a lot of different models but the trick was making sure the consortium fit the requirements. Julie Rogers felt some of the companies may be willing to support apprenticeships but they didn't have interested students.

Jim said no one said this was going to be easy. We hadn't done a good enough job in the past. Now under the WIOA, we are required to bring education, business, labor and workforce together to see how we can make a better mouse trap. They say we graduate 55% of the students and send them to college and that we don't do anything with the other 45%. The ones that don't to college sometimes don't do very well. So we have to find ways to develop training programs that are specific to jobs and skill sets that offer a middle class wage and get people off public assistance.

Diane asked those who were interested in attending the MO Hospital Association meeting to let her know so she could be sure they received notice of the next meeting.

**SECTOR STRATEGY**  
**MOVING FORWARD: Partners, Marketing Strategy, Employers,**  
**Promotional Events for Services to Employers and Job Seekers**

Jim said way too many of our manufacturing jobs had gone overseas which had hurt the towns in the Midwest. There had been a lot of talk about bringing some of these jobs back. Part of these jobs are advance manufacturing which are somewhat different than the plants we use to see. This type of manufacturing consisted of machines that had come down in cost over the years. He said last year 30,000 pieces of replacement parts for these machines were sold in the US. The projected sells for the next 10 years is 3 million pieces. These machines do the work of about three workers. So while the machinery used in advance manufacturing will increase productivity it also can reduce employment. He said kids still need to be exposed to this new technology. They need to see it and know about it. We just need to be aware that we will have some loss with the return of advance manufacturing. It was stated that the manufacturing jobs would definitely be changing but there would still be jobs. Amanda said we need to reach the kids in middle school to gain their interest.

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JoAnn said we needed the employers at the table to tell us what their needs are. Also, DOL was dumping millions of dollars into apprenticeship right now. She said with the money that's flowing, if we don't step up say we want our region prepared, shame on us. Amanda agreed that it was important to position ourselves with employers. JoAnn felt we needed to be looking at what our region needs and then bring our people to the table so we could create those things and be bold. We should take a few steps. If we feel backwards on a few, it was only way we were going to know. Jim agreed that we need more employer engagement.

Annette cautioned that the group needed to keep in mind the number of governmental agencies contacting employers saying they were going to help that never followed through. She said employers don't participate because they never see any results. She said we almost have to decide what we have to offer first and ask if it will work for them.

Jim said there may be multiple jobs involved in an industry and we needed to learn what they were and how to get an individual from high school to an entry level job or above in that industry and how to develop those career paths for the various jobs needed. He provided a handout regarding the five levels of employer engagement for everyone to review.

Diane talked about the ability of customizing the available DOL apprenticeship templates. She also discussed the possibility of forming consortiums of different occupations of advanced manufacturing for our area.

**OTHER BUSINESS**

Diane said the NEMO WDB's website was being updated and a page had been added for Sector Strategy that included career pathways and employer engagement information. She asked everyone to review the page and to let her know if they had something they felt needed to be added. She said she wanted to put some pictures at the top that reflected the regions in-demand industries but currently all she had were some stock photos to fill those spaces. It was mentioned that she should check with the Economic Developers/DED and that they may have some industry photos the public could use.

**NEXT MEETING DATE**

The next meeting was scheduled for 10:00 a.m. Tuesday, January 16, 2018 at the Hannibal Job Center.

**ADJOURN**

Pat Poepping moved that the meeting be adjourned and the meeting adjourned at approximately 12:00.

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