



****Please sign your name in chat box to confirm attendance**

Quarterly Board Meeting
August 10, 2022
11:30 a.m. to 1:00 p.m.
University of TN Center for Industrial Services
193 Polk Ave, Nashville
[Click here for Zoom link](#)
Tel: +1 312 626 6799
Meeting ID: 880 3412 7388
Passcode: 693638

AGENDA

Call Meeting to Order-Declaration of Quorum

John Zobl

Approval of Minutes

John Zobl

Welcome to UTCIS

Paul Jennings

Recognition of Members & Mayors

Marla Rye

Election of Officers

John Zobl

Advancing Workplace Equity Report

Lane Marks, ULMT

CSP Performance Review/Extension of Contracts

Andrea Dillard

EDSI

MAC

New Youth Providers (JTG, Monroe Harding, Liberty Station)

Strategic Priorities:

➡ ***Manage Board funds to support Career Pathways***
Financial Report Approval

Ginger Fussell

➡ ***Connect People with Career Opportunities:***
One-Stop-Operator Report

George Phillips

➡ ***Train Workforce to Fill Employer Needs:***
Employer Services Report
Eligible Training Provider List Changes

Freda Herndon

➡ ***Improve Efficiency & Effectiveness of Training Programs***
Innovation of Service Delivery
Outreach and recruitment Strategy
Involving Employers in AJC Operations

Marla Rye

Wrap Up

John Zobl

Adjourn

John Zobl

Zoom Link: <https://us02web.zoom.us/j/83657574882?pwd=TjVWaFVxQng2L1NUMGk0c0NnbHR4QT09>

Upcoming Meetings-Mark Your Calendars

November 9, 2022 | February 8, 2023 | May 10, 2023 | August 9, 2023

**Northern Middle Tennessee Workforce Board
Full Board
Meeting Minutes
May 11, 2022, In-Person & via Zoom 11:30 a.m.**

Members Attending	Members Absent	Staff & Guest Attending
Greg Jones	Dan Ryan	Ginger Fussell
G.C. Hixson	James Harper	Andrea Dillard
Dan Caldwell	Keith Carnahan	Marla Rye
Lynn Seifert	Richie Brandon	Renea Rosson
Mark Peed	Seth Thurman	Shaughn Goggin
Tylesha McCray	Tony Adams	Freda Herndon
Chris West		Liz McLaughlin
Anne Fugate		John Alexander
Carol Puryear		George Phillips
Charles Story		Danielle Ellis
David Rutledge		John Watz
Bo Callis		Jessica Hooper
Jennifer Hobbs		Arti Finn
Kristi Spurgeon		Adam Henderson
Paul Webb		Jimmy Johnston
Tylesha McCray		Adina Chumley
		Sherry Maynard
		Phillip Wallace
		Richard Nelson
		Bob Bibb

The Northern Middle Tennessee Workforce Development Board met in person at the Sumner County American Job Center and with a virtual option on Wednesday, May 11, 2022, at 11:30 a.m.

The meeting was called to order by Chairman Zobl. Attendance was taken, and a quorum was declared. Chairman John Zobl asked for a motion to approve the minutes. Lynn Seifert made the motion to approve. John Alexander seconded, and the minutes were unanimously approved. Marla then started the meeting by recognizing mayors and board members who participated in workforce activities since the last Board meeting.

Serving Justice-Involved Individuals

Marla then turned the meeting over to Arit Finn and Adam Henderson, representatives from the American Prison Data Systems (APDS). They are working on a Governor's re-entry initiative and are providing tablets to inmates for learning and workforce development purposes. Their vision is reduce recidivism through workforce training and placement into living wage employment. Through assessments and performance data APDS develops an individualized education plan and certifies career readiness for its learners. Success is driven by employer engagement and partnerships. APDS expressed interest in working with the Northern Middle Board to assist with employer involvement.

Career Service Provider (CSP) Performance Review

Andrea Dillard provided an update regarding the CSP Performance reviews. She began with MAC's quarterly benchmarks. For the quarter ending on March 31, MAC passed most of its benchmarks at 100% except for MPCR. MPCR was a struggle in the beginning, but they are improving. They did not pass the required number of participants to exit the program.

Next, Andrea reviewed EDSI's benchmarks. For the quarter ending on March 31, they have passed a majority of their benchmarks at 100%. They passed their Adult/Dislocated Worker benchmarks at 90%. They are still behind on their exits and in-school youth benchmarks. Andrea pointed out that both EDSI and MAC have passed and exceeded the work experience requirement of 25% for the first time. For their cumulative scores ending on March 31, EDSI has passed all of their benchmarks except for work experience and in-school ratio. They still have another quarter to bring up that score.

Andrea then reviewed the Federal Performance Standards for program year 2021. This retroactive scoring chart counts individuals who were being exited in 2020 during the onset of COVID. Our situation was highlighted by the number of people were leaving employment and our change in service providers. It is believed that these two factors could account for the deficient (red) areas, which means we failed that particular target goal. In the estimated goal for Quarter 3, we are only failing the 4th Quarter After Exit Employment Rate. Some areas for concern are the consistency of operations, retention, monitoring concerns, and making sure all goals are met for next year.

Andrea stated that it would be recommended that the One-Stop Operator Contract be extended by one year and the CSPs be extended for six months. This would allow the CSP to continue to improve their numbers and be monitored through December 31, 2022. Chairman Zobl asked about the 4th quarter measures and Andrea stated that it might take up to a year for the measure to improve.

EDSI

Danielle Ellis reported that staffing and turnover had been their biggest challenge. She reported that training was one of the biggest reasons staff left in the beginning. They changed their training format and added onboarding to their new hire experience. They have also added staff that they feel have contributed to current successes. John Zobl asked Danielle if they are keeping track of how their changes are impacting their retention and if training is still an issue. Danielle reported that they are monitoring the situation. While they are having an easier time finding talent, keeping them has become the problem because many who leave do so for remote work and higher-paying jobs in different industries. John Zobl then asked Danielle to create a report of the changes made in each center or county. Mark Peed asked what the current starting salaries are. Danielle reported that all career coaches and staff make \$40,000 or better. She also stated that they are also limited by the budget they are working with. Paul Webb asked about the possibility of reducing profit to increase the pay of staff. Marla added that they were in talks with the state about limits imposed on spending that are hurting the program. Danielle pointed out that leaving a job for more money is not necessarily an EDSI problem but a national issue at this time.

MAC

Tanya Evrenson gave the report regarding MAC's performance. She stated their enrollment goals had been achieved for the year. She feels that their connection with the community and schools is paying off. They are now being contacted for help with job services. Tanya reported that in-school youth cannot

be exited from the program until they graduate from high school. Once they graduate, they can continue with assistance or be exited to a job. Tanya mentioned they had plans to meet with the Metro Public Schools and Nashville Chamber to begin planning for the paid work experience for next year. She also mentioned other agencies and businesses they have partnered with for paid work experiences and work-based learning experiences.

Next, Tanya updated the Board about their out-of-school youth. They attend community events and partner with local programs to recruit out-of-school youth and make others aware of what they offer this age group.

Tanya expressed appreciation to the board staff for their continued technical assistance with the VOS program and their continued training. She also mentioned that they continue with internal monitoring every quarter to make sure their files are in good shape. Tanya reported that she is still fully staffed but is concerned that they may leave for a higher-paying job.

Strategic Priorities

Manage Board funds to Support Career Pathways

Ginger Fussell gave the fiscal report. She reported on the Northern Middle activities three quarters into the fiscal year. Quarter 3 was down by \$190k. Over \$7.3M was spent during the nine months ending March. Quarter 3 saw a \$162k decrease in formula grant fund utilization and a \$28k decrease in other grant activities. Our volume of fund utilization is not at preferred levels. However, for the dollars spent this quarter, performance measures indicate contractor improvement in balancing their expenditure goals. There is \$206k in additional grant funding, which is comprised of \$61k additional for apprenticeships, \$60k for layoff aversion, \$35k for re-entry, and \$50k pending approval for Youth career exploration. The Board previously approved the re-purposing of \$2.0M Dislocated Worker funding for Adult program services. \$1.5M has been formally approved and almost utilized. We've requested an additional .5M pending state approval. The budget increase of \$206k; results in a revised budget of \$15.9M for FY21-22. Our contracts are two-year contracts, issued annually. Formula contracts totaling approximately \$7.3 will expire this June, and we are on pace for all of that funding to be fully expended. With that said, we have a large carryover remaining of grant funding which will expire in 2023. The strategic session we had a few weeks ago gave us innovative ideas for better funding utilization going forward.

Next, Ginger reported on the Contract Service Provider Billing. Quarter 3 contractor billing was \$1.5M, down \$121k compared to last quarter. Looking at the previous two years, our highest quarters approximated \$1.8M, which is a level that our current funding will sustain if our contractors rise to that level. With 83% of the contract period elapsed, EDSI has spent 73% of their base contract, and MAC has spent 62%. This contract aims to serve participants, so we would like this to be higher and more comparable to the 83% time elapsed. On the other hand, MCHRA, as the One Stop Operator, has spent 71% of its contract over the same time period. OSO expenses, while necessary, are considered overhead costs. Therefore, expenditures less than budget is a positive for Northern Middle.

Ginger updated the Board about the MPCR. Northern Middle calculates the minimum participant cost rate (MPCR), which is measured based on our fiscal year, to be 47.38% through March, meeting the

state's goal of 40%. This is primarily driven by the career service providers' appropriate balance of direct participant spending. Both contractors have spent at least 50% of their funds on participants. For this fiscal year (which doesn't include the first six months of their contract), EDSI has exceeded the 50% goal at 53.59% for Youth and 54.09% for Adult/DW. MAC is at 44.48% for Davidson County Youth. Looking contract-to-date which is 15 months out of an 18-month contract, EDSI is at 49% for Youth and 48% for Adult/DW, improving 1% in each category. MAC maintained a 41% MPCR again this quarter.

Youth spending is tracked in two additional categories: qualifying work experience activities with a goal of 25% and In-School Youth activities with a goal of 40%. EDSI achieved the work experience goal at 27% for Q3, is at 22% FYTD, and is at only 16% contract-to-date. EDSI's Q3 ISY jumped to 31% in Q3 (significant improvement beginning February) after lagging in previous quarters, is at 16% FYTD, and is at 12% contract-to-date. MAC achieved greater success in these categories. MAC exceeded the work experience goal at 73% in Q3 (which included a prior quarter correction), 42% FYTD, and 35% contract-to-date. MAC exceeded the ISY goal for the quarter at 57%, is at 43% FYTD, and is at 36% contract-to-date.

Ginger then presented the base budget for next year since there will not be another meeting before the beginning of the fiscal year. The forward-looking budget reflects an estimated carryover of \$5.9M (higher than usual) and new year allocations of \$9.3. Factoring in additional grants such as National Dislocated Worker grants and RESEA, the anticipated available funding for FY 22-23 is approximately \$13.4M. Approximated \$9.1M of that will be contracted to Career Service Providers and a One-Stop Operator, and \$1.2M will potentially be spent for National Dislocated Worker Grants, with the balance going toward Board administered expenses and infrastructure overhead costs. The budget will be updated in August.

Ginger reported that Northern Middle continues desk review of EDSI and MAC monthly, analyzing contract progress and performance. Bi-weekly contractor meetings continue. EDSI staffing continues to churn as discussed earlier. Monitoring of MAC identified eligibility documentation issues. Technical assistance was provided. Ultimately, one \$250 disallowed cost resulted. Various training, technical assistance, and monitoring activities were conducted by Northern Middle staff during the quarter. Northern Middle challenged the One-Stop Operator to more enhanced oversight of partner accountability in supporting KPI goals. TDLWD's Performance Accountability Review (PAR) unit is currently monitoring Northern Middle.

Finally, Ginger presented the actions she is requesting: 1.) Approval for the 2021-22 Q3 Financial Report 2.) Acceptance of the 2021-22 Revised Budget Approval of \$15.9M (+ \$206k) {current year} 3.) Approval of 2022-23 Initial Budget Approval of \$13.4M {upcoming year} 4.) Recommendation to award MCHRA's One-Stop Operator contract through 6/30/23 and prorate original budget for 12 months extension 5.) Recommendation of EDSI and MAC Career Service Provider contract extension through 12/31/22 and proration of 6 months which will be added to generate an 18-month budget.

Marla added that \$100,000 had been added to the 22-23 budget for a recruitment campaign based on the suggestions from the Strategic Planning Meeting. Ginger was asked if the other areas across the state were experiencing the same issues we have. Ginger stated that some areas are doing better and

other areas are not. Their population makeup is different, and that could have an impact on performance. Marla stated that the total dollars for each area are known, but how they spend that is not known. Marla felt that performance-wise, all areas are experiencing challenges and are struggling with their service provider performance.

John Zobl asked for a motion to approve the 2021-22 Q3 Financial Report, the 2021-22 Revised Budget Approval of \$15.9M (+ \$206k), and the 2022-23 Initial Budget Approval of \$13.4M. Mark Peed made the motion. John Alexander seconded the motion. With no further discussion, the Board unanimously approved.

John Zobl then asked for a motion to approve MCHRA's One-Stop Operator contract through 6/30/23 with a 12-month pro-ration of their previous 18-month budget. John Alexander made the motion. Mark Peed seconded. GC Hixson asked if the challenge to the OSO was an area of concern. Ginger stated that it was not an area of concern but more of an area to focus on as part of the monitoring efforts. The motion was unanimously approved.

Finally, John Zobl asked for a motion to approve EDSI and MAC Career Service Provider contracts through 12/31/22 with a six-month pro-ration of the previous 18-month budget. GC Hixson made the motion. Chris West seconded the motion. The Board approved unanimously.

Marla then updated the Board regarding RFP released for youth services. Three proposals were received from JTG, Amelia's Closet, and Monroe Harding. JTG and Amelia's Closet did not have two years of financial audits, and the policy stated that they do not meet the threshold where it is required. Monroe Harding had a technicality and submitted their proposal 38 minutes late. The procurement was for \$100,000 in order to award up to four grants. It was suggested to award them \$25,000 in quarter increments to limit risk. Paul Webb suggested a financial review or financial statement prepared by a CPA to give us assurance. John Zobl asked for a motion to approve that the Board staff work with the three providers to resolve the compliance issues and work with the three youth providers. Mark Peed made the motion. Chris West seconded. Mark confirmed that the contracts are not paid upfront. They are paid afterward, so the Board isn't at risk. The Board voted unanimously to approve the motion.

Connect People with Career Opportunities

George Phillips reported that COVID restrictions had been lifted in all of the AJCs. It is hoped that this will increase the foot traffic. Title I total enrollments are trending upward. New employer registration for Wagner-Peyser was up significantly. Foot traffic in all the centers has gone up. Every county in the area has low unemployment rates. RESEA and TAA co-enrollments are the biggest challenge going forward, and this is what the OSO has been challenged to take oversight of.

Train Workforce to Fill Employer Needs

Freda Herndon updated the Board regarding the ETPL report. She stated that action is needed. There is one new provider who applied with THEC approval and ten new programs that have been requested that need Board approval. There is one that's an existing program that was removed due to no enrollment that they have asked for Board approval for a cost increase. John Zobl asked for approval for the ETPL, as Freda recommended. John Alexander made the motion. Mark Peed seconded. With no further discussion, it was approved. See presentation materials for list of providers and programs.

Improve Efficiency & Effectiveness of Programs

Marla informed the Board that the by-laws need to be approved every two years and are currently in up for renewal. The date at the top of the by-laws was updated, but no substantive changes have been made. They are posted on the website. John asked for a motion to approve the by-laws. GC Hixson made the motion, and John Alexander seconded. It was approved unanimously.

Marla then asked the Board for approval of the Northern Middle Local Workforce Development Plan. It was posted for public comment, and a copy was emailed to the Board members. Feedback was received and responded to. Others replied that they had no issues with the plan. John Zobl asked for a motion to approve the plan for submission. GC Hixson made the motion to approve the plan. Mark Peed seconded. With no further discussion, it passed unanimously.

Finally, Marla reported to the Board about the Strategic Planning session on April 6, 2022. The purpose was to come up with action items that would make the American Job Centers relevant again. Four action items were prioritized. One of them is to increase recruitment and marketing, which is why \$100,000 was added for this in the budget. Another main concept was to innovate service delivery. Other ideas were proposed at this meeting. New service delivery strategies will take the cooperation of the Department of Labor to make them happen. Increasing employer engagement is another action item idea. John Zobl suggested another planning session with the Department of Labor in order to fine-tune these ideas and come up with the next steps.

Adjourn

Marla reminded the Board that the next meeting would be on August 10, 2022. With no other discussion, the meeting was adjourned.

Recognition of Board Members and Mayors

Mayors:

Mayor James Bridges-Houston

Mayor Jessie Wallace-Humphreys

Mayor Jim Durrett-Montgomery

Mayor Bill Ketron-Rutherford

Mayor Robin Brandon-Stewart

Mayor Anthony Holt-Sumner

Mayor Stephan Chambers-Trousdale

Board Members:

Jennifer Hobbs-Cheatham

Charles Story-Davidson

Dan Ryan-Williamson

Carol Puryear-TBR

Welcome Members and Mayors

Incoming Mayors:

Mayor Joey Brake-Houston

Mayor Mike Pogreba-Humphreys

Mayor Wes Golden-Montgomery

Mayor Joe Carr-Rutherford

Mayor Robert Boo Beecham-Stewart

Mayor John Isbell -Sumner

Mayor Jack McCall-Trousdale

Board Members:

Ginger Jarrett-Cheatham

Sho Samuels-Davidson

Jessica Largen-Williamson

?-TBR



Election of Officers

Chairman:

John Zobl

Vice Chairman:

Vacant

Secretary:

Kristi Spurgeon



Northern Middle Tennessee
Workforce Board Inc.

Advancing Workplace Equity

Lane Marks

Urban League of Middle Tennessee



Northern Middle Tennessee
Workforce Board Inc.

CSP Performance Review

Andrea Dillard



EDSI Incentive Quarterly Benchmarks

Matrix:		Quarter Ending:								
		March 31			June 30*			Cumulative June 30**		
		Goal	Actual	%	Goal	Actual	%	Goal	Actual	%
Enrollments	A/DW	249	240	96.4%	249	258	103.6%	1511	1447	95.8%
	Youth	81	86	106.2%	101	86	85.1%	446	427	95.7%
Exits (50% of new enrollments)	A/DW	125	89	71.2%	125	104	83.2%	756	1010	133.6%
	Youth	41	53	129.3%	51	32	62.7%	223	410	183.9%
		Positive	Total	Percent	Positive	Total	Percent	Positive	Total	Percent
Positive Placement Rate Target 85%	A/DW	84	89	94.4%	50	104	48.1%	874	1,010	86.5%
	Youth	51	53	96.2%	21	32	65.6%	335	410	81.7%
Placement Wage	A/DW	\$ 15.00	\$ 21.52	143.5%	\$ 15.00	\$ 17.22	114.8%	\$ 15.00	\$ 21.10	140.7%
	Youth	\$ 10.00	\$ 15.34	153.4%	\$ 10.00	\$ 16.03	160.3%	\$ 10.00	\$ 15.55	155.5%
MPCR:	A/DW	50%	54%	108%	50%	61%	122%	50%	51%	102%
	Youth	50%	51%	102%	50%	49%	98%	50%	49%	98%
Work Experience	Youth	25%	27%	108%	25%	23%	92%	25%	18%	72%
In-School Youth Ratio	Youth	40%	31%	78%	40%	43%	108%	40%	20%	50%

* As of July 10th

** Cumulative as of August 4



MAC Quarterly Benchmarks

Matrix:		Quarter Ending:										
		March 31			June 30*			Cumulative June 30**				
		Goal	Actual	%	Goal	Actual	%	Goal	Actual	%		
Enrollments	ISY	10	11	110.0%	5	7	140.0%	100	103	103.0%		
	OSY	20	25	125.0%	10	6	60.0%	140	142	101.4%		
	Total	30	36	120.0%	15	13	86.7%	240	245	102.1%		
# of Exits (Target-50% of Enrollments)	Total	15	41	273.3%	8	43	537.5%	120	142	118.3%		
Placement Rate (Target 85%)	Total	Positive	Total	Percent	Positive	Total	Percent	Positive	Total	Percent		
		37	41	90.2%	39	43	90.7%	116	142	81.7%		
Placement Wage	Total	\$ 10.00	\$ 14.75	148%	\$ 10.00	\$ 14.52	145%	\$ 10.00	\$ 15.24	152.4%		
MPCR:	Youth	50%	42%	84%	50%	49%	98%	50%	43%	86%		
Work Experience	Youth	25%	73%	292%	25%	38%	152%	25%	36%	144%		
In-School Youth Ratio	Youth	40%	57%	143%	40%	46%	115%	40%	39%	98%		

* As of July 10th

** Cumulative as of August 4

**WIOA Federal Reporting Score Card
NORTHERN MIDDLE WORKFORCE BOARD**

PY21 WIOA Core Performance Measures	Targets 100%	Targets 90%	Northern Middle			
			Q1	Q2	Q3	Q4 Est.
Adult Measures			FAIL	FAIL	FAIL	FAIL
Exiters			450	402	440	
Participants Served			1313	1402	1490	
Employment Rate 2nd Quarter after exit	82.5%	74.25%	75.3%	74.1%	76.9%	80.8%
Employment Rate 4th Quarter after exit	82.5%	74.25%	72.8%	70.0%	69.2%	67.8%
Median Earnings 2 nd Quarter after exit	6,680	\$ 6,012	\$ 7,391	\$ 7,837	\$ 7,727	\$ 7,965
Credential Attainment w/in 4 Quarters after exit	63.5%	57.15%	70.5%	74.2%	70.4%	69.5%
Measurable Skills Gains	53.0%	47.70%	62.5%	65.8%	64.3%	67.3%
Dislocated Worker			PASS	PASS	PASS	PASS
Exiters			334	335	326	
Participants Served			806	736	647	
Employment Rate 2nd Quarter after exit	82.5%	74.25%	81.9%	81.3%	83.7%	87.4%
Employment Rate 4th Quarter after exit	82.5%	74.25%	77.5%	78.3%	78.9%	80.3%
Median Earnings 2 nd Quarter after exit	7,650	\$ 6,885	\$ 9,440	\$ 10,071	\$ 10,385	\$ 10,400
Credential Attainment w/in 4 Quarters after exit	65.0%	58.50%	66.8%	64.4%	63.5%	61.4%
Measurable Skills Gains	49.0%	44.10%	62.8%	67.0%	66.3%	59.0%
Youth			Fail	Pass	Pass	Pass
Exiters			327	296	353	
Participants Served			845	916	930	
Employment Rate 2nd Quarter after exit	77.0%	69.30%	71.5%	76.6%	78.6%	81.5%
Employment Rate 4th Quarter after exit	76.0%	68.40%	74.7%	73%	70.6%	75%
Median Earnings 2 nd Quarter after exit	3,400	\$ 3,060	\$ 3,798	\$ 4,483	\$ 4,820	\$ 5,196
Credential Attainment w/in 4 Quarters after exit	70.0%	63.00%	59.9%	63.1%	64.8%	63.7%
Measurable Skills Gains	47.0%	42.30%	57.7%	52.7%	47.7%	61.5%
GREEN-Passing at 100% of Goal						
YELLOW-Passing at 90% of goal						
Red-Failing at less than 90% of goal						



New Youth Provider Update

Contractor	Adhere to terms of Award	Contract Signed	Start Date
Jobs for Tennessee Graduates	Yes-Letter from Auditor	Yes	September 2022
Monroe Harding	n/a	Yes	August 2022
Liberty Station	Yes-Letter from Auditor	Yes	September 2022

Board provided new contractor training on June 23, 2023

NORTHERN MIDDLE TN WORKFORCE BOARD
JUNE 2022 FISCAL UPDATE
BUDGET/SPEND PROGRESSION

	(\$ in 000's)						
	2021 QTR 1	2021 QTR 2	2022 QTR 3	2022 QTR 4	Expenses YTD	Revised FY 2021-22 12 Mo. Budget	% Spent
Northern Middle LWDA							
Total FY 21-22 Expense vs Mar & June Budget	2,489	2,496	2,302	3,721	11,008	15,954	69.0%

** Quarter 4 Spending was \$1.4M higher compared to the prior quarter.*

Three-Year Comparison	2021-22	\$ 11,008
	2020-21	\$ 13,172
	2019-20	\$ 11,887

** Core WIOA activities increased approx. \$1.5M in the current year, compared to the prior year.*

** \$13M in 2020-21 included approx. \$4M in Campbell Strong and CARES grant activities.*

NORTHERN MIDDLE TN WORKFORCE BOARD

JUNE 2022 FISCAL UPDATE

2021-22 BUDGET/SPEND PROGRESSION

	(\$ in 000's)						
	2021 QTR 1	2021 QTR 2	2022 QTR 3	2022 QTR 4	Expenses YTD	Revised FY 2021-22 12 Mo. Budget	% Spent
Northern Middle LWDA							
Infrastructure Funding Agreement	0	194	192	345	731	1,000	73.1%
Adult (\$100,000 re-purposed for Admin)	873	383	323	1,311	2,889	3,121	92.6%
Dislocated Worker (\$2,000,000 for Adult *)	563	1,095	957	746	3,361	5,174	65.0%
Youth	516	620	655	793	2,585	3,025	85.5%
RESEA	58	67	56	64	245	309	79.4%
Campbell Strong (closed 9/30)	198	0	0	0	198	278	71.1%
National Dislocated Worker (COVID)	147	80	40	24	290	1,316	22.0%
National Dislocated Worker (Flood)		58	71	76	205	550	37.2%
Summer Youth Initiative (closed 8/31)	95	0	0	0	95	95	100.2%
Rural Development	39	0	0	0	39	52	74.5%
September Total FY 21-22 Expense vs Budget	2,489	2,496	2,295	3,358	10,638	14,919	71.3%
Additional Dislocated Worker (F21 & P22)					0	754	0.0%
Apprenticeship			7	161	168	168	100.0%
Expired Funding Rural Development					0	-13	0.0%
Expired Funding Campbell Strong					0	-80	0.0%
December Total FY 21-22 Expense vs Budget	2,489	2,496	2,302	3,519	10,806	15,747	68.6%
Additional Apprenticeship				61	61	61	100.0%
Layoff Aversion				60	60	60	100.0%
Re-Entry				31	31	35	87.8%
Career Exploration				49	49	50	98.9%
Total FY 21-22 Expense vs Mar & June Budget	2,489	2,496	2,302	3,721	11,008	15,954	69.0%

* Board and State approved re-purpose up to \$2,000,000 of Dislocated Worker program budget to Adult
\$1,500,000 was used through June 30, 2022; \$500,000 remains for Q1 22-23 use.

Proposed - Request an additional \$500,000 for 2022-23

NORTHERN MIDDLE TN WORKFORCE BOARD

JUNE 2022 FISCAL UPDATE

UTILIZATION OF EXPIRING GRANTS

	Grant Term	Contract	% Utilized	\$ Expired
Adult	24 Mos	1,965,413.41	100%	-
Dislocated Worker	24 Mos	3,257,075.61	100%	-
Youth	27 Mos	2,070,051.09	100%	-
RESEA	12 Mos	308,880.00	80%	62,278.29
Layoff Aversion	6 Mos	60,327.75	100%	-
Re-Entry	5 Mos	35,641.00	86%	4,924.07
Career Exploration	2 Mos	50,000.00	99%	542.40
Statewide Apprenticeship	9 Mos	229,000.00	100%	-
		7,976,388.86	99%	67,744.76

	Grant Term	Contract	% Utilized	Extending
National Emergency DW - COVID-19	24 Mos	2,841,222.29	64%	1,025,739.69

NORTHERN MIDDLE TN WORKFORCE BOARD
JUNE 2022 FISCAL UPDATE

MPCR

TDLWD Minimum Participant Cost Rate (MPCR) - Preliminary Through June 2022

MPCR = 49.68%

	MAC Youth	EDSI Youth and Summer Youth	EDSI Adult & Dislocated Worker	Campbell Strong excluded	Disaster Relief	CARES, Apprentice, Incumb Wkr	Other (NM, & IFA)	Total
Qualifying Expenses	\$ 269,898	\$ 811,120	\$ 2,710,094	\$ 790	\$ 374,247		\$ 83,351	\$ 4,249,499
Total Program	\$ 588,384	\$ 1,550,255	\$ 4,799,294	\$ 171,107	\$ 399,446	\$ 82,151	\$ 962,377	\$ 8,553,014
MPCR	45.87%	52.32%	56.47%	0.46%	93.69%	0.00%	8.66%	49.68%

Northern Middle met 40% Requirement in preliminary calculations.

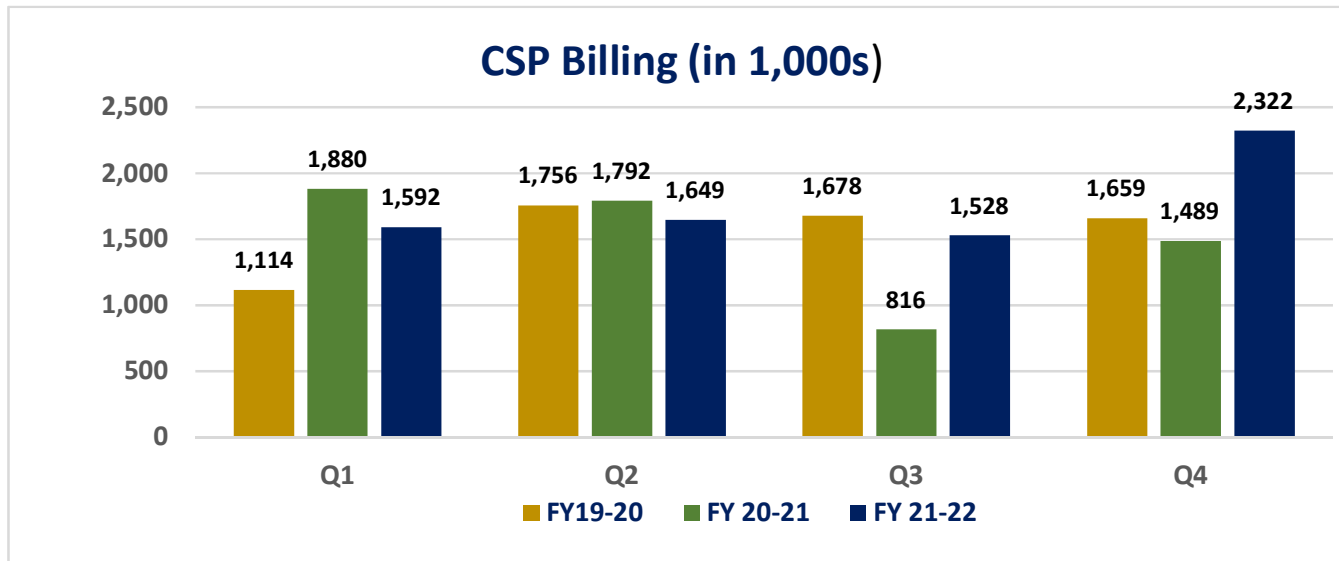
Note: National DW (Disaster Relief) is now included.

***** PRIOR QUARTER MPCR = 47.38%*****

NORTHERN MIDDLE TN WORKFORCE BOARD

JUNE 2022 FISCAL UPDATE

CAREER SERVICE PROVIDER - BILLING TREND



Q4 was the highest quarter of CSP billing the in past three years, up \$794k compared to the prior quarter.

Career Service Provider Billing	Q1	Q2	Q3	Q4	Total
CSP Billing FYE 6/30/20 MCHRA	1,114	1,756	1,678	1,659	6,207
CSP Billing FYE 6/30/21 MCHRA/EDSI & MAC	1,880	1,792	816	1,489	5,977
CSP Billing FYE 6/30/22 EDSI & MAC	1,592	1,649	1,528	2,322	7,091

NORTHERN MIDDLE TN WORKFORCE BOARD
JUNE 2022 FISCAL UPDATE
CONTRACTOR - BILLING PROGRESS

	In \$000's				
Career Service Provider Billing	Cumulative through Mar	Total Spent Qtr Ended June 2022	Budget Spent Contract To Date	Total 18 Month Base Contract Budget	% Spent - 100% time elapsed (contract extended)
EDSI (18 Month Comparison)	\$ 6,372	\$ 2,132	\$ 8,504	\$ 9,716	88%
MAC (18 Month Comparison)	\$ 507	\$ 190	\$ 697	\$ 800	87%
Contract-to-Date through Q4 2021-22	\$ 6,879	\$ 2,322	\$ 9,201		

	In \$000's				
One-Stop Operator Billing	Cumulative through Mar	Total Spent Qtr Ended June 2022	Budget Spent Contract To Date	Total 18 Month Budget	% Spent - 100% time elapsed (contract extended)
MCHRA - (18 Month Comparison)	\$ 318	\$ 60	\$ 378	\$ 447	85%

NORTHERN MIDDLE TN WORKFORCE BOARD
JUNE 2022 FISCAL UPDATE
EDSI - MPCR TREND
CONTRACT-TO-DATE & QUARTERLY - 18 Months

	MPCR - Goal 50%			MPCR Adult/DW - Goal 50%		
EDSI	Youth			A/DW Combined		
CTD CUMULATIVE	Direct \$ '000	Total \$ '000	49%	Direct \$ '000	Total \$ '000	51%
Total	974	1,979	49%	3,246	6,305	51%

	MPCR - Goal 50%			MPCR Adult/DW - Goal 50%		
EDSI	Youth			A/DW Combined		
QTR Ended 3/31/21	15	103	14%	84	508	17%
QTR Ended 6/30/21	148	326	45%	452	997	45%
FYE 6/30/21 (6 Mos)	163	429	38%	536	1,506	36%

	MPCR - Goal 50%			MPCR Adult/DW - Goal 50%		
EDSI	Youth			A/DW Combined		
QTR Ended 9/30/21	246	381	64%	652	1,089	60%
QTR Ended 12/31/21	148	338	44%	547	1,119	49%
QTR Ended 3/31/22	186	362	51%	521	974	54%
QTR Ended 6/30/22	232	470	49%	989	1,617	61%
FYE 6/30/22	811	1,550	52%	2,710	4,799	56%

NORTHERN MIDDLE TN WORKFORCE BOARD
JUNE 2022 FISCAL UPDATE
MAC YOUTH - MPCR TREND
CONTRACT-TO-DATE & QUARTERLY - 18 Months

	MPCR - Goal 50%		
MAC	Youth		
CTD CUMULATIVE	Direct \$ '000	Total \$ '000	43%
Total	301	698	43%

	MPCR - Goal 50%		
MAC	Youth		
QTR Ended 3/31/21	7	43	17%
QTR Ended 6/30/21	23	66	35%
FYE 6/30/21 (6 Mos)	31	109	28%

	MPCR - Goal 50%		
MAC	Youth		
QTR Ended 9/30/21	42	85	50%
QTR Ended 12/31/21	66	150	44%
QTR Ended 3/31/22	69	164	42%
QTR Ended 6/30/22	93	190	49%
FYE 6/30/22	270	588	46%

NORTHERN MIDDLE TN WORKFORCE BOARD
JUNE 2022 FISCAL UPDATE
EDSI YOUTH - WORK EXPERIENCE/IN-SCHOOL
CONTRACT-TO-DATE & QUARTERLY 18 Months

	Work Experience - Goal 25%		
EDSI	Youth		
CTD CUMULATIVE	Wk Exp \$ '000	Total \$ '000	18%
Total	333	1,836	18%

	ISY/Youth - Goal 40%		
	Youth		
	ISY \$ '000	Total \$ '000	20%
	369	1,836	20%

	Work Experience - Goal 25%		
EDSI	Youth		
QTR Ended 3/31/21	0	103	0%
QTR Ended 6/30/21	10	270	4%
FYE 6/30/21 (6 Mos)	10	374	3%

	ISY/Youth - Goal 40%		
	Youth		
	1	103	1%
	7	270	3%
	8	374	2%

	Work Experience - Goal 25%		
EDSI	Youth		
QTR Ended 9/30/21	48	293	17%
QTR Ended 12/31/21	69	338	20%
QTR Ended 3/31/22	98	362	27%
QTR Ended 6/30/22	109	470	23%
FYE 6/30/22	323	1,462	22%

	ISY/Youth - Goal 40%		
	Youth		
	20	293	7%
	27	338	8%
	114	362	31%
	200	470	43%
	361	1,462	25%

NORTHERN MIDDLE TN WORKFORCE BOARD

JUNE 2022 FISCAL UPDATE

MAC YOUTH - WORK EXPERIENCE/IN SCHOOL CONTRACT-TO-DATE & QUARTERLY - 18 Months

	Work Experience - Goal 25%			ISY/Youth - Goal 40%		
MAC	Youth			Youth		
CTD CUMULATIVE	Wk Exp \$ '000	Total \$ '000	36%	ISY \$ '000	Total \$ '000	39%
Total	249	698	36%	269	698	39%
	Work Experience - Goal 25%			ISY/Youth - Goal 40%		
MAC	Youth			Youth		
QTR Ended 3/31/21	4	43	9%	2	43	4%
QTR Ended 6/30/21	4	66	6%	7	66	11%
FYE 6/30/21 (6 Mos)	8	109	7%	9	109	8%
	Work Experience - Goal 25%			ISY/Youth - Goal 40%		
MAC	Youth			Youth		
QTR Ended 9/30/21	19	85	22%	18	85	21%
QTR Ended 12/31/21	29	150	20%	62	150	41%
QTR Ended 3/31/22	120	164	73%	93	164	57%
QTR Ended 6/30/22	73	190	38%	88	190	46%
FYE 6/30/22	241	588	41%	260	588	44%

NORTHERN MIDDLE TN WORKFORCE BOARD

JUNE 2022 FISCAL UPDATE

FY2022-23 REVISED BUDGET REVENUES

Grant Revenue	\$ in millions	\$
Carryover from 21-22	5.3	5,336,420.55
22-23 Allocations	9.4	9,407,167.00
Total Adult, DW, Youth	14.7	14,743,587.55
Carryover to 22-23 for Youth	(2.7)	(2,748,727.80)
Carryover to 22-23 at 20% of Adult, DW	(1.2)	(1,270,605.00)
Total 22-23 Adult, DW, Youth	10.8	10,724,254.8
National Emergency DW (COVID)	1.0	1,025,739.69
National Emergency DW (Flood)	0.3	345,265.78
RESEA	0.2	200,000.00
IFA	1.0	1,000,000.00
Total 22-23 Projected Grant Revenue	13.3	13,295,260.22

NORTHERN MIDDLE TN WORKFORCE BOARD

JUNE 2022 FISCAL UPDATE

FY2022-23 REVISED BUDGET EXPENSES

Projected Expenses	\$ in millions	%	
NM Workforce Board	1.4	11%	1,365,645.00
Board Incumbent Worker Program	0.3	2%	300,000.00
Other Board Pilot Programs and Initiatives	0.3	2%	300,000.00
Recruitment Campaign	0.1	1%	100,000.00
IFA (non-Title I)	1.0	8%	1,000,000.00
Total Board and Overhead	3.1	23%	3,065,645.00
National Emergency DW (Covid) Non-pass through	0.1		74,824.16
National Emergency DW (Flood)	0.3	2%	345,265.78
One Stop Operator	0.3	2%	319,837.62
Career Service Providers	8.4	63%	8,338,772.13
Career Service Provider (EDSI) Nat'l Emergency DW (COVID)	1.0	8%	950,915.53
RESEA	0.2	2%	200,000.00
Total Contracted Grant Services	10.2	77%	10,229,615.22
Total 22-23 Grant Expense	13.3	100%	13,295,260.22

NORTHERN MIDDLE TN WORKFORCE BOARD

JUNE 2022 FISCAL UPDATE

MONITORING UPDATE

EDSI and MAC - Career Service Providers

- * **AREA OF CONCERN - CSP staffing with EDSI continues to churn. EDSI provides status updates at each contractor meeting.**
- * **Monthly desk review of invoices is performed analyzing contract progress and performance.**
- * **Biweekly contractor meetings continue.**
- * **Northern Middle program staff conducted reviews of EDSI and MAC direct participant expenditures.**
- * **Northern Middle program staff conducted a desktop review of EDSI enrollments.**
- * **Northern Middle program and fiscal staff provided technical assistance to EDSI and MAC as needed.**

New Youth Providers - Monroe Harding, Jobs for TN Graduates, Amelia's Closet/Liberty Station

- * **Northern Middle fiscal and program staff conducted WIOA Youth training to the 3 new Youth providers.**

Mid-Cumberland HRA - One-Stop Operator

- * **The One-Stop Operator continues to promote enhanced oversight of partner accountability in supporting KPI goals.**

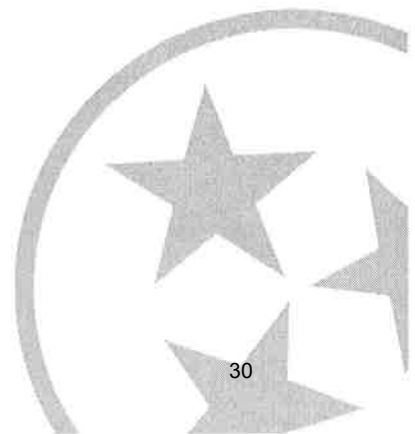
Monitoring of Northern Middle:

- * **TDLWD's Performance Accountability Review (PAR) on-site monitoring; Report issued - No Findings.**
- * **TDLWD's Program Integrity Unit conducted virtual monitoring; Report issued - No Findings; a Few Observations and Several Best Practices Noted. (Observation - Update and Clarify Fiscal Record Retention Policy)**
- * **TN Comptroller's Office currently conducting Single Audit procedures.**



Northern Middle Local Workforce Development Area

Tennessee Department of Labor and Workforce Development
Office of Program Accountability Review
Subrecipient Monitoring Report | May 2022





May 31, 2022

The Honorable Anthony Holt
Mayor of Sumner County
Northern Middle Local Workforce Development Board, CLEO
355 North Belvedere Dr., Room 102
Gallatin, Tennessee 37066

Marla W. Rye, Executive Director
Northern Middle Local Workforce Development Board
Workforce Essentials, Inc., President
523 Madison Street, Suite A
Clarksville, TN 37040

Dear Mayor Holt and Ms. Rye,

Program Accountability Review (PAR) has completed its monitoring of Northern Middle Local Workforce Development Area, which included activities by board staff, fiscal agent, one-stop operator, and career service provider. The Tennessee Department of Labor and Workforce Development (TDLWD) has grant agreements with Northern Middle TN Local Workforce Dev Board, Inc. The monitored grants are listed at the end of the monitoring report. A copy of the monitoring report is attached.

Sincerely,

A handwritten signature in blue ink that reads "Christopher A. Risher". The signature is written in a cursive, flowing style.

Christopher Risher
Director of Internal Audit

cc: Dr. Jeff McCord, Commissioner TDLWD
Deniece Thomas, TDLWD
Steve Playl, TDLWD
James Roberson, TDLWD
Jaylene Younge, TDLWD
Ivan Greenfield, TDLWD
Jonathan Haynes, TDLWD
Justin Attkisson, TDLWD
John Alexander, TDLWD
John Zobl, LWDB Chair
Comptroller of the Treasury, State of Tennessee

Executive Summary

On May 25, 2022, staff from the Tennessee Department of Labor and Workforce Development (TDLWD), Office of Program Accountability Review (PAR), completed an on-site review of Northern Middle Local Workforce Development Area, which included activities by board staff, fiscal agent, one-stop operator, and career service provider. The Tennessee Department of Labor and Workforce Development (TDLWD) has grant agreements with Northern Middle TN Local Workforce Dev Board, Inc. Refer to the end of the report for a listing of the monitored grants.

Disclaimer

This report does not contain the results of participant program monitoring, including reviewing participant files for eligibility documentation and case management. These files were reviewed by staff in the Workforce Services Division and they will separately report their results. PAR did not review the participant files and, accordingly, does not express an opinion or any assurance regarding the participant eligibility documentation or case management.

Key Findings

- No findings were reported.

Northern Middle Local Workforce Development Area

Introduction

On May 25, 2022, staff from PAR completed an on-site monitoring visit of Northern Middle Local Workforce Development Area, which included activities by board staff, fiscal agent, one-stop operator, and career service provider. The Tennessee Department of Labor and Workforce Development (TDLWD) has grant agreements with Northern Middle TN Local Workforce Dev Board, Inc. Monitoring included a review of the grants with TDLWD. Refer to the end of the report for a listing of the monitored grants.

PAR conducted the monitoring review in accordance with the Department of General Services, Central Procurement Office, *Policy 2013-007, Grant Management and Subrecipient Monitoring Policy and Procedures*, Amended February 15, 2018.

Monitoring objectives were to:

- assess the reliability of internal controls,
- verify that program objectives are being met,
- verify that civil rights requirements are being met,
- test the reliability of the financial and programmatic reporting,
- test if costs and services are allowable and eligible, and
- verify grant compliance.

A monitoring review is substantially less in scope than an audit. PAR did not audit the financial statements and, accordingly, does not express an opinion or any assurance regarding the financial statements of Northern Middle TN Local Workforce Dev Board, Inc. Also, this report does not contain the results of participant program monitoring, including reviewing participant files for eligibility documentation and case management. These files were reviewed by staff in the Workforce Services Division and they will separately report their results. PAR did not review the participant files and, accordingly, does not express an opinion or any assurance regarding the participant eligibility documentation or case management.

Were any issues noted during the on-site review?

No findings were noted.

Which grants were monitored?

Service Provided	Grant Number	Grant Period	Grant Max. Liability
Adult	LWNMP191ADULT20	07/01/19-06/30/21	\$348,584.54
Adult	LWNMF201ADULT20	10/01/19-06/30/21	\$1,858,337.50
Adult	LWNMP201ADULT21	07/01/20-06/30/22	\$328,113.38
Adult	LWNMF211ADULT21	10/01/20-06/30/22	\$1,637,300.03
Adult	LWNMP211ADULT22	07/01/21-06/30/23	\$490,252.09
Adult	LWNMF221ADULT22	10/01/21-06/30/23	\$2,310,613.86
Dislocated Worker	LWNMP191DSLWK20	07/01/19-06/30/21	\$592,840.29
Dislocated Worker	LWNMF201DSLWK20	10/01/19-06/30/21	\$2,822,451.01
Dislocated Worker	LWNMP201DSLWK21	07/01/20-06/30/22	\$591,508.13
Dislocated Worker	LWNMF211DSLWK21	10/01/20-06/30/22	\$2,665,567.48
Dislocated Worker	*LWNMP211DSLWK22	07/01/21-06/30/23	\$546,521.25
Dislocated Worker	*LWNMF221DSLWK22	10/01/21-06/30/23	\$2,906,835.00
Youth	LWNMP191YOUTH20	04/01/19-06/30/21	\$2,351,514.97
Youth	LWNMP201YOUTH21	04/01/20-06/30/22	\$2,070,051.09
Youth	LWNMP211YOUTH22	04/01/21-06/30/23	\$2,935,628.33
National Dislocated Worker Grant	LWNMF201DRDWG20	07/01/20-06/30/22	\$1,148,265.93
National Dislocated Worker Grant	LWNMF205DRDWG20	11/01/20-06/30/22	\$1,652,956.36
National Dislocated Worker Grant	LWNMF211DRDWG21	08/21/21-08/20/23	\$550,085.00
Statewide Activities	LWNMP182MNSWA19	03/02/20-06/30/21	\$1,400.00
Statewide Activities	LWNMP181CESWA19	03/02/20-06/30/21	\$26,600.00
Statewide Activities	**LWNMP183MNSWA19	03/02/20-06/30/21	\$2,151.00
Statewide Activities	LWNMP91MNSWA20	10/01/19-09/30/21	\$5,219.34
Statewide Activities	LWNMP191RDSWA20	10/01/19-09/30/21	\$46,974.10
Statewide Activities	LWNMP182WBSWA19	05/03/21-06/30/21	\$152,896.00

Service Provided	Grant Number	Grant Period	Grant Max. Liability
Statewide Activities	LWNMP192MNSWA20	05/03/21-06/30/21	\$16,988.00
Statewide Activities	LWNMP201WBSWA21	05/17/21-08/31/21	\$509,652.00
Statewide Activities	LWNMP201MNSWA21	02/01/21-06/30/21	\$21,000.00
Statewide Activities	**LWNMP181WBSWA19	03/02/20 -06/30/21	\$43,020.00
Re-employment Services & Eligibility Assessment	LWNMF191RESEA19	10/01/19-06/30/21	\$285,686.67
Re-employment Services & Eligibility Assessment	LWNMF201RESEA20	07/01/21-12/31/21	\$308,880.00
Coronavirus Aid, Relief and Economic Security Act	LWNMF211CBCRF21	03/01/20-04/30/21	\$370,000.00
Coronavirus Aid, Relief and Economic Security Act	LWNMF211RSCRF21	03/01/20-04/30/21	\$248,800.00
Coronavirus Aid, Relief and Economic Security Act	LWNMF211IWCRF21	03/29/21-05/28/21	\$415,206.00
Apprenticeship	LWNMP191NATAP20	09/15/19-06/30/21	\$55,555.00
National Dislocated Worker Grant	LWNMF191TEDWG19	10/01/18-09/30/21	\$3,100,019.00
National Dislocated Worker Grant	LWNMF192TEDWG19	10/01/18-09/30/21	\$4,650,029.00
Statewide Activities	*LWNMF221APSWA22	10/01/21-06/30/22	\$229,000.00
Infrastructure Funding Agreement	LWNMP211ESIFA22	07/01/21-06/30/22	\$597,514.09

Figure 1. Listing of monitored grants.

*No expenditures charged to the grant as of the monitoring date.

**Grant closed with no expenditures.

Northern Middle LWDB





July 25, 2022

John Zobl, Board Chair
Northern Middle TN Local Workforce Board
523 Madison Street
Clarksville, TN 37040

Dear Mr. Zobl,

The Program Integrity Unit has completed its monitoring review of NMLWDB for the Tennessee Department of Labor. We gathered the responses that were provided and compiled a brief monitoring report for your review that is attached to this letter.

Sincerely,

A handwritten signature in black ink that reads "Justin Attkisson". The signature is written in a cursive, flowing style.

Justin Attkisson
Program Integrity Director

cc: Carrie Landenberger
Rachel Rogers
Chassity Scott
Brian Hill
Bob Rial - CLEO
Marla Rye - Executive Director

Executive Summary

Introduction

On July 12-13, 2022, staff from Program Integrity completed a virtual monitoring visit with Northern Middle Local Workforce Development Board (NMLWDB). Program Integrity conducted the monitoring review in accordance with the Federal Core Monitoring Guide focusing on objectives Service Design & Delivery and Grant Operations.

Program Integrity monitoring team was tasked with:

- examining NMLWDB policies, procedures, and supporting documents
- searching for inconsistencies, irregularities, and concerns
- identifying observed and potential best practices
- compiling any additional questions for the LWDB
- meeting with Subject Matter Experts (SMEs) to provide guidance on LWDB responses

Disclaimer

A monitoring review is substantially less in scope than an audit. Program Integrity did not audit the financial statements and, accordingly, does not express an opinion or any assurance regarding the financial statements of NMLWDB. Also, this report does not contain the results of participant program monitoring, including reviewing participant files for eligibility documentation and case management. These files will be reviewed by Program Integrity at a later date. We will separately report their results. Program Integrity did not review participant files and, accordingly, does not express an opinion or any assurance regarding the participant eligibility documentation or case management at this time.

Key observations/concerns/recommendations

- Going forward NMLWDB needs an idle facility/capacity policy or procedure in place.
- Going forward NMLWDB needs an intangible property policy or procedure in place.
- Dashboards on the NMLWDB website have not been updated since 2020.
- When a Federal reference is used, it is recommended to update policies using [eCFR.gov](https://www.ecfr.gov) to provide the most up to date citation number. For example, the Federal citations on the Record Retention Policy are off by one number.
- NM policies cite Federal references, however there are times when the State policy is stricter or has additional requirements than the Federal citation. An example would be the Record Retention Policy. The Federal requirement is 3 years and the [State Policy](#) requirement is 5 years. While NM follows the 5-year rule in practice, we recommend NM amend local policies to refer to State policy when there is a difference in Federal and State. Defining the practice in the policy (for example "5 years") would be best.

Key findings

- No findings were noted

Observed or Potential Best Practices

1. Hired an outside consultant to lead the strategic planning session which allowed the board to be the leaders instead of the ED.
2. Innovative service system
 - a. Local jails, Nashville State CC and employers to deliver IRT (Industrial Readiness Training)
 - b. Women's Prison, Persevere and employers to deliver software development software
3. Apprenticeship program to become a Workforce Services Professional with a career path tied to future earnings.
4. NM dedicated \$100k of funds for recruitment and outreach. NM recognizes the importance of marketing and conducting additional marketing options.
5. NHC partnered with Murfreesboro AJC to recruit individual for CNA training. The board partnered with Red Cross who designed a CNA training plan that included online academic curriculum.
6. By maximizing the number of partners co-located at the AJC, NM minimizes the AJC operating costs per partner, participant access to partners is improved, improving communication with partners and keeping more AJCs open.
7. NM provides CSP training materials online.
8. NM contracted with 3 new Youth providers who target special populations; foster care/transitioning, justice involved/transitioning and disabilities.
9. NM provided a series of professional development workshops for TennCare managed care partners that were having difficulty finding direct support including a panel discussion with partners to show how they can help them find employees. This reached employers statewide.
10. NM started a teacher registered apprenticeship program with a teacher recruitment tool that will probably go statewide.
11. The board has focused on the ETPL and narrowed down the ETPL to programs that are performing and have certifications.
12. Utilizing COVID funds
 - a. NM applied for additional funding during COVID to provide businesses with funding to adapt and continue working.
 - b. NM also used COVID funds to purchase 750 laptops for job seekers and AE students to continue remotely during COVID.
13. Focus board improvement
 - a. NM brought in a national corporation and did a think tank with mayors on how to become a better board.
 - b. NM is open to looking on national level (outside of TN) for Best Practices and belong to National Association of Workforce Boards. NM brings board members to national meetings like SETA (Southeast Trending Association).
14. A centralized spreadsheet is maintained to track referrals within and outside of the AJC.
15. Quarterly eligibility training especially for the Youth program.

16. NM set up as series of specialized assessments, referral forms, eligibility forms for Fort Campbell. Can be used for other specialized centers.
17. NM utilizes TAA's paperwork instead of requiring the participant to fill out separate paperwork with Title I because 100% of TAA participants are required to be enrolled in Title I.
18. CSP is transitioning to the use of a loadable debit card for the participant and the CSP a company credit card to assist with online exams, etc.
19. CSP is going into the high schools and offering mock interviews, resume writing, etc.
20. NM has an internal help desk that includes a work order tracking system that is utilized by AJC staff.
21. Innovation of ESL
 - a. NM works with internal resources to assist with translation of documents. If more support is needed, NM utilizes their English as a Second Language (ESL) partners in AE.
 - b. NM also works with a lot of employers to provide ESL classes.

NM requests further guidance

- NM requested Best Practices from other areas to guide hiring events (on-site and virtual) for future use.
- NM requested a Best Practice for tracking engagement with business customers. Board would like to improve internal communication.

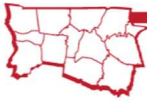
Concerns presented by NM

- Documents needed for data validation are not accessible for incarcerated reentry participants and homeless youth participants.
- Benefits cliff for working poor.
- Federal Performance Standards are a barrier to serve individuals. Measurable skills gains, depending on date of enrollment, and may require enrollment delay. Must change service strategy to meet performance standards.
- Need statewide marketing campaign that provides structure that can be tailored to region. Need more visibility of AJCs. AJCs get bad reputation because of UI and Title I gets lumped in with UI.
- Title I is the only one accountable for outcomes. Title I co-enrolls with TAA and SNAP E&T, but if the participant drops out, there are not penalties for either program, only Title I.
- Equipment tracking and disposition requirements vary greatly between State programs. Workforce Essentials is also the contractor for AE. Title I equipment tracking disposition requirements are very complicated unlike AE. For Title I, for anything over \$100, like an office chair, it must be tracked from purchase to disposition, which is difficult. For AE, a list of items can be donated to a nonprofit after notifying the State.
- Issue with SmartSimple regarding billing. It has fallen behind because of the partner changes each quarter. Partners will receive additional expenses

- In Grants4TN the reimbursement request signed by the ED. However, SmartSimple just has a box that is checked to authorize the claim for reimbursement (not by ED) and does not request a signature from the ED.
- While VOS was down for a week, enrollments and case management was a challenge. CSP was forced to quickly revert back to paper. VOS needs a back-up system for access.

Conclusion

We concluded our monitoring review of the NMLWDB and gathered many best practices with no findings. If NMLWDB needs technical assistance for idle facilities and/or intangible properties, Program Integrity will be available for guidance. We will provide any Best Practices concerning on-site/virtual hiring events and tracking engagement with business customers.



Record Retention and Access
Proposed Effective Date: August 10, 2022

Summary of Proposed Changes

- 1. Updated citations from Uniform Guidance which were re-numbered.**
- 2. Moved descriptive wording per Uniform Guidance from the Policy section to the Background section.**
- 3. Clarified policy wording to reflect Northern Middle's practice of following more stringent requirements of Tennessee Department of Labor and Workforce Development.**
- 4. Added reference to NMTWB's Electronic Case Files policy.**

Record Retention and Access
Effective Date: August 10, 2022

Purpose:

This policy provides overarching guidelines related to record retention and access to records for the Northern Middle TN Workforce Board (NMTWB).

Background:

Uniform Guidance at 2 CFR 200.302 states that the financial management system of each non-Federal entity must provide for the following:

- Retention requirements for records – 2 CFR 200.334
Financial records, supporting documents, statistical records, and all other non-Federal entity records pertinent to a Federal award.
- Requests for transfer of records – 2 CFR 200.335
- Methods for collection, transmission and storage of information – 2 CFR 200.336
Records will be sufficient to provide periodic quality control reviews, provide reasonable safeguards against alteration, and remain readable.
- Access to records – 2 CFR 200.337
The Federal awarding agency, Inspectors General, the Comptroller General of the United States, the pass-through entity, or any of their authorized representatives will have the right of access to any documents, papers, or other records pertinent to the federal award, in order to make audits, examinations, excerpts, and transcripts. This right also includes timely and reasonable access to personnel for the purpose of interview and discussion related to such documents. Only under extraordinary and rare circumstances would such access include review of the true name of victims of a crime. Rights of access are not limited to the required retention period but last as long as the records are retained.
- Restrictions on public access to records – 2 CFR 200.338
Restrictions to public access to the records of NMTWB pertinent to a Federal award will not be limited, except for protected personally identifiable information or other confidentiality exceptions or exemptions.

Resources:

2 CFR 200.302; 2 CFR 200.334-338

Policy:

Northern Middle TN Workforce Board will abide by record retention and access requirements of Uniform Guidance and will also abide by any additional requirements, terms or conditions of the Tennessee Department of Labor and Workforce Development

(TDLWD). Where requirements differ, records will be retained under the requirements which are most stringent. See also, TDLWD and NMTWB's Electronic Case Files policies.

Sub-Recipient record retention and access

It is the intent of Northern Middle TN Workforce Board that sub-recipients

- a. Meet record retention and access requirements stated at 2 CFR 200.334-338 and any additional requirements, terms and conditions of the Tennessee Department of Labor and Workforce Development (TDLWD),
- b. Are aware of the record retention requirements, and
- c. Attest to compliance with these requirements.

Where federal and state requirements differ, records will be retained under the guidance which is most stringent. See also, TDLWD and NMTWB's Electronic Case Files policies.

Contact:

For any questions related to this policy please contact Ginger Fussell, Fiscal Director at gfussell@workforceessentials.com.

Effective Date: January 1, 2018

Updated: July 1, 2019; June 1, 2020, August 10, 2022

Duration: Indefinite

Marla Rye, Executive Director
Northern Middle TN LWDB



Record Retention and Access

Effective Date: ~~January 1, 2018~~ August 10, 2022

Purpose:

This policy provides overarching guidelines related to record retention and access to records for the Northern Middle TN Workforce Board (NMTWB).

Background:

Uniform Guidance at 2 CFR 200.302 states that the financial management system of each non-Federal entity must provide for the following:

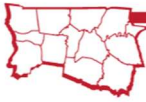
- Retention requirements for records – 2 CFR 200.334
 - Financial records, supporting documents, statistical records, and all other non-Federal entity records pertinent to a Federal award.
- Requests for transfer of records – 2 CFR 200.335
- Methods for collection, transmission and storage of information – 2 CFR 200.336
 - Records will be sufficient to provide periodic quality control reviews, provide reasonable safeguards against alteration, and remain readable.
- Access to records – 2 CFR 200.337
 - The Federal awarding agency, Inspectors General, the Comptroller General of the United States, the pass-through entity, or any of their authorized representatives will have the right of access to any documents, papers, or other records pertinent to the federal award, in order to make audits, examinations, excerpts, and transcripts. This right also includes timely and reasonable access to personnel for the purpose of interview and discussion related to such documents. Only under extraordinary and rare circumstances would such access include review of the true name of victims of a crime. Rights of access are not limited to the required retention period but last as long as the records are retained.
- Restrictions on public access to records – 2 CFR 200.338
 - Restrictions to public access to the records of NMTWB pertinent to a Federal award will not be limited, except for protected personally identifiable information or other confidentiality exceptions or exemptions.

Resources:

2 CFR 200.302; 2 CFR 200.33~~34~~-33~~78~~

Policy:

Northern Middle TN Workforce Board will abide by record retention and access



requirements of Uniform Guidance and will also abide by any additional requirements, terms or conditions of the Tennessee Department of Labor and Workforce Development (TDLWD), as well as the following: Where requirements differ, records will be retained under the requirements which are most stringent. See also, TDLWD and NMTWB's Electronic Case Files policies.

A. Retention requirements for records

~~Financial records, supporting documents, statistical records, and all other non-Federal entity records pertinent to a Federal award will be retained in accordance with federal Uniform Guidance 2 CFR 200.333.~~

B. Requests for transfer of records

~~Requests for transfer and custody of records will be conducted in accordance with Uniform Guidance 2 CFR 200.334.~~

C. Methods for collection, transmission and storage of information

~~Methods for collection, transmission and storage of information will meet requirements specified at 2 CFR 200.335, and will be sufficient to provide periodic quality control reviews, provide reasonable safeguards against alteration, and remain readable.~~

D. Access to records

~~Pursuant to 2 CFR 200.336, the Federal awarding agency, Inspectors General, the Comptroller General of the United States, the pass-through entity, or any of their authorized representatives will have the right of access to any documents, papers, or other records pertinent to the federal award, in order to make audits, examinations, excerpts, and transcripts. This right also includes timely and reasonable access to personnel for the purpose of interview and discussion related to such documents. Only under extraordinary and rare circumstances would such access include review of the true name of victims of a crime. Should such a situation occur, access will only be granted in accordance with 2 CFR 200.336. Expiration of the right of access to records will follow provisions of 2 CFR 200.336.~~

E. Restrictions on public access to records

~~Restrictions to public access to the records of NMTWB pertinent to a Federal award will not be limited, except for protected personally identifiable information or other confidentiality exceptions or exemptions stated in 2 CFR 200.337.~~

F. Sub-Recipient record retention and access

It is the intent of Northern Middle TN Workforce Board that sub-recipients -

a. meet record retention and access requirements stated at 2 CFR 200.3334-3378 and any additional requirements, terms and conditions of the Tennessee Department of Labor and Workforce Development (TDLWD),-

b. that sub-recipients are aware of the record retention requirements, and

c. attest to compliance with these requirements.



Where federal and state requirements differ, records will be retained under the guidance which is most stringent. See also, TDLWD and NMTWB's Electronic Case Files policies.

Contact:

For any questions related to this policy please contact Ginger Fussell, Fiscal Director at gfussell@workforceessentials.com.

Effective Date: January 1, 2018

Updated: July 1, 2019; June 1, 2020, August 10, 2022

Duration: Indefinite

Marla Rye, Executive Director
Northern Middle TN LWDB

NORTHERN MIDDLE TN WORKFORCE BOARD

JUNE 2022 FISCAL UPDATE

ACTION

- * 2021-22 Q4 Financial Report**
- * 2022-23 Budget Revision \$13.3M**
- * 2022-23 Flexibility to Re-Purpose additional \$500k Dislocated Worker funding to Adult
(Pending TN DOL Approval)**
- *EDSI and MAC Career Service Provider contracts:**
 - Extend an additional 6 months through 6/30/23**
 - Add another 6 month pro-ration of 18-month budget to contract**
 - Pass-through program portion of National DW grant \$950k**
- *Fiscal Policy Update - Record Retention**

Northern Middle Tennessee Workforce Development Board AJC Report

For April 1 to June 30, 2022

Report Date: August 10, 2022

Local Area Updates

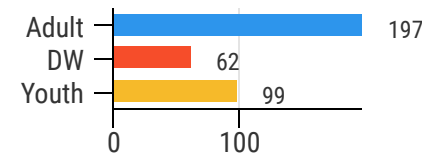
Since Governor Bill Lee was elected, Re-Entry has been a main focus of his administration. Like many programs, Re-Entry was put on hold to some extent during COVID. Since January, Re-Entry has again become a top-priority. Northern Middle has taken the lead in Re-Entry; by going into prisons, working with those incarcerated that are about to be released into society and specifically – the job market.

In April, the Nashville AJC held a Re-Entry Job Fair at Hadley Park, near the TSU campus. Governor Lee and Commissioner of Labor Jeff McCord, both attended and were very pleased with the turnout of attendees as well as employers. Since then, each comprehensive AJC held at least one Re-Entry themed job-fair during the quarter ending June 30.



Partner Program Updates

Title I Total Enrollments



Adult Education

For the quarter ending June 30;
656 received student services. A total of
179 students received their HiSETs, while
86 students received a level gain.

Wagner Peyser

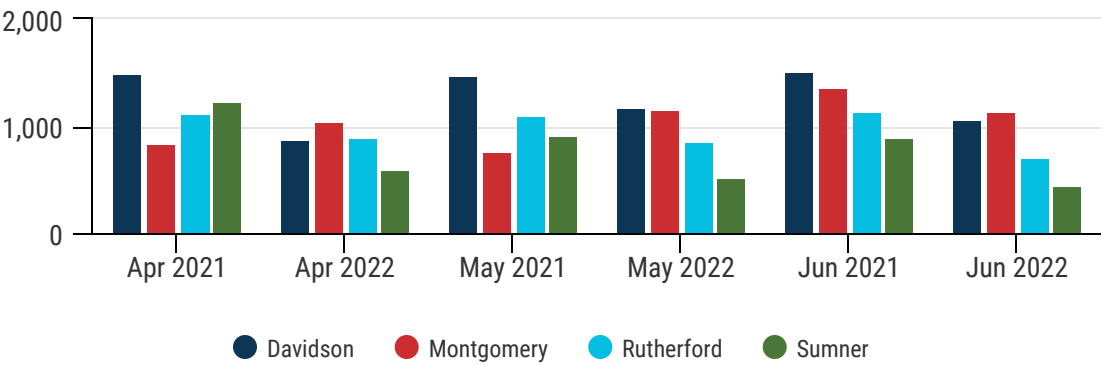
3,186	New employers registered
14,337	New Job Orders in Jobs4TN
440	Wagner Peyser Participants

Vocational Rehabilitation

1,743	Active Cases
299	Applications
88	Currently Working
76	Successful Closures

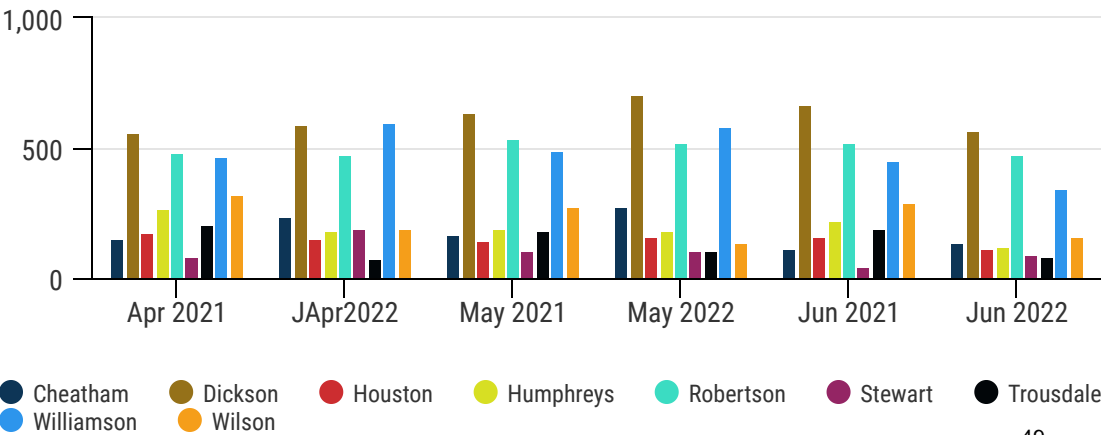
AJC Total Traffic Counts

Comprehensives



Total Individual Visitors
(2021 19,140)/**17,664**

Affiliates



Northern Middle AJC Report

June 30, 2022

By County as of June 30, 2022; NM = 3.5% TN = 3.3%

Challenges Going Forward

County	Unemployment Rate (Jun 30)	Unemployment Rate (Mar 31)	Quarterly Change
Cheatham	3.2%	2.4%	+0.8
Davidson	3.5%	2.7%	+0.8
Dickson	3.6%	2.5%	+1.1
Houston	5.2%	3.6%	+0.7
Humphreys	4.2%	2.9%	+1.3
Montgomery	4.5%	3.2%	+1.3
Robertson	3.4%	2.4%	+1.0
Rutherford	3.4%	2.4%	+1.0
Stewart	4.6%	3.3%	+1.3
Sumner	3.3%	2.4%	+0.9
Trousdale	3.7%	2.6%	+1.1
Williamson	2.8%	1.9%	+0.9
Wilson	3.2%	2.2%	+1.0

With the start of the new Program Year, the challenges going forward remain the same as they were at the end of the last Program Year – RESEA Co-Enrollments and AJC staff turnover. NM significantly missed our RESEA KPI Target last year. Early indications are that we are already lagging in this category for the new program year.

Title I and Title III continue to experience very high turnover. Of course, this is currently a nationwide problem. Compensation is part of the issue (especially with Title III), but setting realistic expectations is a problem as well. In the past quarter alone, there have been multiple instances in Northern Middle where a partner’s new employee leaves the position after a week (or less).

KPIs

Below are most of the Northern Middle Key Performance Indicators (KPIs) for the fourth quarter and the end of our program year.

	Apr-22	May-22	Jun-22	Q4	Annual/YTD
Adult, Dislocated Worker and National Dislocated Worker - New Enrollment	TARGET 83	83	83	249	995
Adult	60	72	65	197	827
Dislocated Worker	11	31	20	62	163
National Dislocated Worker	2	1	1	4	17
COVID-19 NDWG	0	0	0	0	3
Total	73	104	86	263	1010
Percent of Goal	87.95%	125.30%	103.61%	105.62%	101.51%
Re-Employment Services Co-Enrollment				Q4	
Co-Enrollment with Title I	4	4	8	16	40
Referred to Title I	18	20	31	69	290
Attended RESEA Orientation	120	143	184	447	1,315
Selected for Re-Employment Services	39	40	186	265	1,247
Co-Enrollment Target	5	5	8	18	79
Pct.	80.00%	80.00%	100.00%	88.88%	50.63%
SNAP Employment and Training					
New Enrollment	129	107	39	325	1,128
Target				157	630
Pct.	82.16%	68.15%	56.68%	207.01%	179.04%
Trade Adjustment Assistance Co-Enrollment with Dislocated Worker				Q4	
Trade Co-Enrollment with DW	6	6	8	20	22
9/1/2020 or later Trade Participants	0	0	0	0	0
Trade Participants	7	7	8	22	24
Target	0	85.71%	100.00%	90.91%	91.66%

Wagner-Peyser New Enrollment					Q4	
Enrollments		329	389	435	1153	3,775
Target					913	3,851
Pct.		36.03%	42.60%	47.64%	126.28%	98.03%
Youth New Enrollment					Q4	
Enrollment		21	53	25	99	433
Target					101	330
Pct.		20.79%	52.48%	24.75%	98.01%	131.21%
Jobs for Veterans New Enrollment		TARGET				
Total		12	12	13	37	146
Percent of Goal		19	16	11	46	164
		158%	133%	85%	124%	112%
Justice Involved Individuals New Enrollment		TARGET				
Adult		25	25	23	73	294
Dislocated Worker		19	29	23	71	289
National Dislocated Worker		1	0	0	1	8
Youth		0	1	0	1	3
Wagner-Peyser		3	4	3	10	49
Total		17	30	32	79	213
Percent of Goal		40	64	58	162	541
		160.00%	256.00%	252.17%	221.92%	184.01%



Northern Middle Tennessee
Workforce Board Inc.

Train Workforce to Fill Employer Needs

Freda Herndon



Eligible Training Provider Request

New Programs Requiring Board Approval for addition to the ETPL

Provider Name	Provider Main Address	Program ID	Program Name	CIP Code	Total Cost	Job Outlook	Credential Earned	Program Length	Sector Strategy
<i>Staff Recommendation: Approval for one year</i>									
Genesis Nashville	Nashville, TN	1010041	Esthetician	120409	\$15,220.00	National & Local Bright Outlook	License	30 weeks	Healthcare
<i>Staff Recommendation: Approval for one year</i>									
Genesis Nashville	Nashville, TN	1010043	Master Barber	120402	\$18,962.00	National Bright Outlook	Master Barber License	50 weeks	Personal Care
<i>Staff Recommendation: Approval for one year</i>									
Genesis Nashville	Nashville, TN	1010042	Nail Technology	1010042	\$10,395.00	National & Local Bright Outlook	License	20 weeks	Personal Care
<i>Staff Recommendation: Approval for one year</i>									
NASHVILLE STATE COMMUNITY COLLEGE	Nashville, TN	1010071	Microsoft Office Specialist (MOS) Associate Certification Training (Voucher Included) (GES897)	52021	\$2,095.00	National & Local Bright Outlook	Microsoft Office Specialist Associate Certification	6 Months	Information Technology
<i>Staff Recommendation: Approval for one year</i>									
NASHVILLE STATE COMMUNITY COLLEGE	Nashville, TN	1010070	Adobe Certified Professional (Vouchers Included) (GES3051)	500409	\$2,795.00	National Bright Outlook	Adobe Certified Professional Certification	12 months	Information Technology
<i>Staff Recommendation: Approval for one year</i>									
TENNESSEE COLLEGE OF APPLIED TECHNOLOGY AT MURFREESBORO	Murfreesboro, TN	1010112	NCCER Basics with OSHA 10 Certification	460000	\$525.00	National & Local Bright Outlook	NCCER Basics with OSHA 10	4 Weeks	Construction

Former Programs Requiring Board Approval for ETPL Addition after one year removal

Provider Name	Provider Main Address	Program ID	Program Name	CIP Code	Total Cost	Job Outlook	Credential Earned	Program Length	Sector Strategy
<i>Staff Recommendation: Approval for one year</i>									
Nashville Software School	Nashville, TN	1004760	Front-end web designer/Developer Bootcamp	110201	\$12,500.00	National & Local Bright Outlook	Front-end Web Designer/Developer Certificate	6 Months	Information Technology
<i>Staff Recommendation: Approval for one year</i>									
Volunteer State Community College	Gallatin, TN	99250	EKG Technician Course	519999	\$817.00	National & Local Bright Outlook	Certified EKG Technician (CET)	12 weeks	Healthcare
<i>Staff Recommendation: Approval for one year</i>									
VOLUNTEER STATE COMMUNITY COLLEGE	Gallatin, TN	97546	OPHTHALMIC TECHNICIAN	511803	\$15,750.00	National & Local Bright Outlook	Associate Degree	24 months	Healthcare

Northern Middle Program Year July 1, 2021 to June 30, 2022							
Incumbent Worker Training (IWT) Grants							
	County Location	Employer	Employees Trained	Contract Start Date	Contract End Date	Contract Amount	Amount Expended through 6/30/2022
1	Davidson	Include Me Advocacy	10	3/26/2021	9/30/2021	\$ 10,964.00	\$ 4,551.00
2	Rutherford	Jagemann Precision Plastics	6	4/16/2021	9/30/3021	\$ 25,000.00	\$ 25,000.00
3	Montgomery	OEM Tube	15	7/30/2021	9/30/2021	\$ 6,800.00	\$ 6,800.00
4	Davidson	Primeritus	35	8/30/2021	6/1/2022	\$ 25,000.00	\$ 12,766.23
5	Williamson	Senior Solutions	10	12/1/2021	6/30/2022	\$ 25,000.00	\$ 25,000.00
6	Davidson	Military Systems	18	1/1/2022	6/30/2022	\$ 25,000.00	\$ 24,548.76
7	Dickson	ALP Lighting	10	12/15/2021	6/30/2022	\$ 17,995.00	\$ 17,995.00
8	Multiple	Rogers Group	2	2/4/2022	6/30/2022	\$ 4,374.00	\$ 4,374.00
9	Davidson	Clear Link	7	2/1/2022	6/30/2022	\$ 25,000.00	\$ 24,851.48
10	Rutherford	Wearwell	25	2/1/2022	6/30/2022	\$ 25,000.00	\$ 24,392.23
	Total		138			\$ 190,133.00	\$ 170,278.70
Total IWT funds spent: \$225,646.70 (including IWT Apprenticeship for Asurion 2 and part of NASG below).							
Apprenticeship Training Grants							
	County Location	Employer	Employees Trained	Contract Start Date	Contract End Date	Contract Amount	Amount Expended through 6/30/2022
1	Williamson	Arrington Vineyards	2	1/18/2021	12/31/2021	\$ 6,367.00	\$ 4,493.29
2	Davidson	Asurion - Group 2	9	9/27/2021	6/30/2022	\$ 54,000.00	\$ 54,000.00
3	Davidson	North American Stamping	8	1/1/2022	6/30/2022	\$ 17,368.00	\$ 16,153.42
4	Davidson	Asurion - Group 3	3	2/4/2022	6/30/2022	\$ 6,000.00	\$ 6,000.00
5	Montgomery	CMCSS	94	1/3/2022	6/30/2022	\$ 135,000.00	\$ 135,000.00
6	Multiple	Plumbers and Pipefitters	22	2/1/2022	6/30/2022	\$ 44,000.00	\$ 44,000.00
7	Multiple	Mid-South Carpenters	5	2/1/2022	6/30/2022	\$ 10,000.00	\$ 10,000.00
8	Davidson	Allstar Fire Protection	5	2/1/2022	6/30/2022	\$ 10,000.00	\$ 10,000.00
	Total		148			\$ 282,735.00	\$ 279,646.71
State Apprenticeship Grant funded \$219,785.42 of this total.							
New and Expanding Business Support							
	County Location	Employer	Potential Employees	Open Date	Support Type		
	Stewart/Houston	ECD new business prospect	100	2022-2023	LMI, Tours, AJC Resources, Community Intro		
	Statewide	TennCare Mngd Care Netwo	8000	2022	Workshop Series to educate employers about workforce programs		
	Statewide	NHC	17	2022-2023	Certified Nurse Assistant class, apprenticeship exploration		
	Statewide	Ascension		2022-2023	Exploring internal career pathways and apprenticeship		
	Statewide	Servpro		2022	Talent Pipelines and Apprenticeship		
	Montgomery	Teacher Apprenticeship	94	2022-2023	Workforce Grants and ongoing support. State pilot program.		
	Rutherford	Several employer partners		2022-2023	Ipads for inmates to train prior to release. Pilot Project for American Prison Data System.		
	Stewart . Houston . Montgomery	County jails and NSCC	30	2022-2023	Enrolled inmates in Industrial Readiness Training through NSCC prior to release to ensure students are "work-ready." Recruiting employer partners.		
	Total		8241				



Improve Efficiency & Effectiveness of Training Programs

Marla Rye

Innovation and Outreach

1. Pay for Performance contracting model centered around racial equity in the workforce
2. Pilot project utilizing the Texas/Florida model to provide comprehensive services.
3. Pilot to allow Board Staff to act as the career service provide in select counties with a regional or state OSO to serve as a firewall.



Outreach and Recruitment

1. Investment of \$100,000

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Marketing Proposal



Monthly Marketing Investment

Minimum 6 Month Commitment

**SOCIAL MEDIA
MARKETING,
CONTENT MARKETING
CREATION &
MANAGEMENT**

\$3,800

Includes

- 5 social media posts per week - including content strategy photography, copywriting, etc.
- 2 podcast productions & publications per quarter
- 2 webinar productions & publications per quarter
- 2 new classes per quarter, including cross promotion with STS
- Community management (answering comments driving conversations answering, direct messages on social media)

**SMS/EMAIL
MARKETING
MANAGEMENT**

\$650

Includes

- Weekly newsletter about job searching and available opportunities
- Up to 7 drip campaigns and user placement into said campaigns
- 3 SMS messages per week to drive walk-in traffic

**ONLINE
REPUTATION
MANAGEMENT**

\$350

Includes

- Monitoring and managing online presences, including Google My Business, Yelp and other rating sites (current review of this presented several 1-star reviews with no responses)
- Respond to reviews, questions, comments to be where our clients are at all times

**ADVERTISING
BUDGET (SOCIAL,
GOOGLE)**

\$3,000

Includes

- Full advertising strategy session and complete plan
- Advertising across multiple platforms including social media and Google Ads, including text and display advertising
- All working spend for the ad platforms, no additional STS management cost



Strategic Marketing & Communications

Full-time marketing and communications
support at a fraction of the cost.

Pricing Options

WE OFFER SEVERAL SERVICE PACKAGES TO SUIT YOUR BUSINESS NEEDS.

OPTION 1

\$75/HR

(MIN. 10 HOURS A
WEEK)

MONTHLY COST

\$3,000 @10 HRS

\$6,000 @20 HRS

\$12,000 @40 HRS

>\$145,000 annual
@ full-time

OPTION 2

MONTHLY
RETAINER

\$8,500

MONTHLY COST

\$8,500

@ UNLIMITED HRS

>\$105,000 annual
@ full-time

OPTION 3

6 MONTH
RETAINER

\$7,500

MONTHLY COST

\$7,500

@ UNLIMITED HRS

>\$95,000 annual
@ full-time



Northern Middle Tennessee
Workforce Board Inc.

Employer Engagement

