

Chamber Education Committee / Business Advisory Council Minutes

October 22, 2024

Location Host: Massillon Museum, Silk Room 121 Lincoln Way E., Massillon, Oh 44646

Attendance

Emil Alecusan	Courtney Barson	Barb Bennett	Theresa Benzel	Bryan Boatright
Martin Bowe	Debbie Busby	Jeff Dafler	Lisa Dalpiaz	Shanna Ebert
Shaun Eller	Sharla Elton	Dave Fischer	Lada Gibson-Shreve	Chris Goff
Joel Daniel Harris	Mike Hearn	Jennifer Kessel	Rebecca Kuzma	Josh Lehman
Alex Logan	Erica Riley for Santana Lopez	Melissa Marconi	Brent May	Robert McBride
John Milan	Tiffany Robinson	John Richard	Michele Shaffer	Randolph Snow
Nathan Stutz	Dan Swisher	Christine Taylor	Tom Venturella	Brittney Wells
Jeff Wendorf	Matt Ziders	Brett Yeagley	Adam Mckenzie	Shawn Braman

1. Welcome and Call to Order

Chris Goff called the meeting to order at 12:14p.

2. Approval of an amended agenda and minutes

John Richard asked for approval of today's amended agenda. Martin Bowe moved for approval, Lade Gibson-Shreve seconded, and upon being put to a vote, the motion passed. John Richard noted two needed corrections on the September meeting minutes before asking for approval. Jeff Dafler moved to approve the minutes, Brent May seconded, and, upon being put to a vote the motion passed.

3. Massillon West Stark Chamber of Commerce Welcome and Information

Debbie Busby introduced herself and provided an overview of the Massillon West Chamber, including Main Street and Development Foundation. The Main Street organization helps local business owners with grants for storefront and façade improvements like awnings and painting. The Massillon Development Foundation manages commercial and industrial properties, including investment in properties to attract new businesses.

Debbie also invited everyone to spend the evening supporting an event at St Mary's Catholic Church.

4. Introduction

John Richards provided background on the You Science Program, which the Stark Education Partnership (SEP) is using area schools to help students assess interest, aptitude, and personality profiles related to careers. SEP is working to gather input from employers regarding skills needed, with a focus on enabling educators to help students develop the right skills in the future.

John introduced Rebecca Kuzma from Strengthening Stark to discuss a research project related to skills.

5. Presentation: Identifying Current and Future Workforce Skills – Rebecca Kuzma & John Richard

Rebecca Kuzma discussed the importance of economic development and the role of talent development in supporting it. A survey conducted by Team NEO projected job growth and skills needed for the future, highlighting the importance of soft skills and technology use. The data shows a need for re-skilling 50% of the workforce by 2025, emphasizing the importance of foundational skills.

Rebecca presented data on projected job growth in various industries, with a focus on computer and mathematical occupations. The top skills for the future include problem-solving, analytical thinking, and creativity. A survey of local employers confirms the need for similar skills, aligning with national data. John Richard presented data from You Science revealing a gap between current student aptitude and projected job needs.

6. Discussion: Redefining the Education Committee goal to “Surveying employers about skills of recent hires from Stark County Schools” to a goal focused on transmitting skills

John Richard facilitated small group discussions on the data presented, focusing on the gap between current student aptitude/interests and projected job needs. Participants discussed the importance of job shadowing and early exposure to career opportunities. The need for a liaison to support students’ post-high school was suggested to help them ease their transition into the workforce. The value of liberal arts education in developing critical thinking and communication skills was emphasized.

7. Massillon Museum Welcome and Arts Update

Alexandra Coon introduced the Massillon Museum and its exhibitions, including a jewelry show and a reception for a sculptor. The museum offers free admission and hosts various events, including concerts and brown bag lunches. Alexandra discussed the museum's relationship with the community and its role as a cultural hub. She shared information regarding upcoming events and exhibitions, including a photography show and a traveling exhibition of Holocaust survivor Nelly Toll's childhood artwork. She welcomed committee members to tour the facility at the meetings conclusion.

8. Educator Bootcamp Update

Christine Taylor provided an update on the potential educator bootcamp, mentioning positive feedback from various organizations. The camp aims to provide an immersive experience for educators, with the possibility of earning college credit. Early planning stages are underway, and more details will be finalized soon. Participants are encouraged to reach out with any feedback or ideas for the bootcamp.

9. Adjourn & Tour of Massillon Museum

John Richard provided information for the November Education Committee meeting, which will be held at the First Ladies Museum and Library in Canton. He requested that organizations send only one representative due to limited space at the venue. John Richard made a motion to adjourn at 1:02pm and Jeff Dafler seconded.