

Minutes

RTA External & Stakeholder Relations & Advocacy Committee

9:08 a.m. December 3, 2024

Committee Members: Welch (Vice Chair), Love

Other Board Members: Biasiotta, Elder, Koomar, Pacetti, Sleasman, Weiss

Not present: Lucas, McPherson

Staff/Other: Becker, Biggar, Blaze, Case, Catalusci, Caver, Ciesla, Colonna, Dangelo, Davidson, Fields, Fleig, Ford-Marshall, Freilich, Garofoli, Gautam, Gibbons, Jones, Jupina, Kirkland, Milhouse, Miller, Miranda, Moore, Piggery, Robinson, Svancara, Schipper, Schultz, Sulik, Sutula, Togher, Weil, Young

Public: Battle, Deegan, Gibbons, Loh, Nelson, Samuels

The meeting was called to order at 9:08 a.m. Three (3) committee members were present. Mr. Sleasman was added to the committee to establish a quorum. Ms. Welch presided over this committee in the absence of Rev. Lucas. Zachery Nelson and Kate Deegan with Global Cleveland were also in attendance.

Talent Acquisition Initiative

Ida Ford-Marshall, Senior Manager of Talent Acquisition and Fiona Gibbons, Talent Acquisition Manager gave the presentation. The immigrant population in Cleveland is around 8-9%. Immigrants are seeking positions. This initiative will advance, broaden and enhance RTA's talent pipeline.

Objective: To attract a diverse range of candidates from the immigrant and newcomer population. Establish a sustainable long-term partnership aimed at identifying, addressing, and optimizing workforce challenges and opportunities.

Scope: The partnership will involve collaboration between key stakeholders, including employers, educational institutions, government agencies, and community organizations, to create a dynamic and responsive approach to workforce needs.

DEIB: GCRTA and Global Cleveland are both dedicated to fostering inclusivity, equity, and accessibility within the community, making this partnership a perfect fit for collaboration.

The program roles will be designed. Benchmarks will be established. They will evaluate and formalize best practices.

Employer Benefits

This program aligns with RTA's success outcomes.

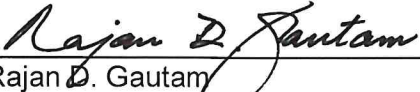
- Access to Immigrant Population
- Hiring and Integration
- Workplace Diversity and Inclusion
- Corporate Social Responsibility
- Networking and Partnerships
- Economic Growth and Innovation

The annual investment for this partnership will be \$4,500. With that comes several job marketing initiatives which include Newcomer Ceremonial Services, Global Rising "Peer Matching" Program, Access to STEM Students, and Global Cleveland's Social Media Network of 65,000+. Workplace Advancements include consultation with HR/C-Suite Executives, DEI educational sessions, Visa Hiring practices and Access to Bi-Annual Data Reports. Some participating partners include Greater Cleveland Partnership, Cleveland Foundation, Cleveland State University, Cleveland Clinic among others. Other resource agencies include Cuyahoga County, City of Cleveland among others.

Zachery Nelson and Kate Deegan with Global Cleveland expressed their desire to expand their partnership with RTA. RTA connects their international community with all of their agencies. They provided a list of the top foreign-born populations, their neighborhoods and the RTA lines they live along and the number one employers along RTA lines.

Mr. Sleasman added that the foreign board population rides RTA at a disproportional amount compared to the domestic population. He offered his support for outreach. Mayor Biasiotta requested a copy of the two reports. Ms. Welch offered support for needed access and opportunities.

The meeting was adjourned at 9:22 a.m.



Rajan D. Gautam
Secretary/Treasurer



Theresa A. Burrage
Executive Assistant