



Cleveland-Cuyahoga County Workforce Development Board is Now Greater Cleveland Works

New Name, Bold Vision: Empowering Thousands More People to Build Careers and Strengthen Northeast Ohio

CLEVELAND, OH—December 5, 2024—The Cleveland-Cuyahoga County Workforce Development Board has a new name: Greater Cleveland Works. The rebranding reflects the organization’s transformation from a government entity to a nonprofit in July, plus the launch of an expanded vision and renewed commitment to empowering job seekers, supporting employers, and driving economic growth in Northeast Ohio.

With more than 10,000 people served annually and a \$30 million budget, Greater Cleveland Works is the largest workforce development organization in the county. The reorganization will enable Greater Cleveland Works to double or triple its reach, empowering thousands more each year to pursue new careers and better lives.

“All these changes are driven by one simple goal: to do better,” said Dr. Ethan Karp, Chair of Greater Cleveland Works and President and CEO of MAGNET, a nonprofit dedicated to growing manufacturing in Northeast Ohio. “We already have a strong foundation, but we know we can go further—improving customer service, addressing stark disparities, and raising job quality to build a more equitable and thriving economy.”

The transition to a nonprofit and the adoption of a new strategic plan follow months of in-depth research, collaboration, and planning with the organization’s board, staff, partners, job seekers, and employers. Greater Cleveland Works remains the designated workforce development board for Cleveland and Cuyahoga County. This means it serves as the conduit for federal Workforce Innovation and Opportunity Act (WIOA) dollars, partnering with local governments and providers to deliver impactful workforce services to job seekers and employers and operating the OhioMeansJobs center at 1910 Carnegie Avenue in Cleveland.

However, as a nonprofit, it will take on an enhanced role, introducing innovative initiatives and deepening partnerships to strengthen the workforce system.

Greater Cleveland Works' new strategic plan lays out an ambitious vision for the future, focused on:

- Delivering better services for job seekers and employers;
- Building deeper partnerships with businesses, government, and community organizations;
- Diversifying funding through philanthropic and private investments; and
- Driving program innovation to improve job quality, reduce racial disparities, and enhance workforce system effectiveness.

Greater Cleveland Works' move to nonprofit status aligns with best practices among workforce development boards nationwide, providing increased flexibility and the ability to pursue local and national funding opportunities beyond a single government source.

“Becoming a nonprofit allows us to act with greater agility and focus,” said Michelle Rose, CEO of Greater Cleveland Works, who was appointed by Cleveland Mayor Justin M. Bibb in 2022. “With a new plan, a defined brand, and a compelling message, we are better equipped to secure funding, address workforce challenges, and ultimately create greater prosperity for all in our community.”

About Greater Cleveland Works

Greater Cleveland Works is leading the way to a better workforce system for all. As the workforce development board for Cleveland and Cuyahoga County, we deliver impactful services to people and employers, raise and distribute funding to strengthen the system, and collaborate with partners to improve job quality, reduce racial disparities, and grow the regional economy. Learn more at greaterclevelandworks.org.

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