

**Workforce Development Board - Executive Committee  
Meeting Minutes – June 15, 2016**

**CALL TO ORDER** - Workforce Development Board Chair, Dale Swift, called the meeting to order at 8:00 a.m. at the Upjohn Institute, 300 S. Westnedge Avenue, Kalamazoo, Michigan.

**INTRODUCTIONS** – Chair Dale Swift welcomed everyone in attendance and requested that each person introduce themselves.

**WDB Executive Committee Members Present:**

Dennis Berkebile (PS) Lisa Godfrey (PS)  
Paul David (PS) Dale Swift (PS)

**WDB Executive Committee Members Absent:**

Morris Applebey (Labor) Julie Rogers (PS) Mark Robinson (PS)

**WDB other members present:**

Therese Zieleniewski (PS)

Other individuals in attendance at the meeting included:

**Michigan Works! / Upjohn Institute Staff:**

Jakki Bungart-Bibb Amy Meyers Chris Walden  
Scott Cubberly Kathy Olsen  
Ben Damerow Kara Stewart

**Michigan Works! Services / Program Staff Present:**

Karen Carlisle (YOU/KRESA) Curt Mastos (M-HRDI) Will Slone (M-HRDI)  
Amy Holman (WEUI-PATH) Dallas Oberlee (WEUI-PATH) Eric Stewart (Y.O.U./KRESA)

**Other**

Paul Aivars (GOCC)

**TRANSPARENCY AND INTEGRITY OF WDB DECISIONS**

**Conflict of Interest and Disclosure** – Kathy Olsen asked members present if there were any items on the agenda requiring a vote for which a conflict of interest or a potential conflict of interest exists; and if so, the conflict should be declared at this time. There were none.

**APPROVAL OF MINUTES (Exhibit A)**

**Motion made by Lisa Godfrey and supported by Dennis Berkebile to approve the WDB Executive Committee meeting minutes of April 20, 2016 and the WDB full board meeting notes for the May 18, 2016 meeting. Motion carried.**

**CITIZENS' TIME**

No comments.

**COMMITTEE REPORTS**

**Monitoring and Evaluation Committee** – Jakki Bungart-Bibb reported as part of the annual review process, the Partnership. Accountability. Training. Hope. (PATH) services that are provided in all four counties were monitored by staff during the month of May. Five sites were visited, over 40 files were reviewed, and staff met with six participants; additionally, she met with two leadership and two program staff. Throughout this review, files were found to be in good shape, consistent and contained the required documentation. An outdated Equal Opportunity form was found in two files.

This was immediately addressed and forms have since been updated. One administrative recommendation was made; this was to make sure that all forms are updated in a timely manner. She further reported that although the case notes reviewed met policy requirements, providing greater detail that would tell the participant's story was one area noted that could be improved. In addition to the staff monitoring, she reported that the Monitoring and Evaluation Committee met on June 8 to review the PATH services. The committee interviewed six participants and met with five PATH staff. The participants each discussed their experiences and the various services they received while enrolled in PATH. Some of the services received included short-term training such as CNA, ServeSafe and Hospitality. The participants also mentioned receiving resume assistance, interview preparation, interview clothing, work clothing, bus tokens, mileage reimbursement, car repairs, and car purchase. The participants stated that the program takes some work but there are a lot of positives that comes with participation and those interviewed stated that "you get out of it, what you put into it." They also complimented the PATH staff for being encouraging and supportive. The PATH staff gave a PowerPoint presentation that highlighted their focus areas and program goals. Some of the areas PATH staff are focusing on included: additional employment opportunities, work experience, career laddering, offering a wider variety of short-term training options, job coaching, and improving the overall customer experience. Program staff also highlighted some success stories. Following the presentation, the committee held a general discussion about the participant stories, the program requirements and the lifetime limits for cash assistance.

**Veterans Committee** – No report.

**Disability Awareness Resource Team (DART)** – No report.

**Talent District Career Council (TDCC)** – No report.

#### **NEW BUSINESS**

**WDB Plans (Exhibits B1 & B2)** – Amy Meyers reported both of the plans presented for Board review and approval were covered at last month's meeting; however, due to not having a quorum at that meeting, she provided another brief overview. The first plan is funding for *Trade Adjustment Act – Employer Based Training (TAA-EBT)* (Exhibit B1). She reported that TAA is a federal program that assists U.S. workers who have lost their jobs as a result of foreign trade. The TAA seeks to provide adversely affected workers with opportunities to obtain the skills, credentials, resources, and support necessary to become reemployed. This specific funding is being made available to support TAA Employer-Based Training programs and assist with the placement of TAA participants into these training opportunities. Locally, Michigan Works! Southwest will work with existing demand-driven programs and processes within the area, work on establishing new industry cluster groups, and expanding the existing healthcare and manufacturing industry cluster groups. Funding will also be used for business services staff coordination and to support the expansion or development of TAA Employer-Based Training programs including On-the-Job Training (OJT), Customized Training and Registered Apprenticeships as well as collaborating with local employers to design these trainings.

Ms. Meyers reported that the second item for review and approval is a non-financial plan regarding the submission of the *Workforce Innovation and Opportunity Act (WIOA) local plan for the Michigan Works! Southwest area and the WIOA Regional Plan for Prosperity Region 8* (Exhibit B2) which includes the four counties in the Michigan Works! Southwest service area, along with Berrien, Cass and Van Buren Counties. To provide a brief background, she reported that under the WIOA, one of the principle areas of reform is to require states to plan across core programs and to include this planning process in the unified or combined State plan. Following the submission of the State of Michigan Plan to the federal government, the State of Michigan Workforce Development Agency released the policy that required local and regional plans to be submitted. The details are outlined in the plan summary that was included in the agenda packet. The *local plan* focuses on a current analysis of the local economic conditions, as well as the existing structure for future plans for the enhancement of the coordination of services; partnerships with education, economic development and business; and meeting performance measures. The *regional plan* provides an analysis of regional economic conditions, as well the existing structure for coordination of regional activities and partnerships and future plans for enhancement of the coordination of services across the region. The details of the areas covered in both plans are outlined in depth in the exhibit. Also, as required by the policy, both plans will be posted on the Michigan Works! Southwest website for a thirty-day comment and review period prior to submission to the state.

**Motion by Lisa Godfrey and supported by Dennis Berkebile to approve the plan for Trade Adjustment Assistance (TAA) Business Services Employer-Based Training (EBT) Funding and the Workforce Innovation & Opportunity Act (WIOA) local and regional plans. Motion carried.**

**PATH Request for Proposal (RFP)** – Amy Meyers reported the PATH RFP for Branch and Calhoun Counties was released on Monday, June 6, 2016 and proposals are due on Friday, July 8. She requested volunteers from the WDB members to assist in reviewing proposals the week of the July 11 or July 18. Interested members should email either Amy Meyers or Kathy Olsen.

## STAFF REPORTS

**Marketing** – Kathy Olsen distributed the monthly Marketing Report at the meeting and reported page one is a summary of the media activity during the month of May with the social media data updated through June 14. She noted that social media followers continue to increase. Media coverage during the month of May that was highlighted included the grand opening of the new service center in Battle Creek, the Kalamazoo Job Fair, the “Nudge” research project, the Michigan Works! Association’s Impact Awards, the May Board meeting that was held in Coldwater, and the Battle Creek Area Chamber’s annual awards where Ben Damerow was recognized as an emerging leader. May media releases included the ribbon cutting / grand opening of the service center in Battle Creek, recognition of Eimo Technologies as the local Impact Award recipient, the Kalamazoo Job Fair and the PTAC Meet the Buyer event. She further reported that page two of the handout included upcoming business, community and hiring events.

**Program Operations** – Dallas Oberlee reported staff are moving forward with submitting a proposal for the administration of the *Prisoner Re-entry Program*. The Request for Proposal is for the administration of these services for the entire Region 8 Talent District that covers seven counties in Southwest Michigan and the program name was changed to *Offender Success*. The proposal is due June 30, 2016.

Ms. Oberlee reported on training programs designed to address soft skills as well as entry-level industry skills. In partnership with *Momentum*, a neighborhood-based organization, there is a *Production Tech Academy*. The training involves six weeks of soft skill development at Momentum and a two-week Production Tech Academy at Kalamazoo Valley Community College (KVCC). This training began May 16 and ends on July 6, 2016.

Another cohort of the *EDGE training* began on May 16 in Battle Creek and will conclude on July 15, 2016. This training also involves soft skill development and work experience. The work experience is taking place at Goodwill Industries of Central Michigan’s Heartland.

Michigan Works! Southwest is partnering with *Michigan Career Technical Institute (MCTI)* for a CNA training that will include three weeks of soft skill development workshops at Michigan Works! Southwest Service Center in Battle Creek and seven weeks of CNA training at the Calhoun County Medical Center. This training is longer in length than other established CNA trainings in order to accommodate the learning needs of participants. Staff are exploring developing something similar, perhaps focused on the manufacturing sector, that could be offered in the Kalamazoo area.

**Special Initiatives** – Scott Cubberly reported the first meeting for the *Childcare Needs Study* that will be piloted at DENSO has occurred with DENSO and survey questions are being developed. The study is being funded by the Battle Creek Rotary. The targeted date for the survey to be distributed to DENSO associates is late August or early September.

For the *Michigan Advanced Technician Training (MAT<sup>2</sup>)* initiative, it was recently announced that Kalamazoo Valley Community College (KVCC) will not offer a CNC MAT<sup>2</sup> training program for the 2016-17 school year due to the lack of qualified applicants. The 2015-16 cohort will continue through program completion. KVCC will consider offering the training in future years.

**Michigan Industry Cluster Approach (MICA) / Skilled Trades Training Fund (STTF) and Labor Market Information (LMI) (Exhibit D)** – Chris Walden reported staff are presenting Michigan Works! Southwest services to the *Neighborhood Planning Councils (NPC)* in the Battle Creek area to explain what is currently offered and ask what needs to be offered to help people who are un or under-employed find opportunities. Also, in an effort to raise awareness about Michigan Works! Southwest services and expand outreach, staff are participating in more community events. Examples provided included having a booth at the annual Cereal Festival in Battle Creek, Juneteenth celebrations at Claude Even Park and Albion, and Farmer Markets and Food Drop-off/Pick-up Centers throughout the area.

Mr. Walden also reported on the *Young Entrepreneur Academy (YEA)* that recently concluded. Youth, ages 11 through 16, attended 28-weeks of classes at Michigan Works! Southwest in Battle Creek on Wednesday evenings and Saturdays. One youth advanced to a national competition in New York where two winners moved on to Shark Tank. Ben Damerow

reported he observed some of the classes and stated that Chris spent a lot of time providing this training and he did a very nice job.

In the Albion area, two *VISTA* workers will be assigned to assist Michigan Works! Southwest. The focus will be on expanding outreach and services in that area. The program is part of the Build Albion AmeriCorp Vista Initiative designed to increase opportunities, availability of services and make Albion a place to live, work and play.

The *Urban League Youth Leadership Academy* works with youth ages 11 to 18 years, from various ethnic backgrounds. Michigan Works! Southwest will be providing soft skills, talent tours, professional guest speakers and access to additional services at the service center in Battle Creek during the months of June and July.

Kara Stewart reported a first meeting took place with Glen Oaks Community College (GOCC) on June 13 to explore holding a *MiCareer Quest Southwest* event in St. Joseph County in April 2017. The MiCareer Quest Southwest event held in Kalamazoo in February, 2016 provided hands-on career exploration for 4,300 youth in the 8<sup>th</sup> and 9<sup>th</sup> grades. Another event is being planned for Kalamazoo County and it is scheduled for November 1 and 2, 2016. There will be a celebration of the February event and a kick-off for the November event on June 21, 2016.

Ms. Stewart also reported the next meeting for the *Manufacturing Consortium* is scheduled for July 22, 2016 and the next meeting for the *Healthcare Consortium* is scheduled for August 18, 2016.

Ms. Stewart further reported that a workshop on *Registered Apprenticeship Training* is scheduled for next week for Michigan Works! Southwest business services staff and local training providers. The agenda will include updated information regarding already established Registered Apprenticeship Training opportunities as well as the required components for developing one. This information will be helpful to staff when working with companies on training options.

Labor market reports generated from *Burning Glass Analytics and Real Time Jobs Data* that identified the top detailed occupations, skills greatest in demand and employers with the most job openings in Prosperity Region 8, Michigan Works! Southwest, and each of the four counties in the MW Southwest Area for the period April 1, through May 31, 2016 were included in the agenda packet (Exhibit C).

**Dashboard Report (Exhibit D)** – Jakki Bungart-Bibb reported the Michigan Works! Southwest Dashboard Report (Exhibit D) included in the agenda packet shows the monthly and year-to-date data for services provided. An exception is that the numbers for job seeker customer satisfaction and employer satisfaction are reported quarterly and although not reflected on the report, there was a 3% increase in the employer satisfaction. She reported this is the final quarter of the first year of the WIOA programs and all are on track to meet or exceed all performance measures. The Work Participation Rate (WPR) for PATH is currently at 70.5% and continues to stay well above the 50% goal. The dashboard also includes a summary of the reasons why individuals do not complete the Application Eligibility Period (AEP) when referred to PATH.

**Director's Report** – Ben Damerow distributed the Director's Report dated June 15, 2016. He reported the Senate Committee on Appropriations prepared to pass a Labor, Health and Human Services and Education spending measure for fiscal year 2017. According to summary reports released by subcommittee leaders, the bill provides \$161.9 billion in discretionary spending; this is \$270 million less than FY 2016 appropriations. The released details did not outline funding levels for the Workforce Innovation and Opportunity Act (WIOA) programs. It can be assumed that there will be funding, as subcommittee members pointed out that the state set-asides under these programs will be held at 15 percent. Mr. Damerow also distributed a map of the United States that showed a state-by-state comparison of PY2016 allotments to PY2015 allotments for the Dislocated Worker, Adult and Youth programs. He explained that WIOA funding is distributed using a formula that includes unemployment and poverty rates. The overall maximum decrease for a state is held at 10%. Areas that recovered first from the recession have much lower unemployment and this resulted in a decrease in allocations for those areas. For Michigan Works! Southwest the decrease in funding is approximately \$550 thousand. He further reported that although the unemployment is low, the individuals in need of services have significant barriers that requires more staff time, which is costly. Additionally, in many cases, these individuals have barriers that prevent them from coming to service centers and in order to reach this population, staff need to conduct targeted outreach into multiple areas of the community; this too is costly.

**Motion made by Lisa Godfrey and supported by Paul David that staff draft a letter to send to our federal representatives to discuss and promote our services and to express the need for an increase in federal dollars due to staff intensive services and targeted outreach. Motion carried.**

At the State level, Mr. Damerow reported no major changes are expected in the State budget and that it does include an increase of \$5.3 million for Skilled Trades Training Fund (STTF). The net amount available for company STTF projects is not yet known.

Mr. Damerow reported the Governor's Talent Investment Board has a subcommittee focused on expediting the return to work for unemployment claimants. Implementation of the encouragement emails for unemployment claimants on a state-wide basis is being discussed as well as in other State departments. The Workforce Development Agency and Unemployment Insurance Agency have agreed to continue the research in partnership with the W.E. Upjohn Institute. Further analysis on the effects of the "nudge experiment" for return to work rates and wages will begin to be measured. Eric Stewart participated in a conference on June 13, 2016 with the State of Maryland regarding applying the nudge experiment with their programs using the model developed by Michigan Works! Southwest.

The Regional Prosperity Initiative (PRI) Committee for Region 8 released a Request for Proposal (RFP) in May to fund projects under the talent themes of: (1) connecting education, business and community development to enhance talent; (2) tapping the resources of education to solve regional challenges; and (3) career pathways. Proposals are due on Friday, June 24, 2016 and awards will be announced at the August 4, 2016 RPI committee meeting. It is expected that the proposals submitted will be very competitive.

#### **OLD BUSINESS**

None.

#### **CITIZEN'S TIME**

None

#### **MEMBER'S TIME**

None.

#### **UPCOMING MEETINGS**

The next **Monitoring and Evaluation Committee** is scheduled for Wednesday, July 13, 2016 from 8:00 – 9:30 a.m. at the Upjohn Institute, 300 S. Westnedge Avenue, Kalamazoo, Michigan.

The next **Executive Committee** is scheduled for Wednesday, July 20, 2016 from 8:00 a.m. – 9:30 a.m. at the Kellogg Community College, RMTCC, 405 Hill Brady Road, Battle Creek, MI 49037

The next **Veterans Committee** is scheduled for Thursday, September 29, 2016 from 8:00 - 9:00 a.m. at the Upjohn Institute, Kalamazoo, Michigan.

The next **Disability Awareness Resource Team (DART)** meeting is scheduled for Tuesday, September 20, 2016 from 2:00 - 4:00 p.m. at the Upjohn Institute, Kalamazoo, Michigan.

The next **Talent District Career Council (TDCC)** meeting is September 15, 2016 from 1:00 – 3:00 p.m. at Kalamazoo RESA, 1819 E. Milham Road, Kalamazoo, Michigan.

The next meeting of the **full Workforce Development Board** is scheduled for Wednesday, September 21, 2016 from 8:00 – 9:30 a.m. at Glen Oaks Community College, 62249 Shimmel Road, Centreville, MI 49032.

#### **ADJOURNMENT**

There being no other reports, the meeting was adjourned at 8:27 a.m.

---

Kathy Olsen

Date

---

Dale Swift, Chair

Date