

**Workforce Development Board
Executive Committee Meeting
March 9, 2018**

CALL TO ORDER - Workforce Development Board Chair, Lisa Godfrey, called the meeting to order at 8:00 a.m. W.E. Upjohn Institute, 300 S. Westnedge Ave, Kalamazoo, MI 49007

WDB Executive Committee Members Present:

Morris Applebey (Labor)	Kris Jenkins (Educ)	David Maurer (PS)
Mike Bearman (PS)	Shelley Klug (PS)	
Lisa Godfrey (PS)	Collee Knight (CBO)	

WDB Executive Committee Members Absent:

Paul David (PS)	Julie Rogers (PS)
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Other WDB Members Present:

Randall Hazelbaker (PS)

Other individuals in attendance at the meeting included:

Michigan Works! / Upjohn Institute Staff:

Jakki Bungart-Bibb	Amy Meyers	Kara Stewart
Ben Damerow	Kathy Olsen	
Ashley Iovieno	Sarah Pohl	

Michigan Works! Services / Program Staff Present:

Amy Holman (PATH/WEUI)	Dallas Oberlee (PATH/WEUI)	Barb Travis (Neighborhood Employment Hubs)
Sam Dougherty (M-HRDI)	Will Sloan (M-HRDI)	
Curt Mastos (M-HDRI)	Eric Stewart (YOU/KRESA)	

Guests:

Melissa Fish on behalf of Representative Hoadley	Jan Reed (DHHS SJC)	Jordan Vuckovich on behalf of Senator O'Brien
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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 Mike Bearman and supported by Shelley Klug to approve the Workforce Development Board Executive Committee meeting minutes of February 16, 2018. Motion carried.

CITIZENS' TIME

No comments.

COMMITTEE REPORTS

Veterans Committee (Exhibit B) – Kathy Olsen reported the Southwest Michigan Veteran College Resource Webinar has been postponed until April or May of this year. Kathy also reported that the Veteran Community Action Team's (VCAT) Employment Sub-Committee is planning a mini job fair to be held at the military base in Battle Creek and a networking event for veterans to be held in the spring in Kalamazoo.

NEW BUSINESS

Career & Educational Advisory Council – Metrics, Membership, Chair, By Laws, and 2018 Schedule (Exhibits C1-C4) – Amy Meyers reported the existing Talent District Career Council (TDCC) is in the process of transitioning into Career and Educational Advisory Councils (CEAC) which will align with Michigan Works! Areas. As with the TDCC, this group will continue to work to bring education and business together, and provide feedback and recommendations to the Michigan Works! Southwest Workforce Development Board. Certification of all CEACs is required by April 1, 2018, with certification being renewed biannually. The membership roster, chair, bylaws and the 2018 schedule were reviewed. Appointments to the CEAC were staggered with expirations in June 2020 and June 2021. The CEAC bylaws are the same as the former TDCC bylaws with minor updates to reflect references to the Michigan Works! Southwest area instead of Prosperity Region 8. The CEAC roster included the TDCC members representing organizations within the Michigan Works! Southwest area, plus two new members to fill required positions on the CEAC, which were public school parent and academic educator. Kris Jenkins was recommended to serve as the CEAC Chair. CEAC metrics were also discussed with a goal of establishing 20 registered apprenticeships and promoting 25 career pathway and exploration events listed as the measures. Amy reported the 20-registered apprenticeships do not refer to the number of apprenticeships, but the actual establishment and implementation of registered apprenticeship programs at local employers. Ms. Meyers requested Board consideration and approval of the Career and Educational Advisory Council’s metrics, membership roster, chair, bylaws, and 2018 schedule.

Motion made by Mike Bearman and supported by David Maurer to approve the Career and Educational Advisory Council’s metrics, membership roster, Kris Jenkins as chair, bylaws, and 2018 schedule. Motion carried.

Rapid Response Allocations for the Customer Relation Management (CRM) PY17 (Exhibit D) – Amy Meyers requested board consideration and approval for the Customer Relationship Management (CRM) plan with a total allocation of \$4,173 for the Michigan Works! Southwest area. The amount of funding was the same as that which was received for the past two years. The funding is to be used to support existing CRM systems or for the purchase or renewal of software licenses that will aid Michigan Works! in providing business services functions, such as layoff aversion. Locally, the funding is being used for the purchase of Salesforce licenses. Amy reported Salesforce is a CRM platform that provides Michigan Works! staff and community partners the opportunity to share and gather information regarding activities at local employers, such as hiring, layoffs, and expansions.

Motion made by Colleen Knight and supported by Mike Bearman to approve the PY17 Rapid Response Allocations for the Customer Relationship Management (CRM) plan. Motion carried.

Correspondence – WIOA Appropriations Letter (Exhibit H) – Ben Damerow reported a letter regarding WIOA Appropriations was drafted to send to the five legislative representatives who serve the Michigan Works! Southwest Area. The letter advocates for fully funding WIOA funding at its authorized levels. Mr. Damerow requested board consideration and approval to send the WIOA appropriations letters on behalf of the Michigan Works! Southwest Workforce Development Board.

Motion made by Colleen Knight and supported by Kris Jenkins to approve the WIOA Appropriations Letters.

After further discussion, members agreed that the first line stating “As a member of the...” should be changed to “On behalf of the...”

Amended Motion made by Colleen Knight and supported by Kris Jenkins to approve the WIOA appropriations letters changing “As a member of the...” to “On behalf of the...” Motion carried.

STAFF REPORTS

Marketing (Exhibit E1-E5) – Kathy Olsen reported it is the season for job fairs. A multi-generational job fair was held last night (March 8, 2018) at Homer Schools; the Southwest Michigan Job Fair is taking place on March 14, 2018 at the Kalamazoo Expo Center; the Kalamazoo Career Fair at Kalamazoo Valley Community College is scheduled for March 21, 2018; and the St. Joseph County Job Fair will be held on April 19, 2018 at Glen Oaks Community College. As previously reported, the Veterans College Resource Webinar has been postponed. The exhibit included in the agenda

packet (Exhibit E1) included information about many upcoming events and she reported new events are posted almost daily on the Michigan Works! Southwest website.

Kathy Olsen highlighted the annual Michigan Works! Association's Impact Awards which took place on February 21, 2018 in Lansing. Clemens Food Group and one of their employees, Rob Rzepka received Impact Awards. She referred members to pages 24-25 of the event program that was distributed at the meeting for a summary of the recognition. Ben Damerow reported Michigan Works! Southwest had great support from our legislative representatives and with staff and legislators, Michigan Works! Southwest had the largest group in attendance at the awards. Kara Stewart from Michigan Works! Southwest and Rey Guzman from the Michigan Talent Investment Agency were also recognized. Additionally, Michigan Works! Southwest was presented with a Proclamation in appreciation of the hard work and contributions they have made to the economic well-being of residents of Southwest Michigan. Mr. Damerow shared that Proclamations typically are given to the employers and employees being recognized; however, Senator Margaret O'Brien and Representative Jon Hoadley chose to honor Michigan Works! Southwest with one as well.

Program Operations / Special Initiatives

Workforce Innovation Fund (WIF) Training updates – Dallas Oberlee reported staff working with the Workforce Innovation Fund (WIF) have been busy focusing on trainings that include soft skills, classroom, career pathway, and on-the-job training options. Staff are currently planning for sustainability and may request an extension for the implementation phase of the program. An evaluation of WIF, completed by a third party, was recently received. Ms. Oberlee reported the report contained positive feedback that universally praised the Success Coaches in both the surveys and interviews. Members wishing to read the full report should contact Kathy Olsen for a copy. A career ladder training was held in December at Bronson with more than 20 Bronson employees plus numerous Michigan Works! staff. WIF staff have been exploring additional career pathway trainings to address career pathway employment gaps; one that has been identified is the Medical Assistant position. A refresher course is being explored where current Bronson employees who previously took Medical Assistant Training, and for some reason may not have passed or may not have taken the certification exam, could take a Medical Assistant refresher course and then take the exam.

Dallas Oberlee reported the *Families Forward Demonstration Project* is scheduled to start on March 21, 2018 in Calhoun County. This program is working in partnership with the Office of Child Support and seeks to enroll noncustodial parents into training opportunities that will improve their income.

Ms. Oberlee reported Michigan Works! Southwest staff from all four service centers participated in an *active shooter training* on February 19, 2018. She thanked Kalamazoo RESA for setting up the training and the City of Portage's Public Safety Department for presenting the information.

Business Services and Skilled Trades Training Fund (STTF) Update (Exhibit F) – Ashley Iovieno reported she continues to make Business Services calls to employers in Calhoun and Branch Counties. She is finding that there is a lot of interest in *apprenticeship opportunities* and one employer in Calhoun is currently working on getting an apprenticeship, which they already had in place, certified as a registered apprenticeship.

Business Services staff are currently working on modifications to *Skilled Trades Training Fund (STTF)* contracts and some reimbursements have been received for training completed.

Ms. Iovieno reported the *Homer Feed Your Future event* on March 8, 2018 included dinner and was multigenerational, engaging both students and their parents on career opportunities and resources in their area. There were 30 employers on site, over 195 meals were served, and approximately 250 individuals attended. Mike Bearman reported he attended the event and both Ashley Iovieno and Kathy Olsen represented Michigan Works! well. Kathy Olsen reported quite a few of the 7th and 8th grade students she spoke with were interested in careers in early childhood, agri-science and veterinary science.

Kara Stewart reported the *Career.Life.Expo.* held at the Wings Event Center on February 20, 2018 drew 535 job seekers; 83 employers and over 25 community resources were represented at the event. The resume assistance area was at capacity throughout the day and a lot of positive feedback was received about the entire event, especially the VIP hour for Veterans and individuals with disabilities. In addition to the feedback gathered through the exit surveys at the event, follow-up questionnaires were sent out and more information is expected. As requested at the last Workforce

Development Board meeting, thank you letters on behalf of the Board, signed by Chair Lisa Godfrey, were drafted for both the United Way of Battle Creek and Kalamazoo Region (UWBCKR) and the Wings Event Center. An event debrief will be taking place later today. Ben Damerow reported the United Way has been holding quarterly events and this was the first one that truly met their vision. Mr. Damerow extended a thank you to Eric Stewart from KRESA/Michigan Works! Southwest and Matt Lynn from the United Way for the great collaboration.

Kara Stewart reported the *MiCareerQuest-Southwest-St. Joseph County* will be taking place on March 27, 2018 at Glen Oaks Community College. The focus will be on 9th grade students and the number expected to attend will be an increase of 75 students over last year's number.

Dashboard Report (Exhibit G) – Jakki Bungart-Bibb reported the Labor Participation numbers on page one of the Michigan Works! Dashboard report (Exhibit G) are the same as the numbers presented at last month's meeting because January numbers are not reported until the end of March. She highlighted that the top employers advertising online had once again changed and now includes Clemens Food Group and the Kalamazoo AppliTrack Consortium. When asked about their inclusion Ms. Bibb reported the Kalamazoo AppliTrack Consortium is likely on the list for the same reason that other Education Institutions were on it last month and the number of openings may be high due to duplications from multiple job posting sites. Clemens is likely on the list because they are beginning to experience turnover. When asked if the turnover at Clemens was something to be concerned about, Kara Stewart reported it was realistic and expected for this industry; however, some of the job openings may also be because the first shift is not at capacity and they continue to fill open positions.

Ms. Bibb reported the graph on page two of the report depicting the number of visitors to the Michigan Works! Southwest Service Centers was changed to reflect three years of data rather than one year, in response to a request by Executive Committee members. By including three-years of data, a comparison to prior year activity can be made. The number of employees served, jobs filled, WIOA registrations, and Employer Resource Network (ERN)/Workforce Innovation Fund (WIF) numbers were also highlighted. On page three of the report, Ms. Bibb highlighted the AEP/PATH local Employment Rate of 52.7%. She also reported the local work participation rate continues to be above the state goal of 50%. She added that the average wage for PATH participants continues to increase and is currently at \$10.48. On page four of the report, the proposed CEAC Metrics were added. Page four also included a summary of the staff reports pertaining to the Impact Awards and the Career Life Expo.

Director's Report – Ben Damerow distributed the Director's Report dated March 9, 2018 and reported Governor Snyder released his budget on February 9, 2018 which included recommendations for the continuation of funding for the Partnership. Accountability. Training. Hope. (PATH) Program, Skilled Trades Training Fund (STTF) and Jobs for Michigan Graduates (JMG). Mr. Damerow reported staff from the Michigan Works! Association and Directors have been meeting with key legislative representatives to educate them about program results and success stories, including testifying at the Senate Appropriations Committee meeting about the work being done in our area.

Mr. Damerow also reported that on February 22, 2018, Governor Snyder announced the Marshall Plan for Talent calling for investing \$100 million into schools over a five-year period. The Governor predicts there will be more than 811,000 career openings to fill through 2024, many of which will be in the IT field. He referred members to a two-page summary of the Marshall Plan Career Ladders by Sectors which also included a list of top careers and annual salaries. A presentation on the Marshall Plan is scheduled for later today in Zeeland and will hopefully give more details.

Mr. Damerow reported that on January 11, 2018, the Center for Medicare and Medicaid Services proposed work requirements in Medicaid as a condition of eligibility. The federal government has reported that there will be no funding additional funding for employment and training, transportation, child-care and other supports and funding would be the responsibility of the states. National statistics show 7% of those receiving Medicaid are able bodied and unemployed. The work requirement would require up to 30 hours per week of participation, we are unsure how many individuals may be employed but working less than 30 hours. Mr. Damerow reported Kentucky, Indiana, and Arkansas have been approved for waivers and that Michigan will most likely be seeking a waiver to the work requirement as well. Mr. Damerow further reported that Michigan Works! Southwest staff made presentations to the Michigan Chamber on cash and food assistance programs and staff are currently working with the Department of Health and Human Services (DHHS) to work on plans and explore best practices should the work requirements become official.

Mr. Damerow reported on Driver Responsibility Fees as well, stating that on March 1, 2018, Governor Snyder signed a law to forgive “driver responsibility fees”. The law will provide relief to more than 300,000 drivers who owed a combined \$637 million in outstanding fees, much of which the state never expected to collect. Individuals making payments on or before February 1, 2018 will have their balance waived on March 30, 2018, and those who started a payment plan after February 1, 2018 are still responsible for making payment through September 30, 2018. For individuals who were not on a payment plan, beginning March 30, 2018 individuals may enter a workforce training program as an alternative to paying fees. Conversations are taking place regarding what the “workforce training program” entails and that like the Medicaid Work Requirement, there is currently no additional funding being offered for the program.

OLD BUSINESS

None.

CITIZENS’ TIME

Eric Stewart reported Y.O.U. is currently recruiting applicants for the MyCity Kalamazoo summer employment and training program that is funded through a grant from the Foundation for Excellence (FfE). Applicants must be between the ages of 14-21 and live within the Kalamazoo City limit. Staff are expecting to enroll as many as 350 individuals in the program this year and they are also currently looking for businesses to partner with. Board Members inquired as to whether this program collaborates with the Kalamazoo Promise and in response, Eric reported the programs are aligned and do share best practices; however, they remain as two separate programs.

MEMBERS’ TIME

Mike Bearman reported this is Senator Mike Nofs’ last term and there will be an event at Albion College to honor him for his support.

Shelley Klug reported on the copy of a letter from the Albion Economic Development Corporation (EDC) that was included in the agenda packet. The letter was addressed to the Governor and praised the work of Michigan Works! Southwest staff regarding a job fair brought to the Albion area that was modeled after the BC Vision prep and job fairs. Board members agreed that it is good that these types of opportunities are being brought to the smaller communities. The Rising Tide Initiative was also mentioned and it was announced that a kick-off event was taking place in Albion that afternoon. Ben Damerow reported Jakki Bungart-Bibb would be the representative from Michigan Works! Southwest for the Rising Tide initiative.

Colleen Knight reported the Branch County Foundation is moving forward with the childcare initiative in Branch County. The committee plans to schedule a date to speak with the county commissioners about the prospective location but are holding off until they are ready for the second phase of their plan. They are hoping to schedule the meeting by the beginning of May. Members inquired about the hours of operation for the proposed childcare facility and Ms. Knight reported they are doing a deep dive into profitability and transportation. She noted that with the lack of transportation in Branch County during the night and early morning hours, they may need to be looking at traditional hours to begin with. Members also inquired about the number of openings once the childcare facility is operational. Ms. Knight responded that the required number of staff will depend on the ages of the children being served; Younger children require more staff. Overall, they are expecting to serve approximately 88 children per shift. This initiative has a lot of local interest and approximately 40 individuals are connected to the Basecamp software for this project.

Kathy Olsen directed members to the two-page Kalamazoo County Early Childhood Education Registered Apprenticeship handout that was distributed at the meeting. The handout included a flow chart and brief overview of the apprenticeship opportunity.

Kathy Olsen also referred members to the Neighborhood Employment Hub two-page handouts distributed at the meeting that highlighted the locations and hours of operation for each of the sites.

The Battle Creek College Access Network catalog was also distributed to members at the meeting.

UPCOMING MEETINGS

Members were reminded of the next Full Workforce Development Board and Executive Committee meetings.

The next **Full Workforce Development Board** is scheduled for Friday, May 11, 2018 from 8:00 a.m. – 9:30 a.m. at Kellogg Community College, Grahl Center, 125 Seeley Street, Coldwater, MI 49036.

The next **Executive Committee** is scheduled for Friday, April 13, 2018 from 8:00 a.m. – 9:30 a.m. at Kellogg Community College, RMTC, Room D, 405 Hill Brady Rd, Battle Creek, MI 49037

The dates for the other committee meetings were listed on the agenda as follows:

The next **Monitoring and Evaluation Committee** is scheduled for Wednesday, April 11, 2018 from 8:00 – 9:30 a.m. at Michigan Works! Southwest Service Center, 1601 S. Burdick Street, Kalamazoo, MI 49001.

The next **Disability Awareness Resource Team (DART)** is scheduled for Tuesday, May 15, 2018 from 2:00 – 4:00 p.m. at Upjohn Institute, 300 S. Westnedge Ave, Kalamazoo, MI 49007.

The next **Talent District Career Council (TDCC)** meeting is Wednesday, March 28, 2018 from 1:00 – 3:00 p.m. at Kalamazoo Regional Educational Service Agency (KRESA), 1819 E. Milham Road, Kalamazoo, MI 49002.

Veterans Committee – The VCAT Employment Committee is scheduled for Tuesday, March 13, 2018 from 11:00 a.m. to 1:00 p.m. at the Tap House at Ziegler Motorsports, 5001 Park Circle Drive, Kalamazoo, MI 49048

Viewing of the 13th Documentary – Friday, May 4, 2018 from 1:00-3:00 p.m. at both the Upjohn Institute, 300 S. Westnedge Ave, Kalamazoo, MI, and the Michigan Works! Southwest Service Center, 200 W. Van Buren St., Battle Creek, MI. A flyer was included in the agenda packet for this event.

ADJOURNMENT

There being no other reports, the meeting was adjourned at 8:48 a.m.

Kathy Olsen

Date

Lisa A. Godfrey, Chair

Date