

**Workforce Development Board  
Executive Committee Meeting Minutes  
June 17, 2021**

**CALL TO ORDER:** Workforce Development Board Chair, Frank Tecumseh, called the virtual meeting to order at 9:01 a.m.

Kathy Olsen introduced attendees. Randall Hazelbaker was participating from Branch County Board of Commissioners.

**WDB Members Present:**

Dr. Adrien Bennings (Educ)	Randall Hazelbaker (PS)*	Ken Willcutt (Labor)
Dan Dunn (PS)*	Kris Jenkins (Educ)*	* Exec Committee
John Fiore (MRS)	Frank Tecumseh (PS)*	
Lisa Godfrey (PS)*	Brianna Underwood (PS)	

**WDB Executive Committee Members Absent**

Dave Maurer (PS)\*

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

Jakki Bungart- Bibb	Ashley Iovieno	Kathy Olsen
Aseel Hussein	Amy Meyers	

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

Dawn DeLuca (YOU/KRESA)	Amanda Sutherland (YOU/KRESA)
Sam Dougherty (WDI)	Mark Waurio (PATH/WEUI)

**Guests Present:**

Dan Carrick, for Senator LaSata	Don Reid (Daily Reporter) Emma Frick	For Rep. Julie Rogers
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**TRANSPARENCY & INTEGRITY OF WDB DECISIONS**

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 Kris Jenkins to approve the WDB quarterly Board meeting minutes of May 20, 2021.

**ROLL CALL VOTE:**

**AYES:** Adrien Bennings, Dan Dunn, John Fiore, Lisa Godfrey, Kris Jenkins, Randall Hazelbaker, Ken Willcutt.

**NAYS:** None. **ABSTENTIONS:** None. **MOTION CARRIED.**

## CITIZENS' TIME

None.

## COMMITTEE REPORTS.

**Monitoring Committee** – Dan Dunn reported the Monitoring committee met in May to review the Partnership. Accountability. Training. Hope. (PATH) Program and the Food Assistance Employment and Training (FAE&T) Program. The PATH program differs from many of the other workforce development programs in that participants are referred to the program by the Department of Health and Human Services (DHHS). One employer, Tricia Ryan from the YWCA, met with the committee and reported the YWCA was awarded a Going Pro Talent Fund grant to support individuals earning a Child Development Associate (CDA) early childhood credential. The current training cohort has 15 participants, and all are expected to be placed into employment. Two participants were also interviewed at the meeting, both were single mothers. One of the participants accomplished a short-term goal by enrolling in classes at Kalamazoo Valley Community College (KVCC) and achieved a 4.0. Long-term, she hopes to enroll in the nursing program and become a registered nurse. The second participant reported volunteering for Girls on the Run and working part-time at Ascension Health. She was currently working towards purchasing a vehicle and had a long-term goal of securing full-time employment. Both participants reported staff were extremely helpful and caring. The committee also met Mark Waurio, the newly hired manager of Direct Services. Mr. Waurio highlighted a participant who obtained employment at Calhoun County Medical Care Facility. Hilary Smigiel, Program Quality Monitor for PATH, gave a PowerPoint presentation that included information regarding client and career coach use of TuaPath, an online software designed specifically for TANF programs that allows for virtual program orientations and uploading of documents.

**Disability Awareness Resource Team (DART)** – John Fiore reported there were two presentations at the last DART meeting. The presentations covered the programs and services available through Michigan Rehabilitation Services (MRS) and the Bureau of Services for Blind Persons (BSBP). The presentations were recorded and the PowerPoints and link to the recording is available online. Regarding emerging issues related to employment and advocacy, Mr. Fiore reported advocacy work is currently occurring at the Federal level to expand Medicaid HCBS services, improve SSI payments, and fund national paid leave. These initiatives are being encouraged as part of COVID-19 recovery with an emphasis on disability services. There is also current state and national discussion around increasing the minimum wage. However, unless there are changes to resource and income limits, raising the minimum wage may lead to a lower overall household income for people with disabilities. Advocacy is needed on both sides of this issue. Housing Resources, Inc. shared information regarding COVID Emergency Rental Assistance (CERA) and the Veterans representative shared information regarding several programs targeting veterans and their families which include an Invest in Vets manufacturing and skilled trades networking event on June 10, 2021; a military friendly virtual job fair on June 25, 2021 and a virtual town hall on June 12, 2021, Women Veterans Day. DART members also discussed moving forward with expanding the availability of the Desktop Training modules to all Michigan Works! Agencies, as well as to employers.

## NEW BUSINESS

### WDB Plans

#### Infrastructure Funding Agreements (Exhibits B)

Amy Meyers reported under the Workforce Innovation and Opportunity Act (WIOA), the development and execution of Memorandums of Understanding (MOUs) with One-Stop partners is required. In accordance with the WIOA, the MOUs must include an Infrastructure Funding Agreement (IFA), which details how infrastructure costs for the One-Stop delivery system will be funded in the local area. The MOU is on a three-year period and is not up for Board review, as it was approved last year. However, the IFAs must be updated annually. All the partners who contribute to the infrastructure funding are identified as required by WIOA. They include Wagner Peyser, WIOA Title II, Adult Education, Unemployment Insurance, Perkins, and Veterans. The partner list for our local area has not changed since last year when the MOUs were approved. The infrastructure funding agreement outlines the infrastructure costs of all One-Stop Centers in

the Michigan Works! Southwest area, which are defined as non-personnel costs that are necessary for the general operation of the One-Stop centers. The financial contribution of each partner was determined by a methodology set forth by the State, as outlined in the IFA document.

**Motion made by Randall Hazelbaker and supported by Dan Dunn to approve the Infrastructure Agreements (IFAs) under the Workforce Innovation & Opportunity Act (WIOA) of 2014 for the program year beginning July 1, 2021.**

**ROLL CALL VOTE:**

**AYES: Adrien Bennings, Dan Dunn, John Fiore, Lisa Godfrey, Kris Jenkins, Randall Hazelbaker, Ken Willcutt.**

**NAYS: None. ABSTENTIONS: None. MOTION CARRIED.**

**WDB Appointment (Exhibit C)**

Kathy Olsen requested Board consideration and approval of the appointment of Jose Orozco, Executive Director, Voces Battle Creek, with Evelia Bautista as his alternate, representing a community-based organization and Calhoun County for the balance of a two-year term, vacated by Ana Martinez, that began on October 1, 2020 and which ends on September 30, 2022.

**Motion made by Dan Dunn and supported by Dr. Adrien Bennings to approve the appointment of Jose Orozco, Executive Director, Voces Battle Creek, with Evelia Bautista as his alternate, representing a community-based organization and Calhoun County for the balance of a two-year term, vacated by Ana Martinez, that began on October 1, 2020 and which ends on September 30, 2022.**

**ROLL CALL VOTE:**

**AYES: Adrien Bennings, Dan Dunn, John Fiore, Lisa Godfrey, Kris Jenkins, Randall Hazelbaker, Ken Willcutt.**

**NAYS: None. ABSTENTIONS: None. MOTION CARRIED.**

**Future Meetings for 2021**

Frank Tecumseh reported that he and Dan Dunn met with Ben Damerow and Kathy Olsen to discuss transitioning back to in-person meetings. Although many of the COVID-19 restrictions have been lifted, the emergency order for the City of Kalamazoo is currently in effect through August 31, 2021. There was a consensus to move back to in-person meetings beginning in July. The meetings will be held at the Upjohn Institute with an option to attend remotely. Kathy Olsen reported the Institute has the technology available to be able to facilitate this hybrid meeting model. Mr. Tecumseh also reported the Open Meetings Act is currently being reviewed by legislators.

**STAFF REPORTS**

**Business Services Activities**

Ashley Iovieno reported on business services operations that included updates pertaining to the State Apprenticeship Expansion (SAE) Grant, a community event that will be held at LaCrone Park in Kalamazoo on June 26, 2021 [Note: the date was changed to July 17 due to inclement weather], and the Healthcare Consortium marketing campaign.

*State Apprenticeship Expansion (SAE) Grant* – The first update shared was in relation to the State Apprenticeship Expansion grant that has been mentioned at previous meetings. Michigan Works! Southwest is still waiting for the State to provide draft grant agreements. Staff were advised earlier this week that a draft agreement could be expected by the end of this week or early next week.

*LaCrone Park Community Event* – Michigan Works! Southwest staff have been busy assisting community partners with an upcoming community event scheduled for June 26, 2021 [Note: the date was changed to

July 17 due to inclement weather] in Kalamazoo at LaCrone Park. This event will feature a 3-on-3 basketball tournament, activities and games for kids, and a career fair. Paula Kizer a member of the Business Services Team, has been busy recruiting employers for the onsite career fair portion while other staff have been preparing for onsite resume assistance and a Michigan Works! Southwest table at the event. The career fair will be held from 2:30 to 5:30 p.m. Will Atkinson, who recently joined the Michigan Works! Southwest team, has been leading the way organizing staff participation for the event. This event has a long list of supporters and sponsors with the Kalamazoo Department of Public Safety (KDPS), the Douglass Community Association, the City of Kalamazoo, and the National Police Athletic/Activities League leading the way in planning.

*Healthcare Consortium Marketing Campaign* – Staff recently received data related to the Marketing Campaign conducted through the work of the Healthcare Consortium earlier this year. The campaign involved a combination of digital, social, radio and website ads used to educate the public on the possible pathways they could take within Healthcare. Stats included an 89% completion rate on Spotify which means the percentage the ad was played to the end and was not skipped. She noted this is considered a high completion rate, and it performed that way for two months. Regarding some of the targeted digital ads, the reach and frequency were both very high. There were 374 actions taken between clicks to the ad and website view-throughs. She explained that this means people saw the ad and did not click it, but then typed in the website themselves. This shows that individuals had enough interest to remember the site and to look it up. She noted that a lot of times when people click on an ad and it leads to the website, they click off the website quickly. This was not the case for the targeted digital ads in this campaign. Overall, there were very high clicks on the platforms - 721 in March and 672 in April. These results will also be shared with the Healthcare Consortium.

### **Labor Market Information (*Exhibit D*)**

**Michigan's Labor Market News** – Ms. Bibb reported the focus of the [June issue of Michigan's Labor Market News](#) is on youth which highlights labor market developments for teens and young adults. The featured article titled Michigan Youth Labor Market Trends (pg. 16) highlights labor force trends, education, industries, and occupations for the youth population. The featured Map of the Month (pg. 15) illustrates how youth unemployment rates have changed nationally between 2019 and 2020. The link was posted in the meeting chat and will be sent in a follow-up email to attendees.

The Michigan unemployment average is 4.9% and the national average is 6.1%. Unemployment rates in the Michigan Works! Southwest four-county area range from 4.5% to 6.0%.

**Job Demand Dashboard** - Ms. Bibb reported the [Job Demand Dashboard for Region 8](#) continues to show a steady increase in job postings. The top occupations showing up on the list are Registered Nurses (RNs), retail salespeople, and frontline supervisors. Following the meeting, the link to the Job Demand Dashboard will also be sent via email to attendees.

**Burning Glass Analytics and Real Time Jobs Data (*Exhibit D*)** - In addition to the verbal report, the website link to the labor market reports generated from Burning Glass Analytics and Real Time Jobs Data (*Exhibit D*) that identified 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 Michigan Works! Southwest Area for the period April 1 through May 31, 2021 was included in the agenda packet notice.

### **Operations Update**

**Service Center Update** – Ms. Bibb reported it was announced at last month's meeting that Michigan Works! Southwest would be moving to phase 3 of the reopening plan which meant that on June 1, 2021, in-person services were made available by appointment while virtual services continued to be provided. Staff are now anticipating and planning to move into phase 5 on July 1. This means that the Michigan Works! Southwest

service centers will be fully open to the public, for walk-ins with standard operating hours. The situation will be monitored, and changes made as needed. As staff transition, ongoing assessment will occur to determine what services will continue to be offered virtually, based on customer needs. During the past 15 months, staff learned that virtual services are very beneficial for some customers as it removes some of the barriers to accessing services. Staff are also aware that in-person services are a preference for some customers. Staff anticipate continued learning as they navigate back to being open.

**Success Story** – Ms. Bibb reported the Employer Resource Networks® hold bi-monthly meetings. Typically, guest speakers are invited, or programs are planned that are informative and beneficial to the employers in that network. Recently, staff collaborated with the United Way of the Battle Creek and Kalamazoo Region for one of those meetings and United Way staff presented information pertaining to the ALICE report to a group of employers in the network. She explained that ALICE, is an acronym for Asset Limited, Income Constrained, Employed, and is a way of defining and understanding the struggles of households that earn an income above the federal poverty level, but not enough to afford a bare-bones household budget. Following the meeting, one of the employers reached out to our lead success coach to let them know that based on that presentation, the company had decided to increase their wages immediately. The company planned to raise their entry level wages that ranged from minimum wage to around \$11.00 per hour to a starting wage of \$14.00 per hour. The company also reported that their waitstaff wages were being raised from \$3.75 per hour plus tips to \$7.00 per hour plus tips. These wage increases are a significant change for the company's employees and their families. This success was being shared because, while members may hear about this story through other avenues, the role Michigan Works! Southwest played in making this happen may not always be shared with the story.

### **Director's Report (Exhibit E)**

Jakki Bungart-Bibb reported on the Director's Report (Exhibit E) that was emailed to members prior to the meeting.

*Federal Workforce Updates* - Department of Labor Secretary Marty Walsh provided testimony to Capitol Hill on the Administration's workforce priorities. Core principles of WIOA Reauthorization from Secretary Walsh included:

- Aligning with key proposals outlined in the American Jobs Plan;
- Expanding access to quality training and services aligned to quality jobs;
- Establishing a new Workforce Innovation Network of Statistics, or WINS, at the Department of Labor, which would have stronger authority to collect and disseminate performance data; and
- Supporting demonstrations that allow American Job Centers (AJCs) to co-locate and offer services to job seekers at libraries, community-based organizations, and educational institutions to provide services traditionally offered at AJCs. She noted that locally AJCs are called Michigan Works! service centers.

The Administration also expressed strong support for efforts to reauthorize Trade Adjustment Assistance (TAA), which has a sunset provision that goes into effect on July 1, 2021.

*American Rescue Plan* - The Upjohn Institute and Michigan Works! Southwest have been working with local and state officials on planning for the use of American Rescue Plan funding. Staff are in the process of developing a webinar and materials that will help communities explore ways to spend the funding.

*Michigan Works! Association* - The new Association board will meet for the third time next Thursday, June 24, 2021. Members will be assigned to new committees and will receive an update on the CEO search. Election of Officers will occur at the August Board meeting.

### **OLD BUSINESS**

None.



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### **CITIZENS' TIME**

None.

### **MEMBERS' TIME**

None.

### **UPCOMING MEETINGS**

Frank Tecumseh reminded members of upcoming meetings and noted members will be notified of the location as well as the link to attend virtually.

- The next WDB Executive Committee meeting is scheduled for Thursday, July 15, 2021 from 9:00 – 10:30 a.m. This will be held at the Upjohn Institute with an option to attend virtually.
- The next meeting of the full WDB is scheduled for Thursday, September 16, 2021 from 9:00 – 10:30 a.m.

Other upcoming committee meetings were listed on the agenda. They included:

- The Monitoring and Evaluation Committee meeting is scheduled for Tuesday, June 22, 2021 from 8:00 – 9:30 a.m.
- The Career Educational Advisory Council (CEAC) meeting is scheduled for Monday, September 20, 2021 from 1:00-3:00 p.m.
- The Disability Awareness Resource Team (DART) Committee is scheduled for Tuesday, September 14, 2021 from 2:00-4:00 p.m.

### **ADJOURNMENT**

There being no other reports or business for the Board, the meeting was adjourned at 9:33 a.m.

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Kathy Olsen

Date

Frank Tecumseh

Date