

**Workforce Development Board
 Meeting Minutes
 May 18, 2023**

CALL TO ORDER: Workforce Development Board Chair, Lisa Godfrey, called the meeting to order at 9:00 a.m. at the Branch County Community Health Building, 570 Marshall Road, Coldwater, Michigan.

Individuals attending in-person and virtually, introduced themselves.

WDB Members Present:

Kathi Cain-Babbitt, alt for Willcutt (Labor)	Jared Hoffmaster (PS) Alan Ives (PS)	Jose Orozco (CBO) Dave Pawloski (Labor)
Jill Bland (Econ Dev)	Kris Jenkins (Educ)*	Sabrina Radenovic (PS) ^V
John Fiore (MRS)	Derek King (PS)	Tonya Forbes for Dr. Paul Watson (Educ)
Lisa Godfrey (PS)*	Dave Maurer (PS) ^V	* Exec Committee
Randall Hazelbaker (PS)*	Karla Meeks (PS) ^V	^V Attended Virtually
Brandi Herrell for Frank Tecumseh (PS)*	Jackie Murray (PS)* ^V Brian O'Donnell (PS)	

WDB Members Absent

Morris Applebey (Labor)	Jeff Heppler (PS)	Elizabeth Van Dussen (PS)
Karen Doubleday (DHHS)	Lisa Johansen (DOC)	Ken Willcutt (Labor)
Jessica Eyster (PS)	Windy Rea (Job Corps)	* Exec Committee
	David Sutherland (PS)	

Center for Workforce Innovation and Solutions / Michigan Works! / Upjohn Institute Staff Present:

Mike Horrigan	Amy Meyers	Amanda Rosenberg
Ashley Iovieno	Kathy Olsen	Shelby Springett ^V

Michigan Works! Services / Program Staff Present:

Paige Daniels (YOU/KRESA)	April Hamilton (MWSW/Upjohn) ^V	Amanda Sutherland (YOU/KRESA)
Blaine Farr (WDI) ^V	Danielle Sommers (MWSW/Upjohn)	Geovany Ulario (YOU/KRESA)

Guests Present:

Sonya Blanz (Youth Solutions)	Kylee Johnson (Office of Rep. Julie Rogers) ^V	Kristine Stevens (GOCC)
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**RECOGNITION
 Shining Star Awards**

Amy Meyers presented the Michigan Works! Southwest's Shining Star Awards for the months of February, March and April 2023.

The *February Shining Star* recognized was *Danielle Sommers*. Danielle Sommers consistently goes above and beyond expectations when providing services to individuals in the Branch County community and proficiently serves a high number of non-English speaking customers. Along with her daily workload, she has continuously shown exceptional organization and problem-solving skills. Ms. Sommers is well equipped to endure the rigors of career coaching while always maintaining a professional demeanor and acumen. Ms. Sommers' ability to focus on, as well as her dedication and contributions to, Michigan Works! Southwest customers are highly valued and appreciated.

The *March Shining Star* recognized was *Geovany Ulario*. Geovany Ulario demonstrates patience and compassion when working with customers and consistently displays a positive attitude. He is always willing to help others and strives to make not only customers, but also his co-workers, feel welcome. Mr. Ulario can relate well to others, and actively listens to understand. When confronted with challenging situations, he rises to the occasion and often goes above and beyond to assist others.

The *April Shining Star* recognized was *April Hamilton*. April Hamilton consistently demonstrates flexibility, empathy, and a team-oriented attitude. She provides exceptional customer service for all job seekers as she assists in seeking out resources, coordinating orientations, and providing supportive services to remove barriers. Ms. Hamilton goes out of her way to ensure the needs of customers, whose schedules often vary, are met, even after the close of business. Her hard work and dedication bring great credit to herself and her team.

Michigan Works! Association's Impact Awards

Amy Meyers reported on Wednesday, May 10, 2023, a few members of the Michigan Works! Southwest team, as well as the WDB vice chair, Jackie Murray, had the privilege of attending the 2023 Impact Awards Ceremony in Lansing hosted by the Michigan Works! Association. At this ceremony, Bleistahl and one of their Compact Technicians, Michael Coyle, were awarded the Impact Award for Michigan Works! Southwest's four-county area. The award acknowledged Bleistahl's long-standing relationship with Michigan Works! Southwest and the impact this partnership has had in providing many Battle Creek residents with the opportunity to grow and thrive. Among these residents is Michael Coyle. A video highlighting Michael Coyle and Bleistahl was then shared at the meeting. Ms. Meyers further reported that through the partnership with Michigan Works! Southwest and Bleistahl, Michael has found a job he loves and is able to spend more time with the people who matter most to him, his family. The Michigan Works! Southwest team is honored to have Michael Coyle and Bleistahl as the 2023 Impact Awardees and looks forward to continuing the partnership for many years to come. Ms. Meyers then asked Board member, Jackie Murray, to say a few words about the event. Jackie Murray reported she enjoyed hearing about the employers and employees who were recognized around the State by the sixteen Michigan Works! areas. She noted what she really liked about Michael Coyle's story is that it was one staff person, Brianna Ward, who took time to listen to him, and by doing so, she was able to make a lifelong impact on his life. Ms. Murray extended a 'shoutout' to Brianna Ward for making a difference. Copies of the Impact Awards booklet that included the impact stories of all sixteen Michigan Works! agencies were available to members at the meeting.

TRANSPARENCY & INTEGRITY OF WDB DECISIONS

Kathy Olsen asked members present if there were any items on the agenda 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.

PUBLIC TIME

April Hamilton reported she was very thankful to be chosen for the April Shining Star Award. She highly recommended helping customers one-on-one and that getting them to the next step is most important towards helping them find employment. She added that the best thing that she likes about her job is when she is out in the public, outside of work hours, and having a former customer approach her to let her know that the five minutes she took with that customer helped them get ready to be hired into a good paying job. Learning that she helped move a customer on to the next step helps her love her job even more. She ended her comments by expressing an additional thank you.

APPROVAL OF MINUTES (Exhibit A)

The approval of the April 20, 2023 Workforce Development Board Executive Committee meeting minutes was tabled until the next meeting.

COMMITTEE REPORTS

There were no committee reports.

NEW BUSINESS

Request for Proposal (RFP) Update

One-Stop Operator RFP - Amanda Rosenberg reported the One Stop Operator Request for Proposal 2023-1b was posted publicly on Friday, April 21, 2023. The date for Proposal submissions was May 12, 2023. One proposal was

received. There will be a WDB RFP review meeting for this proposal on Wednesday, May 24, 2023 from 3:30-4:30 p.m. She requested that Board members please email Kathy Olsen to let her know if they are available to assist.

Trade Adjustment Assistance (TAA) Merit Based Staffing RFP - Amanda Rosenberg reported during the week of May 1, 2023, members of the Michigan Works! Southwest administrative team and members of the Workforce Development Board met for the purpose of reviewing and evaluating all proposals received in response to RFP 2023-2, for a Merit Based Contractor Staff for Trade Adjustment Assistance (TAA). As a result of this review, it was recommended that an award be granted to Kalamazoo RESA.

Outreach and Communications RFP - Amanda Rosenberg reported all proposals received in response to RFP 2023-3, for Communications and Outreach Services, were also evaluated by a committee of WDB members. As a result of this review, it was recommended that an award be granted to LKF Marketing.

Announcements

Job Quality Academy - Amy Meyers reported Michigan Works! Southwest, was notified about a month ago that we were selected to participate in the USDOL's Job Quality Academy, which was designed, and will be operated in partnership with, Jobs For the Future (JFF). This opportunity, when presented back in January, invited teams from across the country, representing states, tribes, and local workforce development boards and partners, to apply by identifying a specific industry sector to focus on to identify and test job quality practices, with the goal of increasing economic mobility and access. The industry focus area for MW Southwest is childcare, and staff will be partnering with Pulse. Pulse is in the same division as MW Southwest at the Upjohn Institute and their focus is to be a partner, advocate, and coach for improving early childhood development in Michigan.

Now that MW! Southwest has been selected, the staff have a team of individuals, that includes Amy Meyers, Jakki Bungart-Bibb, Ashley Iovieno, and two Pulse staff, who will be participating in the Academy which will include some in-person work in Washington, D.C. These in-person summits will focus on helping teams define job quality within their communities; embed good jobs principles into policies, partnerships, and programs; develop localized frameworks for use by partners, including employers; and develop methods and tools for assessing progress.

Between summits, the work will continue virtually. Additional local partners have been identified as non-travel partners. Those partners include the ERN® Director. She noted that ERN® is also under the Center for Workforce Innovation and Solutions at the Upjohn Institute. Teams will apply and test strategies that fit their communities during this time, and they will have access to coaching, as well as opportunities to brainstorm with each other about what works, what doesn't, and what matters most, when implementing job quality theories in practice. The first in-person summit is scheduled to take place during the month of June. Staff will keep Board members posted as they work through the process.

Save the Date – Kathy Olsen asked members to save the date of Wednesday, December 6, 2023 for an evening Workforce Development Board meeting to conduct year-end business and celebrate the 2023 accomplishments. The time is tentatively from 5:00-7:00 p.m. Additional information will be shared as details are solidified.

STAFF REPORTS

Business Services Activities (Exhibit C)

Ashley Iovieno provided an update on the Business Services Dashboard that included information regarding the current unemployment rates, job demand, the Going PRO Talent Fund, and employers served. She also reported on the MiCareerQuest™ St. Joseph County event.

Unemployment Rates

Ms. Iovieno reported the updated unemployment rates for March 2023 were noted on the second page of the Dashboard. The Michigan unemployment rate was reported to be 4.1%. The national rate was reported to be at 3.5% and the four counties in the Michigan Works! Southwest service area ranged from 4.1% to 5.1%. St Joseph County was at 4.8%, Kalamazoo County was reported to be at 4.1%, Branch County was reported to be at 4.6%, and Calhoun County was reported to be at 5.1%.

Job Demand

Details of job demand in the Michigan Works! Southwest area was reported on the third page of the Dashboard. Data continues to show Registered Nurses at the top, followed by retail salespersons and then first-line supervisors/retail for a total of 18,120 ads which is a 12.8% increase from last month. Employers with the most openings align closely with the occupations with the most openings.

Going PRO Talent Fund

The chart in the Dashboard for the Going PRO Talent Fund has been updated to reflect the last employer that was awarded for Cycle 1. Thirty-two (32) employers will benefit from grants that were awarded during the first cycle. The second cycle is currently open, and so far, staff are assisting approximately 25 to 30 employers with their applications. For the second cycle there is approximately \$12 million dollars available to be distributed across the State.

Locally, there has been a tremendous interest in the Industry Led Collaborative (ILC) portion of the Going PRO Talent Fund. Staff have submitted 3 ILCs, and a fourth ILC application is only missing the lead employer's application due to a Work-Based Learning Online Management System (WBLOMS) issue. Staff are troubleshooting with the State to resolve this. One of the ILCs submitted is named the West Michigan Training Collaborative and it includes 7 employers, for a total request of \$461,000. Another ILC named the 2023 West Michigan Manufacturing Collaborative includes 4 employers, for a total request of \$384,300. The third ILC submitted is called the Battle Creek Manufacturing Collaborative and that includes 10 employers, for a total request of \$103,900. The last ILC is called Albion IS ILC and it includes 16 employers, for a total training request of \$232,750.

Employers Served

The last page of the Dashboard highlights the number of employers served and services provided, this data is up to date as of April 2023. Data is starting to be reflective of the latest employer interaction increase because of the Going PRO Talent Fund.

MiCareerQuest™ St. Joseph County

Ms. Iovieno reported on Tuesday, May 9, 2023, MiCareerQuest™ St. Joseph County was held at the Doyle Center in Sturgis. It was a great partnership with St. Joseph County Intermediate School District, the Three Rivers Chamber of Commerce, Southwest Michigan First, and Glen Oaks Community College. There were approximately 55 booths for 9th grade students to explore with students spending 15 minutes in each pathway. Approximately 700 ninth graders from all St. Joseph County schools attended the event. The weather could not have been better, and it really helped the outdoor portion that included goats, rabbits, a fire truck, police cars, a semi, an ambulance, and the St. Joseph County Transportation Authority, to name a few. It was an incredible event and staff are so thankful to all the volunteers and the planning committee for being able to rejuvenate this event post-pandemic. She thanked Commissioner Hoffmaster for attending the event and asked him to share his thoughts regarding the event. Commissioner and Board member Jared Hoffmaster reported that the team of partners who helped with the event did a great job. The event was extremely well organized, The Doyle Center was a great venue for the event as it was large enough to hold all the students and was not so big that they were lost in the shuffle. He reported that his ninth-grade daughter was one of the attendees and she had nothing but good things to say about the event. She really enjoyed the interactive booths and the fact that many of the large employers in St. Joseph County were in attendance. He reported that he had a chance to check out the outdoor exhibits that included Clark Logic, emergency vehicles, public transportation, and farm animals, including goats. He even learned that there is such a thing as Goat Yoga.

Ashley Iovieno reported staff have already started planning for the next MiCareerQuest™ event. It will be held over two days in October at the Kalamazoo Expo Center and approximately 4,000 students from Kalamazoo and Calhoun Counties will be attending. She further reported that staff also work with Branch County to host an annual Career Day.

Labor Market Information

Michigan's Labor Market News – Ashley Iovieno reported the May edition of the Labor Market Newsletter was just released. This report focuses on Michigan Teen the Labor Market Trends. The top five occupational groups employing the largest share of Michigan teens in 2021 were food preparation and serving related, sales and related, transportation and material moving, office and administrative support, and personal care and service. The map of the month features

the 2022 Youth (Ages 16-24) Unemployment Rate by State. Michigan at 10.1%, ranked in the 9.0% to 12.0% range. Although this is seen as higher than other midwestern states, this is an improvement over last year.

Burning Glass Analytics and Real Time Jobs Data (Exhibit B) - The website link to the labor market reports generated from Burning Glass Analytics and Real Time Jobs Data 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 March 1, 2023 through April 30, 2023, were included in the meeting notice.

Operations Update & Dashboard (Exhibit D)

Amy Meyers reported the Dashboard Report pertaining to the daily program operations was included in the agenda packet for member review. She reminded members to reach out if they have questions. She highlighted the section pertaining to the Barrier Removal Employment Success (BRES) funding. She reported that BRES funding is less restrictive than the majority of the other fund sources and for the past two years MW Southwest has received this funding through a formula allocation. She noted that the most recent awards for funding formula was based on Calendar Year 2019 Asset Limited, Income Constrained, Employed population poverty level and the number of households.

As opposed to receiving a funding allocation through a formula for the next round of funding, in the coming month staff are anticipating that a Request for Proposal (RFP) will be released by the state and entities will then be able to apply for funding. This is because the fund source will be ARPA funds, as opposed to historically being the state funds. Staff are also anticipating that organizations outside of the MW network will be able to apply for these funds.

Ms. Meyers also provided a brief update in follow-up to the July 1 service delivery change to Upjohn providing Wagner-Peyser (W-P), Reemployment Services and Eligibility Assessment (RESEA). Upjohn began providing the delivery of Wagner-Peyser employment services on April 24, 2023, in the Coldwater and Three Rivers Service Centers. She noted that in partnership with Kalamazoo RESA, it has been determined this was the best route to take to maintain appropriate staffing levels and levels of customer service.

Director's Report

No report.

PROGRAM

Jobs for Michigan's Graduates

Sonya Blanz, Deputy Director, Youth Solutions, provided a PowerPoint presentation pertaining to Youth Solutions. She shared statewide data and core components regarding their premier program, Jobs for Michigan's Graduates (JMG). She noted that JMG is accredited by Jobs for America's Graduates (JAG) National. Youth Solutions leads a collaborative partnership and provides leadership support, collaboration, and funding for the JMG network.

Paige Daniels, Executive Director of Career Development, Kalamazoo RESA, also provided a PowerPoint presentation. Her presentation focused on details of the Jobs for Michigan's Graduates (JMG) in the Michigan Works! Southwest region. The content of the presentation included an overview of the program, dual enrollment with WIOA programs, and examples of career exploration opportunities. Ms. Daniels reported that JMG in the Michigan Works! Southwest area had a 94% co-enrollment with WIOA programs for program year 2022-2023. Sonya Blanz reported that this co-enrollment percentage is fantastic and that this is not the norm in other parts of the State. Other components of JMG that were covered during the presentation included coaching and mentoring, experiential learning, leadership training, and a success story.

Labor Market Update

Mike Horrigan, President of the Upjohn Institute, shared a PowerPoint presentation that included research on recent payroll trends; trends in employment/population ratios and labor force participation rates; data that focused on 16–24-year-olds; data that focused on adults ages 65 and older; unemployment trends; business cycles and an economic forecast.

