

**Workforce Development Board
Executive Committee
Meeting Minutes – April 14, 2017**

CALL TO ORDER - Workforce Development Board Chair, Lisa Godfrey, called the meeting to order at 8:02 a.m. at the Michigan Works! Southwest Service Center, 200 W. Van Buren Street, Battle Creek, Michigan.

WDB Executive Committee Members Present:

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| Morris Applebey (Labor) | Kris Jenkins (Educ) | Julie Rogers (PS) |
| Mike Bearman (PS) | Shelley Klug (PS) | |
| Lisa Godfrey (PS) | Colleen Knight (CBO) | |

WDB Executive Committee Members Absent:

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| Paul David (PS) | Dave Maurer (PS) | Therese Zieleniewski (PS) |
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Other WDB Members Present:

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| Randall Hazelbaker (PS) | Matthew Lynn (CBO) |
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Other individuals in attendance at the meeting included:

Michigan Works! / Upjohn Institute Staff:

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

Michigan Works! Services / Program Staff Present:

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| Karen Carlisle (YOU/KRESA) | Curt Mastos (M-HRDI) | Eric Stewart (YOU/KRESA) |
| Amy Holman (WEUI-PATH) | Will Slone (M-HRDI) | |

Guests Present:

Danielle Smith (Bureau of Services to Blind Persons)

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 Morris Applebey to approve the Workforce Development Board meeting minutes of February 10, 2017. Motion carried.

CITIZENS' TIME

No comments.

COMMITTEE REPORTS

Monitoring and Evaluation Committee (Exhibit B) – Colleen Knight referred members to the executive summary of the staff monitoring for the WIOA Adult and Dislocated Worker Services that was included in the agenda packet (Exhibit B). She reported three participants met with the Monitoring Committee to share their experiences receiving services from Michigan Works!. One individual who completed truck driver training and earned his CDL

was currently working at a local car dealership. He had returned to the community after spending some time in prison and his lack of experience and criminal record were barriers to employment. He was excited to be working at the car dealership and let everyone in attendance know that he would be glad to work with them on the purchase of a new vehicle. At the end of the participant interviews, he distributed his business card to everyone in attendance. Overall, the participants interviewed had positive comments about Michigan Works! and all indicated that staff do a great job providing services. They suggested an improvement would be more promotion about the services, especially the training assistance, that is available through Michigan Works! to a broader audience. Ms. Knight stated that Michigan Works! staff do a great job promoting information on social media; however, one can never advertise too much and she recommended that Board members and other staff assist in spreading the word by liking, commenting and sharing social media posts.

Veterans Committee – No report. The next meeting is scheduled for May 4, 2017.

Disability Awareness Resource Team (DART) (Exhibits C1 & C2) – Kathy Olsen referred members to the approved minutes from the January 31, 2017 DART meeting (Exhibit C1) that were included in the agenda packet. She reported the minutes include hyperlinks to a variety of resources for serving individuals with disabilities. The committee hopes to be able to offer Disability Awareness Training either in a group setting or in online modules. Committee members have requested that the Business Services Team give a presentation at the next DART meeting. Ben Damerow referred members to the flyer for the upcoming MI Talent Workshop (Exhibit C2) that was also included in the agenda packet. He reported MI Hidden Talent is an initiative created by Lt. Gov. Brian Calley and Michigan Supreme Court Justice Richard Bernstein to encourage businesses to be intentional about hiring Michiganders with disabilities. The free workshop will take place on Monday, May 8, 2017 in Lansing, Michigan.

Talent District Career Council (TDCC) (Exhibits D1, D2, D3 & D4) – Kris Jenkins reported the Region 8 Talent District Career Council met on March 30, 2017. The agenda included the review and approval of the Perkins's Plans for the educational districts located within Prosperity Region 8. The meeting also included extensive discussion regarding Adult Education. She reported school districts operate the adult education programs; the State provides rules and guidance; and the TDCC and Workforce Development Board are now responsible for reviewing Adult Education applications to determine if they align to the local and regional workforce development plans.

Kris Jenkins also referred members to multiple event flyers that were included in the agenda packet. She reported the Jobs for Michigan's Graduates (JMG) 8th annual Career Conference (Exhibit D1) is next week on April 20, 2017 from 9:30 a.m. to 22:30 p.m. in Lansing. Although a JMG program has been operating in Kalamazoo for a couple of years, it is new to the Battle Creek Area. The Generation E Institute's 12th Annual Student Business Showcase (Exhibits D2 & D3) is scheduled for May 10, 2017 from 9:30 a.m. to 2:00 p.m. at the Kellogg Arena in Battle Creek. The Michigan Construction Career Days (Exhibit D4) are scheduled for May 4 and 5, 2017 at the Operating Engineers Local 324 Training and Education Center in Howell, Michigan.

Membership/Nominating Committee – Kathy Olsen reported nominations are still being sought for private sector representation on the Workforce Development Board. The current membership roster complies with State and federal policy; however, the Michigan Works! Southwest WDB Bylaws allows for additional private sector representation. Ms. Olsen reported she will be contacting the individuals referred by WDB members to further explore their interest. Board members will be invited to attend meetings that are scheduled with potential members.

NEW BUSINESS

WDB Plans (Exhibit E) – Amy Meyers requested Board review and approval for the *Customer Relationship Management System Plan for PY2016* (Exhibit E). She reported the Talent Investment Agency (TIA) has made available one-time funding totaling \$4,173 for Michigan Works! Southwest to be used in support of electronic systems for customer relationship management (CRM). This is the same amount of the allocation Michigan Works! Southwest received for PY2015. Locally, these funds will be used to purchase licenses for Salesforce, a CRM system that is being used across the state for Business Services related activities. This amount will allow for the

renewal of two existing licenses plus two additional licenses. Ben Damerow reported he attended a meeting earlier this week and learned that there are plans to integrate Career Cruising with Salesforce as well.

Motion made by Julie Rogers and supported by Mike Bearman to approve the Customer Relationship Management System Plan for PY2016. Motion carried.

Review Committee for Title II Adult Education Applications – Amy Meyers reported WIOA supports coordination between the local Workforce Development Boards and Adult Education providers by requiring that the local Workforce Development Board review applications for WIOA, Title II, Adult Education and Family Literacy Act (AEFLA) funds. The Talent Investment Agency is currently soliciting applications for AEFLA funding. Applications are due to TIA on April 7, 2017. She further reported that “all applications for AEFLA funds submitted to TIA by eligible providers must be reviewed by the respective local Workforce Development Board to determine whether the application is consistent with the local workforce plan, and to make recommendations to TIA to promote alignment with the local workforce plan.” She reported up to fourteen applications are expected for the Michigan Works! Southwest area. Members of the TDCC were asked to review the applications and Jim Sertic, a private sector member on the TDCC volunteered to serve on the review committee. Many of the other TDCC members had a conflict of interest and are therefore unable to serve on this review committee. Ms. Meyers asked for additional volunteers from the Executive Committee; Colleen Knight and Lisa Godfrey volunteered. Ms. Meyers reported the review will be scheduled sometime between April 24 and May 11, 2017

Request for Proposal Review Committee for One-Stop/ Employment Services and Trade Act Services – Amy Meyers reported a Request for Proposal (RFP) for One-Stop Operations, Employment Services and Trade Act Services will be released soon. The RFP will be for a three-year period. A minimum of three volunteers were needed from the Board and she requested that Board members let Kathy Olsen know of their interest in serving on this RFP Review Committee.

Correspondence – Letter from Governor’s Office regarding the Offender Success (Exhibit F) – Ben Damerow referred members to the copy of the letter from the Governor’s Office regarding the Offender Success Program (Exhibit F). He reported it is the Governor’s intent to keep this program under the Michigan Department of Corrections. When the program was first introduced, there was a stronger focus on workforce development. The program has evolved over the years and in order to return to the original intent of the program, more specific information such as individual assessments would be helpful. He reported Julie Rogers introduced a draft Prisoner Re-entry Resolution to the Kalamazoo County Board and public comments regarding the Resolution are welcome.

STAFF REPORTS

Marketing (Exhibit G) – Kathy Olsen reported the Marketing Report (Exhibit G) included in the agenda packet includes a list of upcoming events for businesses and job seekers. She reported that so far 42 *letters of support for WIOA funding* have been sent to all federal legislative representatives for the Michigan Works! Southwest area. This number includes copies of the first 20 *letters sent by businesses to Governor Snyder*. Since these letters were sent to the federal representatives, another five letters were sent to Governor Snyder. She distributed copies of the program from the *Michigan Works! Association’s Annual Impact Awards* that took place on February 22, 2017 in Lansing and highlighted the story on pages 26-27 about Coveris, a company located in Battle Creek, and one of its employees, Karen Kelley.

Program Operations/Special Initiatives – Jakki Bungart-Bibb reported the Michigan Department of Corrections named Kinexus as the Administrative Agency for the *Offender Success Program for Prosperity Region 8*. Kinexus will provide all administrative duties, housing, and healthcare for the seven-county area. As of April 1, 2017, Michigan Works! Southwest is moving forward with a six-month contract with Kinexus to provide employment readiness and social supports for the Michigan Works! Southwest four-county area.

Ms. Bibb also reported that PATH staff is working on partnerships with multiple employers for hiring *refugees*. Staff is looking at the employer needs and how to fill those needs while also supporting the hiring of refugees. One

employer (Bronson) is piloting a process. They hired an Arabic speaking individual to be an on-site job coach. This person will assist in onboarding, training, and general language translation. This company has hired two refugees and at the end of April will assess how everything is going and discuss any needed changes. Hopefully, they will utilize the process in their Calhoun County location.

Workforce Innovation Fund Update – Jakki Bungart-Bibb reported the *Employer Resource Network (ERN)* has officially added Consumers Credit Union as a member. Consumers will not only be joining the Kalamazoo ERN, but will be assisting across all four counties with Bridge Loans via their mobile banking service. The Battle Creek Shared-Service Daycare Model through the Battle Creek Community Foundation, is investing in two shares in the Battle Creek ERN, and will be focusing on equipping existing child development employees with additional training and support, as well as recruiting new child development employees in partnership with Michigan Works! programs and services and the neighborhood outreach model. All ERN member companies have participated in Career Laddering/Career Pathways presentations, and a pilot group of three to five ERN member companies is being formed to engage in career mapping and development of career pathways. The first group of Momentum to complete the *Culinary Academy* at Kalamazoo Valley Community College (KVCC) graduated at the end of March. Another *CNC Production Technician* training is currently underway at KVCC.

Business Services and Skilled Trades Training Fund (STTF) Update – Chris Walden reported a *BC Vision Career Fair* is scheduled for May 4, 2017 in Battle Creek. From 1-2 pm there will be an employer expo for the sharing of resources for finding and retaining talent. *Preparation Fairs* are scheduled in advance of the Career Fair to help job seekers prepare for the hiring event. They will be held on May 3 at the Second Missionary Baptist Church, on May 4 at the Calhoun Community High School, and on May 4 at the Kool Family Center.

The *Branch County Hiring Blitz* is scheduled for May 9, 2017 at the Kellogg Community College Grahl Center in Coldwater and a *two-generation Job Fair* will be held in Union City on May 10, 2017.

On May 17, 2017, an *Employer Resource Summit* is scheduled to take place in Albion at the Ludington Center where the Michigan Works! Southwest office is also located. Michigan Works! is partnering with the Albion Economic Development Corporation, the Marshall Economic Development organization and the Homer Area Chamber of Commerce for this event. He reported that Amy Deprez, formerly with Battle Creek Unlimited, was recently appointed as President and CEO of the Albion Economic Development organization. In response to a Board member's question about the high unemployment rate in Albion (11%), another member responded that 34% of Albion residents live in public housing, and Chris Walden reported the *Build Albion AmeriCorps Initiative* will be focusing on what resources are needed for the residents to find and retain employment.

In addition to the Ludington Center, a new hotel is under construction in Albion. Mike Bearman reported the Albion Equestrian Center is also contributing to some of the growth in the community. The Equestrian Center has Olympic Quality amenities and hopes to become the Equestrian Center for the Midwest.

Kara Stewart reported a *MiCareerQuest Southwest – St. Joseph County* event for 750 ninth grade students was held on March 28, 2017 at Glen Oaks Community College (GOCC). Thirty-five employers participated in the event. She reported that the MiCareerQuest events demonstrate that hands-on activities for career exploration are impactful, especially when youth can meet face-to-face with employers. WWMT was one of the employers that participated in the event at GOCC and they also filmed a story for the news that aired at 6:00 p.m. that evening. Multiple agencies provided support for this event; they included local businesses, economic development, Michigan Works! Southwest staff and GOCC staff. A MiCareerQuest Southwest – St. Joseph County website will be developed and will include a video of the event. [link to the [GOCC video](#)]

Kara Stewart reported *Clemens Food Group* is scheduled to begin production at the new Coldwater plant in early September 2017. Michigan Works! Southwest is supporting the hiring process for Clemens, as well as for other area employers with a team of staff. Clemens staff have expressed that they are pleased with how the recruitment process is going. The outreach is widespread and multiple information sessions and career fairs were scheduled to

recruit individuals for the 850 job openings. So far, the attendance has been between 20-40 individuals at each of the events. To date, 103 individuals have been hired and some of them will be traveling to Pennsylvania to train for a varied number of weeks at the Clemens plant that is located there. Clemens will also be administering drug tests and agility tests and Michigan Works! staff will be assisting with processing test results. Recently, Clemens hosted an event for a group of State staff and directors from the Department of Talent and Economic Development (TED), the Michigan Department of Agriculture and MISHDA attended the event. One of the biggest barriers for recruiting individuals to move closer to the area for employment at Clemens is housing. To begin to address this barrier, Clemens has contracted with a company to build a 200-unit apartment complex behind Home Depot. It is expected that some individuals will leave their current employment to work for Clemens and that the largest impact will occur in July and August. Kara Stewart reported staff are proactively planning strategies to address this. Ben Damerow reported the funds received for staff support for employee recruitment in Branch County is to assist multiple companies in the area and the new team that was hired to assist with business services in Branch County are being trained on Employment Services.

One member reported welders continue to be in high demand and that Dr. Devier was promoting bringing back *welding classes* at Glen Oaks Community College and inquired if these classes are at full enrollment. Staff reported that although employers are still in need of welders, the classes have not been full and trying to identify individuals interested in this career field has been difficult. Kara Stewart added that the MiCareerQuest events help to introduce the next generation of workers to viable career paths such as welding.

One of the members present reminded members about the [Success in the New Economy](#) video to help students understand the current need for technical skill training. Kathy Olsen reported she recently shared a video on Facebook that promoted bringing back vocational training in schools and it reached 1.8 thousand individuals and generated multiple shares and comments. [Link to the [Forbes article: Why we Desperately Need To Bring Back Vocational Training In Schools.](#)]

Kara Stewart reported another [MiCareerQuest Southwest](#) event is scheduled for November 1 and 2, 2017 at the Kalamazoo Expo Center and students from Kalamazoo and Calhoun County will be participating in the event.

Kara Stewart reported staff are processing closeouts for trainings completed with *Skilled Trades Training Funds (STTF)*.

Labor Market Information (LMI) (Exhibit H) - 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 February 1 through March 31, 2017 was included in the meeting's agenda packet.

Dashboard Report (Exhibit I) – Copies of the Michigan Works! Southwest Dashboard Report (Exhibit I) that was emailed to members were distributed at the meeting. Jakki Bungart-Bibb reported page one of the Dashboard Report reflects the Labor Participation rates for February by county as well as the Prosperity Region 8 snapshot of labor demand. The data includes the top employers, top job categories, top occupations, and the education levels needed to fill those jobs. Data on page two of the report represented over 12,000 visitors to the service centers during the month of March with a year-to-date total of over 108,000 visitors. Staff have assisted 862 employers in filling over 2300 jobs; served 792 WIOA participants and 109 Offender Success participants. Close to 300 participants (290) have utilized training services that includes classroom training, work experience, and on-the-job training. Page three of the report includes the PATH, Food Assistance, and Refugee information. The work participation rate remains well above the state goal. The PATH employment rate is 51.6%; however, the 60 individuals who gained employment during AEP are not included in that percentage. The most recent AEP pass rate is over 56%. A summary of data for the staff reports provided during the meeting, as well as media information is on page four of the Dashboard Report.

Director’s Report – Ben Damerow distributed the Director’s Report dated April 13, 2017. He reported most federal programs, including job training programs funded by the Department of Labor (DOL), are currently being funded through a *Continuing Resolution (CR)*. The current CR was enacted in December 2016 and runs through April 28, 2017. The administration is requesting a \$30 billion increase for defense and homeland security and to offset that with an \$18 billion reduction to non-defense programs. With that, there is a potential for a rescission to current year funding which would greatly impact services from July 1 through September 30, 2017.

On March 16, 2017, the administration released the *Federal FY18 budget blueprint* outlining a set of proposals that would increase overall funding for defense programs while reducing approximately \$60 billion in non-defense programs in the coming year. A full budget proposal is expected later this spring. He reported the blueprint calls for \$2.5 billion in cuts to the DOL, 21% below current funding levels. The proposal specifically identifies \$500 million in cuts through the elimination of the Senior Community Service Employment Program (SCSEP) and elimination of programs under the Bureau of International Affairs and training grants under the Occupational Safety and Health Administration (ISHA). The proposals do not provide clear guidance on where the remaining \$2 billion in cuts would be made, but it indicates that there are likely to be major cuts to workforce and Wagner-Peyser Employment Service formula grants under WIOA, stating that more responsibility for these programs will be shifted to “States, localities, and employers.” The blueprint also indicates that some savings will be achieved through closing lower-performing Job Corps centers, though actual funding decreases are not specified.

Mr. Damerow reported that Associations from Michigan, California and New York have been leading efforts in Washington D.C. to connect with key legislative representatives and inform them of the impact of major reductions to workforce programs. A letter writing campaign to our Michigan representatives has resulted in over 200 letters being sent to our legislators. Association staff who have been making face-to-face visits in Washington are hearing that the advocacy letters are making a difference. Mr. Damerow also reported that when WIOA legislation passed, the vote was 510 to 9 and 90% of those legislators are still in office. A meeting is scheduled next week with Representative Tim Walberg as well as meetings with U.S. Representatives Sandy Levin and Mike Bishop. The possibility exists that representatives from Michigan Works! could be asked to testify in D.C. If the President’s proposed budget is passed, there could be a 20-50% cut in workforce programs. A 20-30% cut would result in the same percentage of staff reductions; a 50% cut will affect Service Center operations.

Julie Rogers reported that when she attended the National Association of Counties (NACo) Conference, local delegates felt that the advocacy efforts made to inform our legislators as to how the reductions would affect services were effective. One example was that Congressman Fred Upton’s office did not realize there was a five-year trend of reductions. Ben Damerow reported that aggressive advocacy efforts will continue. WIOA Conference are scheduled in Washington D.C., Dallas and San Diego and a Michigan delegation will present at each. He was selected to present at the WIOA Conference in San Diego.

Mr. Damerow also reported staff are working to with local Foundations to help support local programs. Y.O.U./KRESA was the first organization to receive a grant from the Foundation for Excellence (FfE). The grant was significant and will support a Summer Youth Employment Program in Kalamazoo. Staff are also working with the Kellogg Foundation and BC Vision to enhance services in the Battle Creek Area.

OLD BUSINESS

None.

CITIZEN’S TIME

Karen Carlisle reported that applications for the Youth Summer Employment Program in Kalamazoo opens this Sunday, April 16, 2017. Youth can apply online and the application period will be open for one week. This year’s funding will allow for enrolling a much larger number of youth and there is a big push to get the word out. Improvements to the program design include vocational training for older youth and a Career Fair at the end of the summer. She also reported that staff are looking for businesses that would be willing to host a field trip and/or who would be willing to have one of their staff speak to the youth about their company.

MEMBER’S TIME

None.

UPCOMING MEETINGS

Members were reminded of the next full Board and Executive Committee meetings.

The next meeting of the **full Workforce Development Board** is scheduled for Friday, May 12, 2017 from 8:00 – 9:30 a.m. at Kellogg Community College, Grahl Center, 125 Seeley Street, Coldwater, Michigan.

The next **Executive Committee** is scheduled for Friday, June 9, 2017 from 8:00 a.m. – 9:30 a.m. at the Upjohn Institute, 300 S. Westnedge Avenue, Kalamazoo, Michigan.

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

The **Veterans Committee** meeting is scheduled for Thursday, May 4, 2017 from 8:00 – 9:00 a.m. at the Upjohn Institute, Kalamazoo, Michigan. [The time was changed to 9:00 – 10:00 a.m.]

The next **Monitoring and Evaluation Committee** is scheduled for Wednesday, May 10, 2017 from 8:00 – 9:30 a.m. at the Michigan Works Southwest Service Center, 200 W. Van Buren Street, Battle Creek, Michigan. The AEP/PATH program and services will be the topic reviewed.

The next **Disability Awareness Resource Team (DART)** meeting is scheduled for Tuesday, May 23, 2017 from 2:00 - 4:00 p.m. at the Upjohn Institute, Kalamazoo, Michigan.

The next **Talent District Career Council (TDCC)** meeting is Thursday, September 21, 2017 from 1:00 – 3:00 p.m. at Kalamazoo RESA, 1819 E. Milham Road, Kalamazoo, Michigan.

ADJOURNMENT

There being no other reports, the meeting was adjourned at 8:59 a.m.

Kathy Olsen Date

Lisa A. Godfrey, Chair or
Therese Zieleniewski, Vice-Chair Date