

Workforce Development Board
Meeting Minutes – September 9, 2016 – corrected -

CALL TO ORDER - Workforce Development Board Chair, Dale Swift, called the meeting to order at 8:01 a.m. at Glen Oaks Community College, Business Development Center, 62249 Shimmel Road, Centreville, Michigan.

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

WDB Members Present:

Allen Balog (PS)	Karen Doubleday (DHHS- Alternate for Beaty)	Jill Murphy (MRS- Alternate for Smith)
Dennis Berkebile (PS)*	Lisa Godfrey (PS)*	Julie Rogers (PS)*
Trevor Bidelman (Labor)	Colleen Knight (CBO)	Dale Swift (PS), Chair*
Paul David (PS)*	Dave Maurer (PS)	Patty Vanaman (WDA) * Executive Committee
Michelle Davis (CBO)		

WDB Members Absent:

Omar Alston (DOC)	Mark O’Connell (Educ)	Lisa Stevens (PS)
Richard Anderson (Labor)	Sabrina Pritchett Evans (PS)	David Sutherland (PS)
Morris Applebey (Labor)*	Mark Robinson (PS)*	Ken Willcutt (Labor)
Mike Bearman (PS)	Kathy Ragla (PS)	Therese Zieleniewski (PS) * Executive Committee
Jill Bland (Econ Dev)	Windy Rea (Job Corps)	

Other individuals in attendance at the meeting included:

Michigan Works! / Upjohn Institute Staff:

Jakki Bungart-Bibb	Amy Meyers	Betsy Schiedel
Ben Damerow	Kathy Olsen	Chris Walden
Bronwyn Drost	Brian Poynter	

Michigan Works! Services / Program Staff Present:

Cheryl Beard (WEUI-PATH)	Dallas Oberlee (WEUI-PATH)	Brenda Stewart (M-HRDI)
Karen Carlisle (YOU/KRESA)	Will Slone (M-HRDI)	

Other

John Banks (PS)	Kris Jenkins (CISD)
Mike Hoffner (BACC-retired)	Dennis McKee (PS)

BOARD MEMBER RECOGNITION

Dale Swift and Ben Damerow thanked Mike Hoffner for his service on the Workforce Development Board. Mr. Hoffner was presented with an award in recognition of his long-standing commitment to the Workforce Development Board and the impact he has had on students, employers and job seekers.

PROGRAM (Exhibit A)

Amy Meyers gave a PowerPoint presentation on the U.S. Department of Labor (DOL) Customer Centered Design Challenge. A media release regarding the challenge was included in the agenda packet (Exhibit A). Ms. Meyers reported that Michigan Works! Southwest was selected as one of fifteen organizations from across the country to

present a customer centered design best practice at the White House on September 19, 2016. She reported that locally, great customer service has always been a priority but with the WIOA, there is an opportunity to further enhance the services for our customers. The WIOA “regulations specifically establish requirements of the one-stops to collaborate to support a seamless customer-focused service delivery network.”

The involvement of Michigan Works! Southwest with the design project began in April 2016 when the DOL posed a challenge to Workforce Investment Boards (WIBs) and other organizations nationwide to design and implement strategies that meet the expectation outlined in WIOA. A planning team consisting of representation from all of the programs under the One-Stop umbrella in the Michigan Works! Southwest area was developed. Other team members who were present at the meeting were introduced; they included Ben Damerow, Director; Jakki Bungart-Bibb, Director of Administration; Amy Meyers, Planning and Policy Manager; Cheryl Beard, Site Manager; and Betsy Schiedel, Employment Specialist. Ms. Meyers reported other team members Scott Cubberly, Talent Resource Coordinator and Eric Stewart, Service Center Administrator were in Battle Creek today at one of the BC Vision Opportunity Fairs. Information regarding the steps taken for the design challenge that included gathering data, analyzing the data and selecting a focus for the project was included in the presentation. Ms. Meyers reported that the team decided to align the challenge with the local strategic work plan and focused on improving the excellent customer service that individuals already receive when they come into the service center. The team examined how to take that service to the next level by prioritizing individualized services and engagement. In the presentation Ms. Meyers provided further details regarding four questions staff considered when examining the customer experience as well as details of a two-week trial and the related data from the trial period. In concluding, Ms. Meyers provided a couple of examples of specific customer experiences during the trial period.

Chair, Dale Swift stated this was a great accomplishment and he was proud of Michigan Works! Southwest. Board member, Julie Rogers concurred and asked about the cost. Ben Damerow reported that by design, most of the services at One-Stops are self-service and the majority of the One-Stop funding for Michigan Works! Southwest is used to cover fixed costs such as rent. Mr. Damerow thanked staff for their dedication to the project during a time when there were many other priorities with the new WIOA legislation.

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 B)

Motion made by Lisa Godfrey and supported by Dennis Berkebile to approve the Workforce Development Board Executive Committee meeting minutes of August 12, 2016. Motion carried.

CITIZENS' TIME

No comments.

COMMITTEE REPORTS

Monitoring and Evaluation Committee – No report.

Veterans Committee – No report.

Disability Awareness Resource Team (DART) – Jill Murphy reported the next meeting for the Disability Awareness Resource Team (DART) Committee is scheduled for September 20, 2016. Subcommittees of DART have been meeting during the summer months and will be providing progress reports at the September 20 meeting. She also reported that there has been a lot of staff turnover and training for disability sensitivity is a priority for the committee.

Talent District Career Council (TDCC) – No report

NEW BUSINESS

WDB Plans (Exhibit C) – Amy Meyers requested Board review and approval for the Capacity Building and Professional Development PY2016 Plan that included an allocation totaling \$156,250. A summary of the plan was included in the agenda packet (Exhibit C). She reported the funding is allocated to four regional areas in the State and Michigan Works! Southwest received similar funding during the previous four program years. Compared to the previous year, this allocation is an increase of \$6,250 for the region and the total increase statewide was \$25,000. The funds are passed through to the Michigan Works! Association and are used by the Association across the state and across the Michigan Works! system to assist in a number of areas including: professional development, technical assistance and trainings; and to assist with ongoing system development and proficiency.

Motion made by Dennis Berkebile and supported by Lisa Godfrey to approve the Capacity Building and Professional Development Allocations Plan for Program Year 2016. Motion carried.

WDB Inter-Governmental Agreement (Exhibit D) – Ben Damerow reported the original Inter-Governmental Agreement for the four-county Michigan Works! Area took effect on October 1, 2014. At that time the area was referred to as Branch, Calhoun, Kalamazoo and St. Joseph Michigan Works!. In November 2014, the Board made the decision to be known as Michigan Works! Southwest; the new Agreement was updated to reflect this change. The time period for the Agreement was also changed to run from October 1, 2016 to September 30, 2018. The initial Agreement included a matrix that identified sector representatives for each county; this was replaced with approximate percentages for representation from each county which allows for more flexibility.

Motion made by Dennis Berkebile and supported by Colleen Knight to approve the Inter-Governmental Agreement for Michigan Works! Southwest for the time period from October 1, 2016 through September 30, 2018. Motion carried.

WDB Bylaws 2016-18 (Exhibit E) – Kathy Olsen reported the WDB Bylaws were also updated to reflect the name change to Michigan Works! Southwest throughout the document. References to Board were changed to WDB; the sector representation chart was replaced with the percentages chart to align with the Inter-Governmental Agreement; and language was updated to align with WIOA legislation. She reported the Standing committees include Executive, Monitoring and the Disability Awareness Resource Team (DART); Advisory committees include Veterans and the Talent District Career Council; and Ad hoc committees include Marketing and Request for Proposals (RFP).

Motion made by Lisa Godfrey and supported by Dennis Berkebile to approve the Workforce Development Bylaws with an effective date of October 1, 2016. Motion carried.

Ben Damerow reported that both documents will be forwarded to the four County Boards of Commissioners asking for their approval prior to October 1, 2016.

WDB Appointments (Exhibit F1 & F2) – Kathy Olsen requested Board consideration and approval of renewal and new private sector appointments to the Workforce Development Board for Michigan Works! Southwest. She reported that Dennis Berkebile's name should be removed from the memo that was included in the agenda packet (Exhibit F1). The appointments are for two-year terms beginning October 1, 2016 and ending September 30, 2018. She also requested Board consideration and approval of the appointment of Kris Jenkins to replace Mike Hoffner as an education representative for the balance of a three-year term that ends on September 30, 2017 and for Board approval to appoint Kris Jenkins as Chair of the Talent District Career Council (TDCC) for Region 8 (Exhibit F2).

Motion made by Lisa Godfrey and supported by Dennis Berkebile to approve private sector renewal appointments of Allen Balog, Mike Bearman, Paul David, Lisa Godfrey, Tamara Hendricks, Derek King (alternate), David Maurer, Jan Opalewski, Sabrina Pritchett-Evans, Julie Rogers, David Sutherland, Dale Swift and Therese Zieleniewski; and to approve Shelly Klug (replacing Mark Robinson), John Banks,

replacing Kathy Ragla, and Paul Gallagher, replacing Lisa Stevens as new appointments. These appointments are for two-year term beginning October 1, 2016 and ending September 30, 2018. The motion was also to approve the appointment of Kris Jenkins as Mike Hoffner's replacement, representing education for the balance of a three-year term that ends on September 30, 2017 and to approve Kris Jenkins as chair of the Region 8 talent District Career Council. Vote: Ayes-12, Nays-1 (Rogers). Motion carried.

Election of Chair and Vice Chair – Dennis Berkebile reported the current term for the WDB chair and vice chair ends September 30, 2016. For the year beginning October 1, 2016, he recommended the nomination of Lisa Godfrey as chair and Therese Zieleniewski as vice chair. He reported Lisa Godfrey did confirm her willingness to serve as chair and that it has been twenty years since Lisa first served in this role; and that Lisa is pleased to return in that capacity. Dennis further reported Therese Zieleniewski's nomination is conditional until her willingness to serve could be confirmed when she returns from vacation.

Motion made by Colleen Knight and supported by Paul David to approve the appointment of Lisa Godfrey as chair and Therese Zieleniewski as vice chair for the Michigan Works! Southwest Workforce Development Board for the new program year that begins October 1, 2016 and that confirmation of Therese Zieleniewski's willingness to serve is pending. Motion carried. [Therese Zieleniewski's willingness to serve was confirmed following the meeting.]

STAFF REPORTS

Marketing (Exhibit handed out at meeting) – Kathy Olsen distributed a handout listing future business, hiring/career events and employment preparation/training opportunities currently scheduled. She reported recent media coverage included news articles on the USDOL Design Challenge, the Skilled Trades Training Fund (STTF) grant opportunity, recruiting for the next cohort for the EDGE training program, and the BC Vision Opportunity Fairs. She referred members to the social media data on page four of the Dashboard Report (Exhibit I) and reported these numbers continue to increase.

Program Operations / Special Initiatives (Exhibit G) – Dallas Oberlee reported on partnership with the *BC Vision*, Michigan Works! Southwest is assisting with six *Opportunity Fairs* that are scheduled in the Battle Creek area during the month of September. Staff will meet one-on-one with individuals at the Opportunity Fairs to help individuals prepare for the BC Vision Job Fair that is scheduled for September 22, 2016. This includes an Opportunity Fair that is scheduled the same day as the Job Fair. At these events, staff will also help individuals connect to community resources. She reported that Scott Cubberly and Eric Stewart have done a tremendous job scheduling the events and securing the necessary volunteers. A flyer advertising these events was included in the agenda packet (Exhibit G). She further reported that efforts are underway to recruit twelve individuals for the next cohort for the EDGE training. The EDGE funding expires at the end of December and this final cohort will be focused on CNA training. She reported the first EDGE cohort was also focused on CNA training and the cohorts in between were all focused on manufacturing. Ms. Oberlee also referenced data on page four of the Dashboard Report (Exhibit I).

Workforce Innovation Fund Update – Ben Damerow introduced Bronwyn Drost, Project Manager for the Workforce Innovation Fund. He reported Bronwyn has previous experience working for Michigan Works! as a service center manager and she also has experience working for MEDC. Ms. Drost reported 20 employers are being served through the Employer Resource Network and 139 employee contacts were made during the month of July. Of the 1,144 employee contacts made year-to-date, 295 of those were in Kalamazoo County, 186 in St. Joseph County, and 663 in Calhoun County. Month of July and year-to-date data was included on page four of the Dashboard Report (Exhibit I). She reported the primary resources that employees ask for assistance with include transportation, utilities, bridge loans, housing and career ladder coaching. Staff are exploring how to implement the career ladder coaching and they are also working with economic developers to connect into expansion and retention projects in the area.

Business Services and Skilled Trades Training Fund (STTF) Update – Chris Walden reported business services staff have given eleven *STTF presentations* so far this fall, this included the first virtual presentation plus two impromptu presentations, one to the Battle Creek Unlimited HR group and another to members of the Albion Chamber. More than 80 individuals from more than 50 companies throughout the four-county area attended the STTF information sessions. Ben Damerow reported that Jill Bland sent an email thanking both Chris Walden and Kara Stewart for their work with the STTF grant project and apologized for having to miss today’s meeting.

Chris Walden reported the next *MiCareerQuest Southwest* is scheduled for November 1 and 2, 2016 at the Kalamazoo Expo Center. The event is an amazing hands-on opportunity for youth to interact with businesses. Dave Maurer reported there will be an open house on the evening of November 1 that is open to the general public.

Chris Walden also reported that on Monday, October 3, 2016 from 10:00 – 11:30 a.m., Kara Stewart, Kathy Olsen and he will give a presentation at the *Michigan Works! Association’s Annual Conference*. The presentation is titled: Talent Highway, Road to Careers and Success. The presentation will highlight many of the events held during the past year, the non-traditional partners, youth and parents. He also reported Michigan Works! Southwest is presenting at an upcoming event in Battle Creek titled *Bridge to Understanding: Facts and Opportunities* to help connect returning citizens to opportunities. The opening of the *satellite site in Albion* has experienced some construction and furniture delays. A groundbreaking ceremony will take place in mid-October and the site is scheduled to open in November.

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 July 1 through August 31, 2016 were included in the agenda packet.

Dashboard Report (Exhibit I) – Jakki Bungart-Bibb reported on the Michigan Works! Southwest Dashboard Report (Exhibit I) that was included in the agenda packet. Staff will continue to tweak the report based on feedback received and relevant topics or current projects that surface during the program year. Per request, the *labor participation* monthly and annual changes, broken down by county, was added to page one of the report. The labor participation data is from July and the changes with job losses is mainly due to the layoff of support staff in education for the summer. She highlighted that the Battle Creek MSA data shows 1,300 jobs above the 2007 pre-recession job level and Kalamazoo County data shows 2,700 jobs above the 2007 pre-recession job level. She reported that twice each year, the Bureau of Labor Market Information and Strategic Initiatives publishes data broken down by Michigan Works! area and data from that report was added to the right side of the same page. She reported that the *online job demand measures* are populated by their “help wanted online” data system which is similar to Burning Glass analytics. In summarizing the data, she reported that of the 8,610 job postings online last quarter, over 50% required a high school diploma or less and the top positions advertised in the four-county area were for truck drivers and registered nurses.

Ms. Bibb reported there were over 13,000 *visits to service centers* in the Michigan Works! Southwest area during the month of August and referred members to page two of the report. The number of people assisted with employment, the retention rate and total earning reported in the *Employment Services* section comes from a state populated report based on the wage record system. This information is available on the same quarterly schedule as the customer and employer satisfaction data that also appears on this page. During the time period July 1, 2015 through June 30, 2016, over 7,900 individuals were assisted with employment for total earnings of over \$127 million dollars. The Entered Employment rate for *WIOA services* is displayed in lower left corner of the same page. Due to the State’s delayed reporting system, the first quarter performance reports for the current year were not available at this time; however, the number of current registrations in WIOA programs is available and appears below the Entered Employment Rate. A *work-based learning and training* section broken down by work experience, on-the-job training and training was added to the report and also appears on this page. The training data includes apprenticeships, classroom and occupational skills training. During the months of July and August, 134 customers participated in work-based learning or training activities.

The data for the *AEP/PATH employment services* appears on page three of the report. Ms. Bibb reported the work participation rate for Michigan Works! Southwest is over 68% and continues to stay above the 50% state goal. The PATH employment rate is at 52% for Michigan Works! Southwest. She highlighted the data in the upper right corner of the same page that shows 189 individuals gained employment during the Application Eligibility Period (AEP) and reported that these individuals are not included in the employment rate. She reported a further breakdown of the AEP data is also included on this page. The data includes the number of referrals to AEP, the number attended, the number completed, and for those that do not complete, it shows the reason why. The average year-to-date of the AEP pass rate along with an average of the percentage of failures that are outside of program control was added to the chart. The pass rate for the month of July is 60% which is an increase from the previous month. Data for the Prisoner Re-entry (PR) and the Food Assistance Employment and Training (FAE&T) Programs is listed at the bottom of the same page.

Ms. Bibb reported page four is a snapshot of the information provided in the reports given by staff earlier in the meeting. Board member, Dennis Berkebile asked for clarification regarding the accuracy of the labor participation data. [Following the meeting, an updated dashboard was emailed to members that included a footnote pertaining to a 175-person margin of error regarding the labor participation data obtained from the State.]

Director's Report – Ben Damerow distributed the Director's Report dated September 9, 2016. He reported the *United States Department of Labor (USDOL)* staff were on site at the Battle Creek Service Center on July 26 and 27, 2016 to assess implementation of the Workforce Innovation and Opportunity Act (WIOA) for the State of Michigan. Items reviewed included governance, partnerships, work-based training policies and program services. Amy Meyers and Jakki Bungart-Bibb did a great job putting together documentation for USDOL based on the 70-page review guide that was provided. Opportunities for improvement identified during the USDOL visit included completion of memorandums of understanding, cost sharing agreements with state partners, transitional employment policies, and registered pre-apprenticeships on the eligible training provider list. USDOL will be visiting each state to assess WIOA implementation and they complimented Michigan Works! Southwest and the State of Michigan for the progress made thus far.

Mr. Damerow reported Governor Snyder named *Wanda Stokes as the Director of the Talent Investment Agency*; she replaces Stephanie Comai. Ms. Stokes was previously the Deputy Director of the Department of Licensing and Regulatory Affairs and has a tremendous amount of experience with state government.

Mr. Damerow also reported that the *Regional Prosperity Initiative (RPI) Committee* met on August 4, 2016 and approved a "Talent Matching System" project submitted by the Upjohn Institute. The project aims to enable business and education leaders to efficiently match talent with available and potential training resources and labor demands throughout the region. The purpose of the project is to assess both aspects of the local labor market, supply and demand, in an effort to assist local business and education leaders with the identification and implementation of talent matching strategies in Southwest Michigan. The basis of these strategies will include the leveraging and coordination of existing resources, identification of gaps and forecasting future needs, all in an effort to develop, attract and retain talent while preparing for in-demand careers. The Upjohn Institute will take the lead on this project and will be working with business services staff throughout the project. Project updates will be provided to the Regional Prosperity Initiative (RPI) Committee and the Workforce Development Board.

OLD BUSINESS

None.

MEMBER'S TIME

Michelle Davis reported that Housing Resources, Inc. is now operating housing assistance funded by the *Kalamazoo County Housing millage* and that these funds will be used to help a minimum of 100 families with housing assistance and case management for a period of one year to help stabilize their housing. To be eligible, the families must be homeless, have some income and have K-12 school age children in Kalamazoo County. The

expected outcome is to increase employment and income. In responding to a question, Ms. Davis reported the millage is for \$800 thousand per year for six years and that approximately \$500 thousand will be used for client assistance and approximately \$150 thousand for case management and support. Julie Rogers reported the housing millage was written to support families with children. Ms. Davis also reported that the **MISHDA Homeless Summit** will be held in Kalamazoo this month and there will be a number of local presentations. Michigan Works! Southwest staff will be participating in the WIOA presentation. She further reported that the **Restored Program** is closing their housing where six single men are currently housed and that the **Urban Alliance** will no longer provide housing services. Ms. Davis reported that the lack of affordable housing is a huge barrier and it is important that homeless job seekers are on our radar.

Julie Rogers reported that **Sunday and late night bus service** has started. The late night evening hours are to help accommodate second and third shift workers and she requested that everyone help to spread the word. She reported all precincts in Kalamazoo supported expanding the service; however, Oshtemo **voted out some of their precincts from transit bus service** ~~opted out~~ and this affected the service to the West Main corridor. Meijer stepped forward and has contributed some funding so that one of the routes will reach the Meijer store on West Main but not the Walmart store. Michelle Davis reported service to this area is critical. She also reported that Walmart does provide a bus service to affordable housing to take residents shopping at Walmart.

CITIZEN'S TIME

Dr. David Devier stopped by the meeting to welcome everyone to the Glen Oaks Community College campus and asked that if there was anything that the college could do, to please let him know.

UPCOMING MEETINGS

The next **Monitoring and Evaluation Committee** is scheduled for Wednesday, September 14 2016 from 8:00 – 9:30 a.m. at the Michigan Works! Service Center, 1601 S. Burdick Street, 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 **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 **Veterans Committee** is scheduled for September 29, 2016 from 8:00 - 9:00 a.m. at the Upjohn Institute, Kalamazoo, Michigan.

The next **Executive Committee** is scheduled for Friday, October 14, 2016 from 8:00 a.m. – 9:30 a.m. at the Kellogg Community College, RMTTC, 405 Hill Brady Road, Battle Creek, Michigan. [Following the meeting the location was changed to the Upjohn Institute in Kalamazoo.]

The next meeting of the **full Workforce Development Board** is scheduled for Friday, November 11, 2016 from 8:00 – 9:30 a.m. at the Upjohn Institute, 300 S. Westnedge Avenue, Kalamazoo, Michigan.

ADJOURNMENT

There being no other reports, the meeting was adjourned at approximately 9:10 a.m.

Kathy Olsen

Date

Dale Swift, Chair

Date