

Governor's Talent Investment Board Quarterly Meeting  
Meeting Minutes  
March 12, 2014, Noon – 3:00 p.m.  
Capital Area Michigan Works!  
2110 South Cedar Street, Lansing

MEMBERS PRESENT:

Dennis Argyle (via phone)	William Jones (via phone)
Steven Arwood	Frank Jonna (via phone)
Brian Burnett (via phone)	Geralyn Lasher (for James Haveman; via phone)
Robert Campau (via phone)	Christine Quinn (for Michael Finney)
Maura Corrigan	Arnie Redsicker (via phone)
Tony Day (via phone)	Kester So
Olga Dazzo (via phone)	Frank Venegas (via phone)
Helen Dietrich	Gordon White, Jr.
Mike Flanagan	Scott Wilkerson
Jamie Gaskin (via phone)	Elaine Wood
Alan Gocha, Jr. (via phone)	Representative Adam Zemke
Kirk Hanna (via phone)	
Kate Hogan	

MEMBERS ABSENT:

Brian Balasia	Nancy Gioia	Anne Rosewarne
David Brule II	Mark Hackel	Mara Letica Saad
Timothy Bryan	Senator Dave Hildenbrand	Zane Walker
John Cotton	James Jacobs	Chris Warren
Patrick Devlin	Michael Krushena	Richard Wells
Kimberly Dickens	Senator Phil Pavlov	William Young
Representative Frank Foster	John Rakolta III	

WELCOME AND OPENING REMARKS

Gordon White, Jr., Chair, called the meeting to order at 12:20 p.m. Mr. White asked Ms. Beckhorn and Ms. Johnson to take roll call and to record the Board members both physically present and on the phone for quorum purposes. He then provided a few opening remarks.

Mr. White noted the PowerPoint presentation that had been playing during lunch which contained some of the positive employer and customer feedback that had been submitted to the Governor's Office and the Workforce Development Agency over the prior few months with respect to Michigan's Talent Development System. He also indicated that additional feedback will be shared at future meetings utilizing the same format.

Mr. White shared that Ms. Mary Ann Gale had resigned since the Board last met in December. He thanked Ms. Gale for her service to the Governor and the State of Michigan. Mr. White indicated that the Governor's Appointments Office is in the process of identifying a new Board member to fill this vacancy.

Additionally, Mr. White advised Board members that Mr. Bing Goei would no longer be able to serve as the Board's Vice Chair given his recent appointment by the Governor as Director of the newly created Michigan Office for New Americans. The Governor's Appointments Office is in the process of identifying Mr. Goei's replacement.

Mr. White made a few remarks regarding the National Governor's Association Board Chair and Liaison Conference he attended in February in Washington, D.C. Highlights of Mr. White's remarks included:

- He attended a presentation by Jeff Immelt, the CEO of GE
- Mr. Immelt provided Governors with insight on how GE makes a site selection
  - Once they have narrowed the selection down to 4-5 sites, the final determination is based on the following criteria:
    - First, GE wants to meet with one group that can speak to economic development, regulatory issues, and workforce
      - Timeliness, speed, and ease of doing business is critical
    - Second, GE wants a hungry workforce willing to work
      - Being located close to a world class university is preferred since it can serve as a pipeline for talent
      - The state must also be able to describe their workforce and the skills they possess.
    - Third, not one or two, is economics/available tax incentives
- Mr. Immelt also, on multiple occasions, implored Governors to support small and mid-sized businesses, including access to capital
  - For every one job GE creates, eight spin off jobs at suppliers are created
  - Small and mid-sized employers are the key to GE's success
- While at the conference, Mr. White also attended a presentation by economists
- George Washington University's Bob Sheets presented information on talent pipeline management with a focus on "3<sup>rd</sup> generation LMI data"
  - This type of LMI data relies on employers to provide competency and credential requirements for all critical jobs, not just current job openings
  - Competency templates should be created to ensure a standardized language for critical jobs
  - Lean thinking should be incorporated and time to full productivity from placement should be measured to show how job-ready participants are when placed at employers
  - Needed modifications to the current system include:
    - Move to employer-centered financing with strong worker-based or on-the-job learning
    - Training systems built off of common platforms
    - Assessments and selection points at all stages of the pipeline
    - Built-in incentives for reduced time to full productivity
  - Next steps include:
    - To identify and promote promising practices related to this type of system
    - To identify major challenges to this approach and how we can overcome them
    - To determine the role of the state and local boards within this approach
- Mr. White shared that it is important he gets the opportunity at such meetings to hear what other states are doing and to recognize and thank Governor Snyder for bringing economic and education together as both are critical to ensuring employers have access to appropriate talent

Mr. White briefly reviewed the meeting's agenda and outlined the objectives for the meeting. The objectives for the meeting were:

1. Provide GTIB members with updates concerning the use of information and feedback provided by them at previous meetings; and
2. Obtain feedback from GTIB members regarding a proposed Local Board Engagement Plan.

Finally, Mr. White asked for any public comments prior to proceeding with the agenda. There were none.

#### ACTION ITEM: CONSENT AGENDA

Mr. White outlined the one consent agenda item before the Board: approval of the meeting minutes from the December 2, 2013, Board meeting. He asked if any Board members had questions or comments pertaining to the meeting minutes. Hearing none, Mr. White asked for a motion to approve the December 2, 2013, meeting minutes.

A MOTION was made by Board member William Jones and SUPPORTED by Board member Elaine Wood to approve the meeting minutes. The MOTION was approved unanimously.

#### UPDATES/NEWS FROM WDA

Mr. White introduced Ms. Christine Quinn, Director of the Workforce Development Agency, State of Michigan (WDASOM). Ms. Quinn provided the Board with an update on the agency's activities and initiatives, including:

- An overview of the talent-related highlights in the Governor's recent State of the State address
  - Governor hosting an Economic Summit in March and an Education Summit in April in an effort to connect talent with opportunity and to continue fostering collaboration between educators and the private sector in each of Michigan's prosperity regions
  - Governor working to expand Michigan's economy by welcoming more immigrants
    - Governor signed an Executive Order creating the Michigan Office for New Americans to attract immigrants to the state
    - Governor encouraging Washington to approve Michigan's application to become second state in the nation with state-sponsored EB-5 regional center
  - Governor will present a special message this spring outlining his vision for meeting the needs of Michigan's seniors
    - Message will contain a talent component, which WDA is assisting with
- An update on the state's Youth Internship Initiative
  - Board previously discussed the importance of providing internships for youth
  - State is moving forward with an internship initiative
  - Internships will be highlighted at the Governor's Economic Summit in March
  - Using an employer toolkit developed by the Prima Civitas Foundation
  - Will provide training for local staff using a train-the-trainer approach
- An overview of the Talent Tours taking place around the state for youth

- Talent Tours introduce youth, parents, and teachers to available career paths in their region by offering a behind-the-scenes look at in-demand businesses and industries
- A brief overview of the criteria being used to re-engineer Michigan's talent system
- Highlights from the Skilled Trades Training Fund (STTF) update included in the Board Book

Ms. Quinn introduced Mr. Jason Palmer to the Board. Mr. Palmer is the new Director of the Bureau of Labor Market Information and Strategic Initiatives (BLMISI) within the Michigan Department of Technology, Management, and Budget. The Board approves the BLMISI's annual workforce information grant and report.

Ms. Quinn introduced Mr. Paul Griffith, Executive Director of Michigan Works! West Central. Mr. Griffith spoke briefly about his local area and then introduced Ron Marek from Reed City Tool.

#### SKILLED TRADES TRAINING FUND IMPACT STORY

Ron Marek, Sales/Program Manager at Reed City Tool in Reed City, shared information with Board members concerning his organization's experience with the STTF. Highlights of Mr. Marek's presentation and the ensuing discussion included:

- Reed City Tool makes injection molds and garage door press systems
- Company has experienced several ups and downs economically since its founding in the 1960's
- Company was able to revive its apprenticeship program using a STTF grant
- Company works closely with Ferris State University to ensure their training curriculum meets their needs; partnership does not include an early college program at this time
  - The type of training needed in the tool and die industry has evolved over time
- Reed City Tool needs a skilled workforce in order for the company to rebuild its workforce

Mr. White thanked Mr. Marek for sharing Reed City Tool's story with the Board.

#### LOCAL AREA SPOTLIGHT: CAPITAL AREA MICHIGAN WORKS!

Mr. White introduced Ms. Teri Sand, Business Services Team Leader for Capital Area Michigan Works!, who highlighted local efforts to ensure a talented workforce that meets employer needs in the region. Highlights of Ms. Sand's presentation and the ensuing discussion included:

- Agency covers a three county area in and around Lansing
- Agency's service centers average 1,000 visitors per day
  - Agency utilizes a vast network of partners, including but not limited to, the Lansing Economic Area Partnership, Lansing Community College, the MEDC, and the WDA
- Agency has been providing talent tours for youth for years
- Agency has a very active Education Advisory Group
- Agency customizes its recruiting strategies
  - Utilizes other avenues in addition to Talent Connect
- Agency has filled over 1,000 jobs since last October
- Eighteen local employers received STTF grants

Mr. White thanked Ms. Sand for sharing information with the Board about Capital Area Michigan Works! and its efforts to ensure a talented workforce.

#### UPDATES/NEWS FROM MEDC

Mr. White introduced Ms. Amy Cell, Senior Vice President for Talent Enhancement at the Michigan Economic Development Corporation (MEDC). Ms. Cell provided the Board with a brief update on the following MEDC activities and initiatives, including:

- An update on the Community Ventures program
  - Looking to expand program to new communities
- An update on the MAT<sup>2</sup> program
  - Piloted in 2013; looking to expand in 2014
  - Offering new classes next fall (IT and Design and Visualization)
  - Adding new community colleges as well

Following Ms. Cell's remarks, one Board member mentioned the need to work more closely with the K-12 community in light of the information shared by Reed City Tool and the MEDC.

Mr. White thanked Ms. Quinn and Ms. Cell for updating the Board on the latest developments at the WDASOM and the MEDC.

#### STATE AND LOCAL BOARD COLLABORATION AND ALIGNMENT

Mr. White outlined the Proposed Local Board Engagement Plan included in the Board Book and asked for Board member feedback regarding the plan. Highlights of Mr. White's remarks included:

- At the last quarterly meeting in December, the Board began a discussion regarding state and local board collaboration and alignment
- December's discussion focused on the role of the Board with respect to state and local board collaboration and alignment and expectations for local strategic plan alignment with the Board's vision and mission
- The focus of today's discussion is on designing a local board engagement plan for the Board
  - Board member feedback will be critical to finalizing the plan
- The first step in the proposed Local Board Engagement Plan is to determine Board member local board coverage
  - There are twenty-five local boards located around the state
  - The goal is to have at least one Board member covering each local board
- Once local board coverage has been determined, Board members will be provided a local board information packet assembled by Board staff prior to reaching out to the local board. This packet will contain, at a minimum:
  - A copy of the local board's most recent strategic plan;
  - An overview of the local board's membership composition;
  - Minutes from the local board's last meeting; and
  - A copy of the most recent dashboard for the local Michigan Works! Agency.

- The next step in the proposed plan involves Board members connecting with local board chairs to begin a dialogue
  - This connection will be facilitated by Board staff
  - Discussion points may include the possibility of a meeting and/or the Board member attending/presenting at an upcoming local board meeting
    - A draft “elevator speech” has been developed by Board staff
- Once Board members have met with the local board chair and/or presented at a local board meeting, they should share feedback with Board staff
  - Board staff will compile and share feedback with all Board members
    - Feedback may include:
      - Items requiring follow-up by the Board member or Board staff;
      - Asks of the local board of the state board; and
      - Any commitments made by the Board member.
- Finally, moving forward, Board members should remain actively engaged/in communication with the local board

Highlights of the ensuing discussion included:

- Need to gather info and understand what is going on in the local areas
- Also need to understand policy and standard requirements that need to be set at state level

At the conclusion of the discussion, Mr. White asked Board member Jamie Gaskin to provide a few remarks regarding his experience attending a local board meeting in Flint recently. Highlights of Mr. Gaskin’s remarks included:

- Local board seemed receptive to the information he shared regarding the state board
- Local board members shared with him some of the challenges facing the local area
- He plans to attend local board meetings as often as he is able to

At the conclusion of Mr. Gaskin’s remarks, Mr. White asked Ms. Johnson to walk thru the draft “elevator speech” for Board members. After Ms. Johnson’s presentation, one Board member noted that the draft “elevator speech” should also include information outlining the Board’s charge under the authorizing federal legislation.

#### GTIB PROGRESS REPORT UPDATE

Mr. White asked Ms. Johnson to provide an overview of the updated GTIB Progress Report and to address any questions Board members had regarding the report. The purpose of the report is to measure the Board’s progress toward meeting key goals and objectives. There were no questions from Board members concerning the report. One Board member commented that he liked the new format for the report and that it should be maintained for at least the next couple of quarters.

## CLOSING REMARKS

Mr. White asked for any public comments. The following comments were provided:

Board member Helen Dietrich commented that there is a real problem in Michigan regarding the availability of seasonal agricultural workers. A pipeline needs to be created to fill these jobs. Ms. Dietrich needs someone to point her in the right direction for assistance with addressing this problem.

Donald Kuchnicki from the Telemon Corporation agreed with Ms. Dietrich's comments and offered to connect with her to work on the problem as his organization operates a National Farmworker Jobs Program and has an internship program in collaboration with the Prima Civitas Foundation.

David Smith, a local board chairperson, commented on the Proposed Local Board Engagement Plan discussed during the meeting. He felt the plan as outlined may be a little too prescriptive. There is a difference between engagement and inclusion and perhaps inclusion is a more appropriate term. Local boards need clear standards to shoot for. The bottom line is to meet employer needs.

Mr. White encouraged Board members to fill out the notecards on their tables before leaving so their input may shape the agendas for future meetings. The notecards ask Board members to write down what in their opinion is the essential question that should be answered at every meeting.

Mr. White reminded Board members that meeting evaluations for the Board's quarterly meetings have gone paperless. Board members will receive an email with a link to the evaluation for the meeting. Board members are encouraged to take a few minutes to fill out the evaluation as their feedback is important to shaping the agendas for future meetings.

The Board's next meeting is scheduled for Wednesday, June 11, 2014, from Noon until 3:00 p.m. in Benton Harbor. There being no further discussion, the meeting was adjourned at 2:18 p.m.