

Governor's Talent Investment Board (GTIB) Quarterly Meeting  
June 5, 2012, 10:00 a.m. – 1:00 p.m.  
Detroit Job Corps Center, Wilma R. Martin Gymnasium  
11801 Woodrow Wilson, Detroit

MEMBERS PRESENT:

Nancy Ayres	Linda Forward (for Michael Flanagan)	David Nicholson
Brian Balasia	James Gaskin	Arnie Redsicker
Melanie Brim (for Olga Dazzo)	Nancy Gioia	Paul Smith (for Maura Corrigan)
Melanie Brown (for Steven Hilfinger)	Bing Goei, Vice Chair	Kester So
Brian Burnett	Alan Gocha	Frank Venegas, Jr.
Robert Campau	Katherine Hogan	Gordon White, Jr.
Amy Cell (for Michael Finney)	James Jacobs	Scott Wilkerson
Kimberly Dickens	William Jones	Elaine Wood
Helen Dietrich	Frank Jonna	William Young

MEMBERS ABSENT:

Rep. Jim Ananich	Mark Hackel	Senator Phil Pavlov
David Brule, II	John Hamilton	Mary "Anne" Rosewarne
Timothy Bryan	Senator Dave Hildenbrand	Paul Saginaw
Carl Camden	David Hollister (sent designee)	Jai Shah
Jon Cotton	Mara Magdalena Letica Saad (sent designee)	Rep. Sharon Tyler
Mary Ann Gale	Timothy Leuliette	Zane Walker

WELCOME AND OPENING REMARKS

Gordon White, Jr., Chair, called the meeting to order at 10:00 a.m. and thanked Brian Burnett, his staff, and the students at the Detroit Jobs Corps facility for hosting the meeting. Mr. White provided a few opening remarks. He talked about the GTIB review of the Workforce Investment Act (WIA) State Plan, the Michigan Works! Conference coming up in September, and reviewed the meeting agenda.

DETROIT JOB CORPS CENTER

Mr. Brian Burnett, Executive Director of the Detroit Job Corps, welcomed the Board members and provided a few facts on the Job Corps. He stated there are 125 centers located across the country that are contracted with the Federal government to provide education and training to young adults. The Detroit Jobs Corps is ranked 29<sup>th</sup> in the nation, third in graduate placement, and ranks above the regional and national levels for diploma attainment. The facilities are open 24 hours a day, seven days a week, and the Detroit facility can house up to 280 students. Follow up continues for twelve (12) months after graduation. Mr. Burnett provided statistics for several metrics, including HS and GED completion, literacy, numeracy, graduate placement and earnings, and industry recognized credential attainment.

Q&A:

Q: How long is a typical participant enrolled?

A: It varies by individual, and can be from 6 months up to 2 years, based on the person's ability.

Q: Can you explain how the chart percentages can be over 100%?

A: There is a formula used that includes several variables.

Q: How are participants referred to the program?

A: Referrals come from Michigan Works!, churches, local high schools, and community based organizations. Other methods of outreach include staff networking and local media.

### ACTION ITEM

Mr. Bing Goei, Vice Chair, explained the one action item is the minutes from the March meeting. It was pointed out that on page three under the second bullet the wording should be "since" instead of "sincere".

A MOTION was made by GTIB member Nancy Gioia, and SUPPORTED by GTIB member David Nicholson, to approve the March 5 meeting minutes with the corrected language. The MOTION was approved unanimously.

### REGULATORY UPDATES

Ms. Amy Cell, Senior Vice President, MEDC, provided updates on several items. She stated the HR Advisory Group has met twice and is focusing on skill gap issues. Community college, university, and K-12 representation has been added to the group. A summary of the last meeting was provided to the Board members. Ms. Cell also said on June 26 a forum will be held with education and economic development stakeholders to develop a strategy on how to do a better job with forecasting trends and employer needs that can be shared with educational institutions. A Talent Dashboard was provided to the Board members that gives a snapshot of Michigan's workforce as compared to other states. This Dashboard will be updated periodically as new data becomes available and shared with the GTIB members. In addition, updates on the State Energy Sector Partnership (SESP) Grant and the Jobs, Education, and Training (JET) Program redesign were provided in the pre-meeting materials.

James Durian, Workforce Specialist, MEDC, talked about the concept of field trips. He stated the GTIB is responsible for promoting "continuous improvement" of the workforce system, which can involve oversight of and feedback from local workforce agencies and boards. Staff would help coordinate a visit with a local Michigan Works! Area (MWA) director and/or appropriate staff that could include a tour of a service center, attendance at the local Workforce Development Board (WDB) meeting, and an explanation of the MWA does. The purpose of the field trips would be:

- Get an update/feedback on what the local area is doing and challenges they are facing report back to the GTIB;
- Better understand how the local system works;
- Provide an update to the MWA directors and WDBs on what GTIB is doing, and

- Network with their local area workforce development partners and employers.

Staff will work out a process to get the field trips started.

### TALENT INVESTMENT BOARD VALUE STATEMENT

Mr. White stated the survey questions answered at the end of the March meeting gave the GTIB Executive Committee a framework for the Value Statement. The Value Statement presented to the GTIB is as follows:

This value statement will be the core mission of the GTIB and will inform its work.

The GTIB's **mission** is to help develop a more nimble, innovative, and effective state workforce system.

The Board will provide thought leadership around critical talent gaps and issues and help develop a strategy to ensure a pipeline of talent that will attract and retain businesses in Michigan. This will involve providing recommendations to change career preparation programs to meet those needs.

The GTIB will accomplish this by:

- 1.) Supporting a demand driven workforce system;
- 2.) Assisting the structurally unemployed with lifelong economic success;
- 3.) Advocating for the integration of workforce development into the K-12 school system;  
and
- 4.) Supporting the alignment of economic development with workforce development efforts.

Mr. White asked for comments and feedback on the Value Statement. Several comments included:

- The main derivative of supporting a demand driven workforce system should be to talk about/support promote job growth and innovation. There is a need for more jobs, both short term and long term. The GTIB should be working with others to create more jobs.
- The second bullet should be more around helping the unemployed to achieve financial independence.
- In the last bullet should state "supporting the alignment of workforce development with economic development", since workforce development is a subset of economic development.
- Should the second bullet say K-14?

GTIB members were divided into four tables to discuss one component of the Value Statement, focusing on an initial brainstorm of the Value Statement and what the GTIB could influence.

Table members were asked to identify three recommendations that they could impact in the next year. Sticky dots were used to prioritize the recommendations. (*The highlighted recommendations are the results of the prioritization.*)

## Table Report Out

1. Supporting a demand driven workforce system
  - Improve dialogue between all stakeholders
    - Convening/advocating
  - Develop a demand driven system that is time-frame based
    - Short, mid and long term
    - Must be flexible
  - Support and attract entrepreneurial development
    - Identify key sectors
2. Assisting the structurally unemployed with financial independence
  - Identify employer needs
  - Identify and leverage interested employers
  - Get MI foundations on board
  - Identify best practices around the State of Michigan
3. Advocating for the integration of workforce development into the K-12 school system
  - Lack of funding/time for outside resources
    - Solution: more career prep funds, business helping curriculum, expand middle college/dual enrollment ideas, make schoolwork connect with kids
  - Resistance to change
    - Solution: use more waivers
  - Work with teachers to help them understand business/entrepreneurial world
    - Have teachers and businesses shadow each other and form partnerships
  - Change this statement from K-12 to 7-14?
    - Working on a PK-20 program
4. Supporting the alignment of workforce development with economic development efforts
  - Create a business champion
    - Knowledge point if economic development/workforce
    - Empowered to make decisions
    - Accountable and tied to performance/customer satisfaction
  - Improve communication of tools from MEDC
  - Change organizational culture
    - Environment that is more customer focused
    - Make individual contact more focused
    - Stop being all things to all people

A discussion ensued around changes to the Value Statement. Staff would revise the Value Statement based on notes from the flipcharts. Another draft of the Value Statement would be sent out to the GTIB members for comment. Board members were encouraged to send in comments and revisions, since no comment would be considered concurrence. Sign-up sheets for each of the Value Statement components were available to solicit the interest of the GTIB members for future Board work. Staff would evaluate everyone's interest and the Value Statement would be incorporated into a strategy document, with additional next steps to be developed.

#### HOUSEKEEPING ITEMS

Mr. White asked for public comment but there was none. GTIB members were asked to fill out evaluations, and reminded of the next meeting date and time, September 11, 2012, from 12:30 p.m. – 3:30 p.m. at the Detroit Marriott, in conjunction with the Michigan Works! Conference.

#### LUNCH AND JOB CORPS FACILITY TOUR

During the lunch several Detroit Job Corp students shared how their experiences with the Job Corps helped shape their lives. GTIB members then participated in a tour of the facility.

#### ADJOURN

The meeting was adjourned at 1:00 p.m.

***Approved on September 11, 2012***