



*Governor's Talent Investment Board Meeting*

*Board Book*

*Monday, March 14, 2016*

*10:00 a.m. - 1:00 p.m.*

*Cascade Engineering, Inc.*

*3400 Innovation Court SE*

*Grand Rapids, Michigan*



## Table of Contents

### **Meeting Materials**

Agenda.....	Page 3
December 14, 2015 Draft Meeting Minutes.....	Pages 4-8
GTIB Strategic Intents.....	Pages 9-10
GTIB Committee Guiding Principles.....	Pages 11-12

### **Information Materials**

Current GTIB Roster.....	Pages 13-14
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**Governor's Talent Investment Board (GTIB) Meeting**

**March 14, 2016, 10:00 a.m. – 1:00 p.m.**

Cascade Engineering  
3400 Innovation Court SE  
Grand Rapids, MI

**AGENDA**

- |       |            |   |                                   |
|-------|------------|---|-----------------------------------|
| I.    | 10:00 a.m. | Welcome and Opening Remarks <ul style="list-style-type: none"><li>• Public Comment Opportunity</li></ul>      | Mark Alyea, Chair                 |
| II.   | 10:05 a.m. | Action Item: Consent Agenda <ul style="list-style-type: none"><li>• December 14 Meeting Minutes</li></ul>     | Dennis Argyle,<br>Vice Chair      |
| III.  | 10:10 a.m. | GTIB Committee Breakout Sessions <ul style="list-style-type: none"><li>• Small Group Discussion</li></ul>     | All                               |
| IV.   | 11:20 a.m. | Committee Report Outs <ul style="list-style-type: none"><li>• Next Steps</li></ul>                            | All                               |
| V.    | 12:00 p.m. | Lunch   |                                   |
| VI.   | 12:40 p.m. | Comai's Corner <ul style="list-style-type: none"><li>• News from the Talent Investment Agency (TIA)</li></ul> | Stephanie Comai,<br>Director, TIA |
| VII.  | 12:50 p.m. | Closing Remarks   | Mark Alyea                        |
| VIII. | 1:00 p.m.  | Adjourn   |                                   |

*Next meeting date and time: Monday, June 20, 2016, 10:00 a.m., location TBD*

**Governor's Talent Investment Board (GTIB) Meeting**

**December 14, 2015**

**10:00 a.m. – 1:00 p.m.**

Operating Engineers Local 324 Training Facility  
1550 Howard Street  
Detroit, Michigan

**MEMBERS PRESENT:**

Mark Alyea, Chair  
Dennis Argyle, Vice Chair  
Stephanie Beckhorn  
Thomas Begin  
Michael Brownfield  
Patty Cantu (for Brian Whiston)  
Stephanie Comai  
Tony Day  
Helen Dietrich  
Rey Guzman (for Jamie Clover-Adams)  
Al Haidous  
Senator Ken Horn  
Suzanne Howell  
Marcus James

Darcy Kerr  
Geralyn Lasher (for Nick Lyon)  
Sharon Moffett-Massey  
John Moll  
Don O'Connell  
Jason Palmer  
Doug Parkes  
Bill Peterson  
Adriana Phelan (for Mike Hansen)  
Tony Retaskie  
Brad Rusthoven  
Conan Smith  
Greg Winter  
Mike Zimmer

**MEMBERS NOT PRESENT:**

Paul Arsenault  
Kenyatta Brame  
Jodi Gibson  
Representative Brandt Iden

Tauzzari Robinson  
Zane Walker  
Elaine Wood

**WELCOME AND OPENING REMARKS**

Mark Alyea, Chair, called the meeting to order and stated a quorum was present. Mr. Alyea provided a few opening remarks. He thanked GTIB member Don O'Connell and Operating Engineers Local 324 for hosting the GTIB. He introduced the new GTIB manager Frank Ferro and Governor Snyder's designee Michael Brownfield.

**ACTION ITEM: CONSENT AGENDA**

The consent agenda items included the September 14, 2015 meeting minutes and the Calendar Year 2016 GTIB meeting schedule.

A MOTION was made by GTIB member Douglas Parkes and SUPPORTED by GTIB member Donald O'Connell to approve the Consent Agenda items. The MOTION was approved unanimously.

## A DIALOGUE WITH THE GOVERNOR

Governor Rick Snyder thanked the GTIB members and talked about the importance of their responsibilities. He talked about the need to educate parents and kids on career opportunities for in-demand jobs, and the GTIB's role in helping students and parents understand career opportunities better. He also spoke about the need for better employer transparency when listing open positions and coordinating and improving training options. The Governor ended his comments stating that he needs the GTIB members to be a core group of leaders which can take our message out to 10 million others and he is committed to being a partner with the GTIB. Governor Snyder then took a few questions and comments from the GTIB members:

Q: How can the lack of good counseling available to students ready to enter college be addressed?

Governor Snyder stated career exploration needs to start as early as possible, in middle school. He also provided an example of replacing an elective course in college with career counseling.

Q: The GTIB member backgrounds are all different. What are your expectations from the GTIB? The Governor wants the GTIB to work together, because we want every young person in Michigan to receive great information on what career opportunities are available.

Q: What is the vision for Detroit public schools? The Governor wants to improve the schools, and the focus should be on the kids. The financial issue needs to be solved but has been around for decades. Charter schools should be an option.

Q: How do we encourage entrepreneurs? Governor Snyder stated this is economic gardening. An environment of innovation needs to be encouraged, however the founder or inventor is not the only one and always has a team.

Q: Will there be more funding for community colleges and job training? Governor Snyder said the order of questions should be reversed, and we should first ask what the problem is and what outcomes we are trying to achieve. There has been an increase in skilled trades training funds.

Q: We don't have connection at school with counselors. How can the lack of counselors be addressed? Governor Snyder stated the private sector needs to be more actively involved in the education process, for example career fairs, job shadowing, and talent tours. This should be a public-private partnership, not just relying on government. It's a community thing, and innovation can happen in any area. When you hit a brick wall, step back and ask a question another way.

Q: How can we more engage the K-12 system? Governor Snyder talked about innovative programs and out of the box opportunities, and said the GTIB is an opportunity to innovate.

## GTIB STRATEGIC INTENT

The GTIB Priorities and associated strategies to achieving the priorities were reviewed with the GTIB members by Mr. Alyea and Dennis Argyle, GTIB Vice-Chair, to help the members understand the context of each of the strategies. Priority #1 to educate students, parents, job seekers, teachers, counselors and administrators about local in-demand careers and prepare students for those careers focuses on the K-12 system. Priority #2 to expand awareness of and access to adult learning opportunities to qualify for local in-demand careers focuses on adult learners. Examples included Adult Basic Education (ABE), work-based learning, and industry retraining.

Work groups will form around each of the strategies:

- Increase career options for middle school and high school students
- Require state education and training funds to prepare students for local in-demand jobs
- Improve work-based learning opportunities for students age 16 and older
- Align high school and community college curriculums to provide career ready graduates
- Require all state-funded career skill training programs to justify and share state purchased assets
- Expand access to CTE-type training for rural and other students who do not currently have access to secondary CTE programs
- Improve performance and accountability of the Unemployment Insurance (UI) system and its coordination with Michigan Works!

GTIB members were asked to indicate which of the strategies they would like to work on by submitting a Strategy Selection Form. Work groups will be formed based on the preferences submitted. Comments regarding the priorities included:

- The list of strategies are symptoms of a misaligned system. The focus should be on making the entire system more aligned and accountable for a student's success. Innovation should be encouraged while removing restrictions and regulations. An example is better alignment of high school and community college by funding dual enrollment by the state. Although CTE is now allowable under dual enrollment, there is a disincentive for school districts to send students to dual enrollment programs because it comes out of their allowance. If the state funded dual enrollment, both sides would be working towards the same goal. In addition, many of the dual enrollment courses are not being transferred to a program of study at a university.
- There should be a focus on proper outcomes that we want to achieve and accountable metrics.
- Employers are looking for kids with the right knowledge, the right skills, and the right motivation; people lack the motivation to persevere.
- Vocational rehabilitation can work with the general population, but starting kids earlier is much better. When we work directly with employers, we do a better job customizing jobs and getting students motivated.

#### ACTION ITEM: UNIFIED STATE PLAN

Krista Johnson, Workforce Development Agency (WDA), provided a broad overview of the State Plan and planning process. GTIB members were provided an Executive Summary. The Workforce Innovation and Opportunity Act (WIOA) of 2014 requires the Governors of each state to submit a unified state plan to the US Secretary of Labor in order to receive funding. Ms. Johnson talked about the vision for Michigan's talent development system. She stated the strategies outlined in the plan include a demand-driven strategy around key industry sectors, a talent development strategy, and strategies for youth, adult learners, and employers.

The plan will be posted for public comment for 30 days, and will be submitted to the US Department of Labor and the US Department of Education in March. GTIB members were asked to provide comments and feedback, which included:

- When asked about coverage for veterans, it was indicated full details would be included in the final draft of the plan.
- Ms. Johnson stated the WDA is looking to make sure the right strategies are put into place to implement the Governor's vision when asked if this was the guiding document for the GTIB.
- This is Michigan's plan for the next four years, but for the first time other partners have been brought together to collaborate. The Unified State Plan begins to address the barriers between state agencies.
- Direction is fuzzy; it makes me nervous when we label program names and chase funds; the direction is lost because tactical things like funding is accomplished; would prefer to be more straight forward on what is intended.
- Perhaps a one page document with desired outcomes and tactics to accomplish could be drafted.

A MOTION was made by GTIB member Greg Winter, and SUPPORTED by GTIB member Marcus James, to approve the strategies set forth in the Unified State Plan. The MOTION was approved unanimously.

ACTION ITEM: CERTIFICATION CRITERIA FOR MICHIGAN WORKS! SERVICE CENTERS (MWSCs)

Sue Ann Searles, WDA, talked about the requirements for one-stop certification under the WIOA and provided information on the history of one-stop certification in Michigan. The policy was drafted based on minimum standards, criteria from the previous policy, the WIOA, guidance from USDOL, and research from other states. Ninety percent of the criteria in the policy is required by law. She stated Michigan Works! Agencies (MWAs) and local areas would be evaluated on effectiveness and continuous improvement, and how well they provide services to customers. The policy was shared with the Michigan Works! system partners, local Workforce Development Board chairs, and Local Elected Officials for review and comment.

Local areas will set performance measures for their areas above and beyond what is required under the WIOA. A discussion on the performance measures ensued. Comments included:

- We should give guidance on the performance measures;
- Currently, local boards would set the performance measures and include in their local plans;
- Would prefer to leave the metric setting to the regional boards;
- Would hate to see an aggressive board set goals and then fall short and get penalized.

Other questions and comments:

- When asked about budgetary implications regarding the implementation of the policy, it was indicated this question was not asked during the Michigan Works! system review period.
- A question was asked that pertained to non-compliance. MWSCs not meeting the criteria in the policy will not be certified until the criteria is met. Based on this feedback, a process for non-compliance would be included in the final policy issuance.
- Under the policy, how are one-stops measured for addressing the at-risk population? Strategies for at-risk populations and associated measures would be included in the local or regional plan.
- It is suggested that a small range below is acceptable if a MWSC does not meet a particular goal.

The relevancy of reviewing and approving the policy to the day's activities was questioned. Staff explained the WIOA requires the GTIB to approve the certification criteria in the policy. As requested, staff would list the ten percent of the criteria from the policy that is not required by law and share with the GTIB members.

A MOTION was made by GTIB member Bill Peterson, and SUPPORTED by GTIB member Marcus James, to approve the Certification Criteria for MWSCs Policy Issuance. The MOTION was approved unanimously.

#### COMAI'S CORNER

Stephanie Comai, Director, Talent Investment Agency (TIA), shared information on the accomplishments of the TIA in the past year. She talked about training workers for in-demand jobs, apprenticeships, new funding awarded to the agency, education program statistics, raising awareness for the skilled trades, meeting federal requirements, and the reduction of the taxable wage base. Ms. Comai also stated the Governor's Education and Economic Summit would be held on March 15, 2016 in Grand Rapids. A few complimentary tickets would be available to GTIB members. If interested please contact GTIB staff.

Stephanie Beckhorn, Acting Director, WDA, provided an update on the strategic plan requirements for Section 61(b) of the FY 2016 School Aid Act that included \$10 million for career and technical education/middle college programs. Based on feedback from the GTIB members, the following components were required:

- Strategy to annually engage employers;
- Develop and outreach strategy to identify opportunities for job shadowing, co-ops, internships, apprenticeships and Talent Tours for participating students;
- Develop an outreach strategy to identify employers for placement of students;
- Identify a process to continually evaluate student needs; and
- A vision on how the early/middle college program aligns with other educational/training programs in the region.

Mr. Alyea reminded the GTIB members of the next meeting date: March 14, 2016 at a location in Grand Rapids TBD.

There being no further comments, the meeting was adjourned at 1:05 p.m.



## **Governor's Talent Investment Board (GTIB) Strategic Intent**

The following GTIB Strategic Priorities were drafted based on comments made during the quarterly GTIB meeting on 9/14/15 and further revised following the 10/27/15 GTIB Executive Committee meeting.

(Please note that bullet points are intended to demonstrate examples of things to be considered under each item.)

### **Priority #1: (K-12)**

Educate students, parents, job seekers, teachers, counselors and administrators about local in-demand careers and prepare students for those careers.

### **Priority #2: (Adult Learners)**

Expand awareness of and access to adult learning opportunities to qualify for local in-demand careers. (For example: Adult Basic Education (ABE), work-based learning, industry retraining, etc.)

Strategies to Accomplish the Priorities:

1. Increase career options for middle school and high school students.
  - Provide career exposure at an earlier age in school – beginning at ages 10-12.
  - Demonstrate alignment with in-demand jobs locally.
  - Include promotional activities to encourage advanced skills careers.
2. Prioritize state education and training funds to prepare students for local in-demand jobs.
  - Develop state policy to require Career and Technical Education (CTE) and Career Center programs to provide evidence of local “in-demand” jobs alignment.
  - Demonstrate local business engagement.
  - State should oversee in-demand data validity.
3. Improve work-based learning opportunities for students age 16 and older.
  - Develop state policy and/or law to allow students age 16 and older to participate in work experience positions in the private sector that include hands-on job activity.
  - Work with job providers to develop list of “hands on job” activities to be fixed.
  - Work with the State and U.S. Department of Labor/OSHA to identify changes to be made.

4. Align high school and community college curriculums to provide career ready graduates.
  - Establish state policy that requires and incentivizes greater continuity between high school and community college curriculums, with particular emphasis on expansion of Early & Middle College programming.
  - Identify career readiness gaps in the continuity between high school and community college curriculums.
  - Implement governance body/metrics/identifiers to oversee continuity between high school and community college system to better align the two systems.
  - Identify desired skill set employers need from community college graduates.
  - Meet with community college leadership to introduce them to the identified skill set.
  - Consider unintended consequences of community college effectiveness & outcome measures.
5. Require all state-funded career skill training programs to justify and share State purchased assets.
  - State funded assets should require sharing of use and coordination of programs with a focus toward “employment ready” outcomes.
  - State funded assets should be available for training of all career skilled training for K-12/community college/adult education/Michigan Works!.
  - State funding applications must demonstrate local business engagement.
6. Expand access to CTE-type training for rural and other students who do not currently have access to secondary CTE programs.
  - Research ways to provide hybrid training system for rural and other students (students not physically close to “career training” assets, either at high school or community college).
  - Review Australian outback model of hybrid of online training, hands-on experiences, distance learning, local employer engagement, mobile asset trailer, GoTo Meeting interface between teacher and remote students.
  - Implement existing, proven model that best fits Michigan, rather than creating a new system.
7. Improve performance and accountability of the Unemployment Insurance (UI) system and its coordination with Michigan Works!
  - Support the Michigan Works! proposal for reforming UI.
  - Develop accountability and feedback metrics for the “return to work” requirement associated with receiving UI.
  - Implement accountability for job seekers receiving Michigan Works! benefits or UI to employer responses from job interviews.
    1. Drug test outcomes?
    2. Pre-employment interview readiness, punctuality, attitude?



### **Guidance for Strategy Implementation**

The following questions are intended to be a launching point to get committees started on how to design a plan of implementation. There will be other items to note that will be unique to each strategy, so please feel free to add whatever issues to this list so the scope and complexity of each strategy is clearly understood.

1. Is there legislation that will need to be introduced in order to implement this strategy?
2. Does it appear to be consistent with the Governor's intent?
3. What other groups have a vested interest in this strategy, and on what basis should they be approached/included?
4. What costs are likely be incurred to implement this strategy?
5. What other unique issues have you run into while researching the possibilities of implementing this strategy?
6. Are there any Federal barriers to making progress on this strategy?
7. What should we expect in terms of time to implement?
8. Who will implement the recommendations that are made?
9. What are the symptoms of "completion" that we can monitor?

### **Committee Operations**

In order to accomplish their individual responsibilities, GTIB committees will:

- Convene at least once in between GTIB quarterly meetings
- Keep minutes of each meeting
- Provide verbal and written updates at each GTIB quarterly meeting

### **Committee Staffing**

GTIB Committees are supported by WDA staff. Each committee will be assigned a Subject Matter Expert (SME) that may include adjunct staff from across departments that are

represented on the Board. Committee staff support responsibilities includes, but is not limited to:

- Ensuring the Committee is actively engaged and does work that is both important and effective.
- Provide data research and trend analysis necessary to support strategy/policy development and new initiative exploration.
- Managing all clerical, administrative, and logistical functions of the committee.
- The SMEs will provide expertise, assist in keeping the committee on target, take notes, and assist in recommendation development and/or work product.

### **GTIB Committee Meeting Guiding Principles**

**Be willing to reach consensus.** Keep an open mind that there probably is an acceptable decision that everyone can support, even if some degree of compromise is required.

**Respect the agenda.** Make sure the agenda details which items are listed for discussion, and which items involve decisions. Plan how much time is targeted for each item to make sure the meeting is finished in a respectable time frame.

**Listen actively to others.** Listen to understand what is being said. Do not “pretend” to listen while you are thinking of how to respond to statements others have made.

**No one-on-one side meetings or conversations.** This is really distracting. Essential discussion is meant for everyone!

**Manage your own input – no long speeches.** Be clear in thought when you have opportunity to give your opinion.

**Do not interrupt other participants.** Be respectful to others, as you would expect the same for yourself.

**Leave the meeting with a clear sense of next steps.** Make notes of who is responsible to do what and by when! Include this information in meeting minutes.

**Discussions will be treated as confidential as appropriate.**

**Once consensus has been reached, support group decisions and actions.** Do not leave the meeting after decisions have been made and talk about how your idea was the better one.

## GOVERNOR'S TALENT INVESTMENT BOARD

**Mark Alyea, Chair**

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(Business)

**Dennis Argyle, Vice Chair**

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Knight Facilities Management, Inc.  
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Concepts Consulting  
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**Stephanie Beckhorn, Acting Director**

Workforce Development Agency  
(State Agency- core programs)

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**Kenyatta Brame, Executive Vice**

President  
Cascade Engineering  
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**Michael Brownfield, Deputy Director**

of Strategy  
Office of Governor Rick Snyder  
(Governor Snyder Designee)

**Jamie Clover Adams, Director**

Dept. of Agriculture  
Department of Agriculture and Rural Development  
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**Stephanie Comai, Director**

Talent Investment Agency  
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**Tony Day, Council Sergeant at Arms**

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**Sharon Moffett-Massey, Director**  
Unemployment Insurance Agency  
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**John Moll, CEO**  
Gemini Group  
(Business)

**Donald O'Connell, Executive Director**  
Operating Engineers Local 324  
(Labor/Apprenticeships)

**Jason Palmer, Bureau Director**  
Bureau of Labor Market Information  
and Strategic Initiatives/Department  
of Technology, Management, and  
Budget  
(Advisor)

**Douglas Parkes**  
Kellie's Hallmark Shop  
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United Auto Workers  
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**Tony Retaskie, Executive Director**  
Upper Peninsula Construction Council  
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**Tauzzari Robinson, CEO**  
The Boys and Girls Clubs of Greater  
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Manager  
Franchino Mold and Engineering  
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**Conan Smith, Washtenaw County**  
Commissioner  
Washtenaw County District 9  
(Chief Elected Official)

**Zane Walker, President**  
Michigan State Building and  
Construction Trades Council  
(Labor Organization)

**Brian Whiston, State Superintendent**  
Michigan Department of Education  
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Omni Metalcraft Corporation  
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