

Governor's Talent Investment Board (GTIB) Meeting
September 11, 2012, 1:30 p.m. – 3:30 p.m.
Detroit Marriott at the Renaissance Center
400 Renaissance Drive, Detroit
LaSalle Meeting Rooms A & B

MEMBERS PRESENT:

Nancy Ayres	Alan Gocha	Arnold Redsicker
Brian Burnett (via phone)	Bing Goei, Vice Chair	Paul Saginaw
Robert Campau	Steven Hilfinger	Paul Smith (for Maura Corrigan)
Kimberly Dickens	Katherine Hogan	Kester So
Helen Dietrich (via phone)	James Jacobs	Frank Venegas, Jr.
Michael Finney	William Jones	Gordon White, Jr., Chair
Mary Ann Gale	Frank Jonna	Scott Wilkerson
James Gaskin	Mara Magdalena Letica Saad	Elaine Wood
Nancy Gioia	David Nicholson	

MEMBERS ABSENT:

Representative Jim Ananich	Tony Day	Senator Phil Pavlov
Brian Balasia	Mike Flanagan	Mary "Anne" Rosewarne
David Brule, II	Mark Hackel	Jai Shah
Timothy Bryan	Jim Haveman	Representative Sharon Tyler
Carl Camden	Senator Dave Hildenbrand	Zane Walker
Jon Cotton	David Hollister	William Young

WELCOME AND OPENING REMARKS

Gordon White, Jr., Chair, called the meeting to order at 1:30 p.m. Mr. White provided a few opening remarks. He thanked the Michigan Works! Association for providing the opportunity to have the GTIB meeting in conjunction with their conference. He talked about his participation at the National Governor's Association State Workforce Board Chairs meeting. He said a presentation on Washington's cluster approach was the most valuable, and their successful strategies would be helpful to our state. He then stated the order of a few of the agenda items would be changed to provide additional time to obtain a quorum for voting purposes. Updates and News would be provided before the Action Items.

UPDATES/NEWS

Ms. Amy Cell, Senior Vice President, Talent Enhancement, Michigan Economic Development Corporation (MEDC), talked about Phase II of the Pure Michigan Talent Connect, a dual education system pilot, and the focus of the HR Advisory Group. She stated Phase II of the Pure Michigan Talent Connect would combine the state's labor exchange system, the Michigan Talent Bank, with the Job Portal into one

system. This will provide the whole system the ability to work more effectively by including more functionality improvements, better matching of positions for employers, as well as the ability to create back end reports for workforce professionals. Ms. Cell talked about a dual education pilot modeled after the career preparation system in Germany. A pilot focusing on Mechantronics will be launched in June of 2013. She also stated the HR Advisory Group had been focused on college affordability and soft skills, with a recent report from the Southeast Michigan Council of Governments (SEMCOG) on soft skills presented to the group.

At 1: 45 p.m., Mr. Sante Perrelli, Attorney General's Office, State of Michigan, stated the meeting could not continue until a quorum was present. The meeting was officially recessed for 10 minutes until additional GTIB members arrived, and/or were available via a conference line. The meeting was reconvened at 1:55 p.m.

Ms. Christine Quinn, Director, Workforce Development Agency (WDA), talked about performance dashboards and provided an update on the Jobs, Education, and Training (JET) program. She stated currently there are various performance measures and dashboards that she is planning on rolling up into one scorecard. She said there are seventeen Workforce Investment Act (WIA) performance measures that are required by federal legislation, and that preliminary numbers show that all twenty-five Michigan Works! Agencies (MWAs) have met or exceeded these measures. Ms. Quinn also stated the preliminary numbers for the work participation rate for the JET program for the month of July are 48.4%, which is very good news. Ms. Quinn shared the MWA dashboard. She stated tracking the number visits to the Michigan Works! Service Centers (MWSCs) and how to measure the services provided through the MWSCs would be a future metric, as well as measuring services to employers. A question was asked as to whether tracking the number of people actively looking for jobs was measured. Ms. Quinn stated this was something she would consider.

Ms. Janet Howard, Deputy Director, WDA, provided information on the WDA's Urban Initiatives. She stated the WDA is taking a strategic approach to focus on workforce development in urban areas, and will be developing a process that can serve as a template to use statewide.

ACTION ITEMS

Mr. Bing Goei, Vice Chair, explained the consent agenda items includes the minutes from the June 5 meeting and the GTIB Vision Statement.

A MOTION was made by GTIB member Nancy Ayres and SUPPORTED by GTIB member Paul Saginaw to approve the consent agenda items. The MOTION was approved unanimously.

Mr. Goei stated the two State Plans were next on the Action Item list. He added reviewing and approving the State Plans was one of the most important regulatory responsibilities of the GTIB. The Program Year (PY) 2012-2015 Senior Community Service Employment Program (SCSEP) State Plan was first to be approved.

Laura McMurtry from the Office of Services to the Aging was available via the conference line for questions. Mr. Goei asked if there were any comments or questions on the SCSEP State Plan. It was asked if the SCSEP State Plan was being approved in its draft form, and it was explained that GTIB members were voting on what was before them. It was then asked if the SCSEP State Plan was revised in any way since reviewed by the GTIB members. Ms. McMurtry stated only minor grammatical changes were made to the SCSEP State Plan.

A MOTION was made by GTIB member Elaine Wood and SUPPORTED by GTIB member Nancy Gioia to approve the PY 2012-2015 SCSEP State Plan. The MOTION was approved unanimously.

Mr. Goei stated staffs from the WDA were available to answer any questions regarding the PY 2012-2016 WIA/Wagner-Peyser (WP) State Plan. Mr. Goei asked if there were any questions or comments on the WIA/WP State Plan. Mr. Mike Pohnl, Deputy Director, WDA, said in the Executive Summary it was stated that WIA funding is distributed to the MEDC when it should state WIA funding is distributed to the Michigan Strategic Fund. GTIB members would approve the WIA/WP State Plan with that change as noted. Staffs were complimented on the well explained summary of comments and questions.

A MOTION was made by GTIB member Kester So and SUPPORTED by GTIB member Mara Letica Saad to approve the PY 2012-2016 WIA/WP State Plan with the stated revisions. The MOTION was approved unanimously.

GTIB members would be apprised of the status of the approval of the State Plans by US Department of Labor (USDOL) at the December meeting.

A DEMAND DRIVEN SYSTEM

Ms. Quinn explained in a demand driven system what employers are saying, what trends they are seeing and their workforce needs are what drives the system. She stated employers should be a part of the development of training to meet those needs. Best practices of employers being served locally would be shared.

Ed Oberski, Director of the Great Lakes Bay Michigan Works!, talked about the Great Lakes Bay Fast Start Program as an example. He stated Fast Start is a partnership between Great Lakes Bay Michigan Works!, Delta College, and area employers to address a shortage of skilled chemical process technicians in the chemical industry. Industry needs were not being met for frontline chemical plant operators so local employers worked with Delta College to develop a curriculum, with classes only run to meet hiring needs. Since 2008 eight classes have been run with a 90% completion rate and high placement rates. Turnover rates for local employers have been nonexistent and the hiring demand for chemical processors has been satisfied 100%. Fast Start has been expanded to advanced battery and solar, and most recently business support. This has also been used as an economic development tool advertising the workforce can be customized to meet industry needs.

Q&A

Q: Is this curriculum transferable and/or being shared with other parts of the state?

A: This training model can be shared and there is no proprietary ownership. An added bonus is the program can be run outside the regular academic schedule, such as weekends. Regional employers should drive the curriculum. The Michigan Works! system is set up to replicate this program statewide.

Q: What is the wage range for these jobs?

A: Starting pay for chemical processors is \$40,000, and solar processing starts at \$32,000.

Jim Lautenschleger, South Central Michigan Works!, provided information about effective business and community partnerships in the South Central region of the state. He stated the region was challenged with a shrinking pool of talent in manufacturing as the industry recovers, especially for welding and CNC operators. Job candidates are now actively recruited, with employers setting curriculum and basic job requirements. A shortage of training funds also posed challenges, so all partners were brought to the table to address the challenges moving forward. The concept of a strategic training fund leveraging local resources was developed by the education and workforce partners to provide more flexibility in training. Employers could draw from the fund, and job seekers would apply like a scholarship.

The components of a demand driven system include identifying the demand from employers, understanding the skills/supply available, bringing these two components together to identify any gaps, and then training to fill those gaps.

GTIB VISION STATEMENT BREAKOUTS

Mr. White stated today the GTIB approved a Vision Statement that will guide what we focus on for the next year. A portion of each quarterly meeting will be devoted to the strategies in the Vision Statement. GTIB members broke into four separate groups to drill down further into the strategies of the Vision Statement:

- Supporting a demand driven workforce system.
- Assisting the structurally unemployed with financial independence.
- Advocating for the integration of workforce development into the K-12 school system.
- Supporting the alignment of workforce development with economic development efforts.

Subject Matter Experts (SMEs) facilitated the table discussions.

Mr. White explained that due to time constraints, each table would not report out, and updates would be provided at the next meeting.

HOUSEKEEPING ITEMS

Mr. White asked for public comment, and stated there were individuals who submitted a request for public comment but had left the meeting. A letter addressed to the GTIB was submitted. A summary of

the letter and response will be provided to the GTIB. Mr. White reminded GTIB members about the field trips, and stated a few power point slides and talking points would be developed to assist the GTIB members in their visits. He also stated a weekly Workforce Update from the National Governor's Association Center for Best Practices would soon be forwarded to the GTIB members in an effort to share relevant workforce news and information from across the country.

Ms. Elaine Wood stated one of the four components of the GTIB Vision statement was supporting the alignment of workforce development with economic development efforts. She said the twenty-five MWAS have voted and agreed to form ten talent districts that coincide with the ten economic development regions across the state. This will better align cluster work, training strategies and the identification of demand in communities. This concept has just been approved and will be refined as it moves along.

The next meeting is scheduled for Thursday, December 6, 2012 at 10:00 at the Lansing Community College MTEC.

There being no further discussion, the meeting was adjourned at 3:30 p.m.

Approved December 6, 2012.