

Governor’s Talent Investment Board (GTIB) Meeting

September 14, 2015

10:00 a.m. – 1:00 p.m.

FireKeepers Casino, MBish Ballroom A
11177 East Michigan Avenue
Battle Creek, Michigan

MEMBERS PRESENT:

Mark Alyea, Chair	Representative Brandt Iden
Dennis Argyle, Vice Chair	Darcy Kerr
Paul Arsenault	Sharon Moffett-Massey
Kenyatta Brame	John Moll
Stephanie Comai	Donald O’Connell
Tony Day	Jason Palmer
Helen Dietrich	Douglas Parkes
Jodi Gibson	William Peterson
Rey Guzman (for Jamie Clover Adams)	Tony Retaskie
Al Haidous	Brad Rusthoven
Alisande Henry (for Brian Whiston)	Gregory Winter
Senator Ken Horn	Elaine Wood

MEMBERS NOT PRESENT:

Thomas Begin	Christine Quinn
Mike Hansen	Tauzzari Robinson
Suzanne Howell	Zane Walker
Nick Lyon	Mike Zimmer

WELCOME AND OPENING REMARKS

Mr. 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 Tony Day and FireKeepers Casino for hosting the GTIB. He welcomed new GTIB advisory members Jason Palmer, Director of the Bureau of Labor Market Information and Strategic Initiatives (BLMISI), Sharon Moffett-Massey, Director of the Unemployment Insurance Agency (UIA), and Mike Hansen, President of the Michigan Community College Association. Mr. Alyea provided an opportunity for public comment. GTIB member Conan Smith stated his local Michigan Works! area just consolidated with two others and he is pleased with their progress.

ACTION ITEM: CONSENT AGENDA

The consent agenda items included the June 15, 2015 meeting minutes. GTIB member Tony Retaskie stated he would like to have “ironworkers” removed from his bio paragraph.

A MOTION was made by GTIB member Kenyatta Smith and SUPPORTED by GTIB member Donald O'Connell to approve the June 15, 2015 meeting minutes with the proposed change. The MOTION was approved unanimously.

RECENT LABOR MARKET TRENDS IN MICHIGAN

Mr. Alyea invited Mr. Jason Palmer, Director, BLMISI/Department of Technology, Management and Budget (DTMB) to talk about labor market trends in Michigan. Mr. Palmer introduced his staff. He then stated the BLMISI is the official source of demographic and labor market information in Michigan and the surrounding region. The BLMISI administers the state's federal-state cooperative programs with the Bureau of Labor Statistics (BLS) and Census Bureau and produces information and analysis through grants from the U.S. Department of Labor (USDOL) and from partner agencies in Michigan.

Mr. Palmer talked about the positive economic growth in Michigan since 2010, including:

- The industries the economic activity is concentrated in,
- Jobless rates that reflect economic downturns and recoveries,
- The welcome news of three consecutive years for population growth in Michigan,
 - While the population should increase in Michigan, the growth will be slower than the growth seen nationally,
- The population is, among many other important things, the basis for the labor force,
- 2012 was a turning point for labor markets, with jobless rates declining with growing participation,
- Labor market participation/employment is going up as a result of job creation,
- State payrolls climbed over 360 thousand or 11.2 % during the economic recovery (2009-2014),
- While Michigan's industries are looking up, there still is a way to go,
- Most industries showing growth today were beaten up during the recession-some badly,
- By 2022 industry employment should expand 8.7% in Michigan, and
- What types of workers will be demanded by industry.

Mr. Palmer also shared a few concerns: long-term unemployment remains elevated; labor underutilization is not very well understood, but should be watched; labor force participation rates are difficult to move, but should be looked at with other measures; and labor force participation rates are projected to decline due to an aging population. A demonstration of a new Fast Facts Portal was provided. The portal was developed in an effort to make data more accessible.

GTIB member Stephanie Comai, Director of the Talent Investment Agency (TIA), stated she is a huge fan of Jason, his staff and their work.

61(b) CTE EARLY/MIDDLE COLLEGE FUNDING

Mr. Alyea introduced Ms. Kate Kisil, WDA, who provided information on the 61(b) CTE Early/Middle college grant. She stated a new section was added to the School Aid Act that provides for \$10 million in funding. This grant is for intermediate school districts (ISDs) across the state that have or would like to start an early/middle college with state approved CTE programs. In order to receive funds, the ISDs

must work in collaboration with the Talent District Career Councils to determine the early/middle college programs to offer. Ms. Kisil stated she is looking for feedback on the strategic plan requirements for this grant to ensure local ISDs have the necessary partnerships, strategies and measures in place to make certain the funds awarded for programs will have the most impact. Discussion questions were included in the Board Book. The first question asked what employer role could be most advantageous in the CTE early/middle college programs.

Mr. Alyea provided an example of a situation in Jackson County where employers were disengaged. It was suggested kids get college credit while still in high school and have employers help pay for this. This was an example of how to utilize the \$10 million in funding by having an employer pay for 50% of these costs with a match from the newly available funding. Additional comments included:

- Informing people is necessary; organizations need to share information with the ISDs, parents, students, etc. and let them know what they do. Get information out there and let people be aware of all of the programs; communication is important.
- Make sure the educators, Michigan Works! Agencies (MWAs) and others are informed; high schools, community colleges, etc. need to know what is out there for them through workshops, career fairs and sharing success stories; would like to see this funding go cross-sector style and make sure everyone is involved, MWAs, colleges, high schools and whatever collaboration it takes to make it happen; funding can be targeted to requirements to ensure a cross-sector relationship.
- The Detroit Public Schools and the OE24 Training Center work together, so funding is not just given to an employer, but to the needs of an entire industry; not everyone goes to college, so there needs to be alternatives.
- Blended learning, hands on work experience and formal apprenticeships are all good; students would benefit from having a relationship and engaging with a company while in college or trade school.
- There is agreement with employers being responsible for opening their doors and engaging students; approaching from an industry standpoint is the way to go; branding, experience and partnering with the schools.

A short survey was sent to the GTIB members after the meeting that included the remainder of the questions as time did not allow for a full discussion of all questions during the meeting.

WDA CURRENT MEASURES

Mr. Alyea introduced Ms. Stephanie Beckhorn, WDA , to talk about the Agency's metrics. Ms. Beckhorn stated there are many metrics the WDA tracks due to federal requirements. These metrics include broad categories such as job attainment, job retention, average earnings, credential attainment, measurable skill gain, and employer satisfaction with MWA services and the UIA. Under the Workforce Innovation and Opportunity Act (WIOA) these same broad metrics will be tracked by states, and these metrics will be applicable to other programs as well, such as the Trade Act of 2015.

Mr. Joseph Billig was introduced as the new WDA Director for the Office of Talent Policy and Planning. In his new role, he will oversee programs under WIOA Titles I and III and the Trade Act, among others. Ms. Beckhorn then talked about the Governor's metrics found in the [MIDashboard](#). Relevant to the GTIB members would be the [Talent Dashboard](#) including STEM connections, new apprenticeships, CTE placements, internships, and welfare to work participation. Under the new Department of Talent and Economic Development a new Talent Dashboard is currently being worked on.

Mr. Alyea asked Ms. Beckhorn for her recommendation on obtaining some global metrics for what the WDA tracks and what kind of an impact GTIB could make. How does the GTIB measure itself as a Board; is it unemployment for example? The Board would like to see where the metrics stand right now, and what is the big picture that we are trying to accomplish. Ms. Beckhorn indicated this could be narrowed down to four or five major items and review and discussion could be a standing agenda item.

GTIB PRIORITIES

Mr. Alyea asked the GTIB members what should the Board be aware of regarding setting their priorities; what is important, what federal funding is factored in, what is required by the State. How can engagement with the K-12 education system be stepped up? Mr. Alyea stated there is a lot to do with K-12 and community colleges. A discussion ensued around the priorities of the GTIB. Comments and common themes included:

K-12

- Increase employer engagement with the K-12 system (so we end up with the workforce we want/need);
- Need K-12 programming integration with employers; make employers partners, not add another requirement on employers; maybe use Section 61(b) funds to accomplish;
- Students, and their parents, need to understand the relevance of what is learned in school to the job market:
 - Tours, internships, Manufacturing Day;
- Make connection between business and education at the junior high, high school, and college level;
- How do we infuse K-12 education with work-related application and experience? The state can't afford to lose any more young people with the current demographics.
- Need to invest in CTE programs at the high school level; modern equipment is needed, as well as relevant programming, interested students and curriculums;
- The MDE is looking for input on making Michigan a top ten state in education. A short questionnaire is available until November 1st on the MDE website: www.michigan.gov/top10in10.

K-12 Metrics

- The metrics that schools are driven by are not always aligned with what employers need in the workforce (rewards and incentives misaligned with employer needs);
- Education metrics need an employment metric (education dashboard).

Career Pathways

- Put career pathways back into middle school and high school levels, so kids can see the relevancy; state provide framework to the K-12 system;
- Career Pathways training is need for teachers, counselors.

Community Colleges

- Revise community college board structure to ensure accountability to employers and community; again, engagement needs to happen;
- What would the education system look like if colleges were prohibited from offering remedial education? Are we trying to solve the right problems?

Other Comments:

- The State needs to incentivize working together (schools, employers, workforce system, etc.);
- Increase gross output per region; let regions figure out how to do individually;
- Businesses struggle to get entrepreneurial talent too, and engineers; how can we address this?

COMAI'S CORNER

Ms. Stephanie Comai, Director, Talent Investment Agency (TIA) provided an update. Ms. Comai congratulated GTIB member Bill Peterson and MWA Director Greg Pitoniak on their award of apprenticeship funding. She also stated all MWAs have filed for their local designation, and effective October 1st there will be 16 MWA regions down from twenty-four currently. The western part of the state had the biggest consolidation, and will have an additional \$1 million to provide direct services to customers. Ms. Comai thanked MWA Director Jacob Maas for his leadership during the consolidation.

The Governor's Education and Economic Summit will be held in Grand Rapids on March 15-16, 2016. GTIB members will be invited. The focus of the conference will be "Talent".

The agency will be updating the messaging parents receive regarding careers and the skills needed. A marketing campaign will be developed but this will require some additional funding. The department is also looking at opportunities on how to figure out how to pass the information along to students to keep them in Michigan. There are ideas to shadow the Pure Michigan campaign.

CLOSING REMARKS

Mr. Alyea reminded everyone about the Michigan Works! Conference on October 4-6, 2015. Anyone interested can contact Board staff and they will be happy to assist with registration. He also reminded GTIB members to visit their local Michigan Works! Service Center and attend a Workforce Development Board meeting. For those who have already done so please notify staff.

Participation on the GTIB could prompt questions from the media. Media requests should be referred to the GTIB Chair, who will then refer to the TIA for response. It was agreed there should be a unified response to press requests; however, GTIB members would benefit from one or two bullet points from each meeting that summarizes the key take-away from the meeting. This will enable the GTIB members to be consistent in their messaging regarding the GTIB when they speak with colleagues, neighbors, industry groups, etc.

The next meeting will be held on December 14, 2015 from 10:00 a.m. until 1:00 p.m. at the Operating Engineers Local 324 Training Facility in Detroit.

There being no further comments, the meeting was adjourned at 12:47 p.m.