

Governor's Talent Investment Board Quarterly Meeting
Meeting Minutes
June 11, 2014, Noon – 3:00 p.m.
Michigan Works! Resource Center
499 West Main Street, Benton Harbor

MEMBERS PRESENT:

Dennis Argyle	Kirk Hanna
Steven Arwood (via phone)	Kate Hogan (via phone)
Brian Balasia (via phone)	William Jones
Robert Campau (via phone)	Frank Jonna
Maura Corrigan (via phone)	Geralyn Lasher (for James Haveman; via phone)
Tony Day (via phone)	Christine Quinn (for Michael Finney)
Olga Dazzo (via phone)	Arnie Redsicker
Helen Dietrich	Kester So (via phone)
Linda Forward (for Mike Flanagan; via phone)	Chris Warren
Jamie Gaskin (via phone)	Elaine Wood
Nancy Gioia (via phone)	William Young
Alan Gocha, Jr. (via phone)	

MEMBERS ABSENT:

David Brule II	Senator Dave Hildenbrand	Frank Venegas, Jr.
Timothy Bryan	James Jacobs	Zane Walker
Brian Burnett	Michael Krushena	Richard Wells
John Cotton	Senator Phil Pavlov	Gordon White, Jr.
Patrick Devlin	John Rakolta III	Representative Adam Zemke
Representative Frank Foster	Anne Rosewarne	
Mark Hackel	Mara Letica Saad	

WELCOME AND OPENING REMARKS

Christine Quinn called the meeting to order at 12:17 p.m. Ms. Quinn 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. She then provided a few opening remarks.

Ms. Quinn 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. She also indicated that additional feedback will be shared at future meetings utilizing the same format.

Ms. Quinn shared that Ms. Kimberly Dickens and Mr. Scott Wilkerson had resigned since the Board last met in March. She thanked Ms. Dickens and Mr. Wilkerson for their service to the Governor and the State of Michigan. Ms. Quinn indicated that the Governor's Appointments Office is in the process of identifying new Board members to fill these vacancies.

Ms. Quinn 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 development of a statewide talent strategy.

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

ACTION ITEM: CONSENT AGENDA

Ms. Quinn outlined the one consent agenda item before the Board: approval of the meeting minutes from the March 12, 2014, Board meeting. She asked if any Board members had questions or comments pertaining to the meeting minutes. Hearing none, Ms. Quinn asked for a motion to approve the March 12, 2014, meeting minutes.

A MOTION was made by Board member Nancy Gioia and SUPPORTED by Board member Dennis Argyle to approve the meeting minutes. The MOTION was approved unanimously.

ACTION ITEM: MICHIGAN WORK READY COMMUNITIES REQUEST

Ms. Quinn introduced Mr. Kevin Stotts, President of Talent 2025, and Mr. Jay Dunwell, President of Wolverine Coil Spring Company, Vice-Chair of the local workforce development board for Kent and Allegan counties, and Chair of the Manufacturing Council Talent Steering Committee.

Mr. Stotts and Mr. Dunwell presented information to the Board regarding the request by Michigan Work Ready Communities for the Board to affirm the “work ready” status of counties in Prosperity Region 4 as part of ACT’s Certified Work Ready Communities Initiative.

Following the presentation, Ms. Quinn asked if any Board members had questions or comments pertaining to the request being made by Michigan Work Ready Communities. Questions and comments were as follows:

- Q: Do you have a marketing plan in place?
- A: Yes, we will begin marketing efforts in late summer.
- Q: Is there an index available that employers can use to match up certificate scores with a college entrance exam or ONET?
- A: No.
- Q: What’s the formula for determining “work ready” status?
- A: It varies by county based on the type of population present.
- Q: Seems like a good way to further CLEG’s work. Is there a standard vendor test for soft skills now?
- A: The NCRC+ that ACT came out with does that. We think it still needs some work, so we’re taking a wait and see approach.

Once all questions and comments were addressed, Ms. Quinn asked for a motion to approve the request by Michigan Work Ready Communities for the Board to affirm the “work ready” status of counties in Prosperity Region 4 as part of ACT’s Certified Work Ready Communities Initiative.

A MOTION was made by Board member Elaine Wood and SUPPORTED by Board member Robert Campau to approve the request made by Michigan Work Ready Communities. The MOTION was approved unanimously.

PY 2014 WORKFORCE INFORMATION GRANT/PY 2013 WORKFORCE INFORMATION ANNUAL REPORT

Ms. Quinn introduced Mr. Jason Palmer, Director of the Bureau of Labor Market Information and Strategic Initiatives within the Michigan Department of Technology, Management, and Budget. Mr. Palmer provided a brief overview for Board members of the Program Year (PY) 2014 Workforce Information Grant and the PY 2013 Workforce Information Annual Report.

Following the overview, Ms. Quinn asked if any Board members had questions or comments pertaining to either the grant or the report. Questions and comments were as follows:

- Q: Is there a distribution plan for this information?
- A: Yes, we utilize list serves for distribution. You can sign up or request to receive specific publications.
- Q: Is there comparison data available concerning the value of our state's information in relation to other states in the region?
- A: Per the U.S. Department of Labor's Employment and Training Administration, Michigan is one of the best states in the region in terms of its labor market information.
- Q: How do you know people are using the data/information?
- A: By the volume of requests we receive for each publication. We are currently evaluating all of our products to ensure it makes sense to continue producing them.

Once all questions and comments were addressed, Ms. Quinn asked for a motion to approve the PY 2014 Workforce Information Grant and to accept the PY 2013 Workforce Information Annual Report.

A MOTION was made by Board member Robert Campau and SUPPORTED by Board member Nancy Gioia to approve the grant and to accept the report. The MOTION was approved unanimously.

ACTION ITEM: PROGRAM YEAR 2014 AGRICULTURAL OUTREACH PLAN

Ms. Quinn introduced Ms. Belen Ledezma, Director of the Migrant, Immigrant, and Seasonal Worker Services Division within the Workforce Development Agency. Ms. Ledezma provided a few brief remarks concerning the agency's Program Year 2014 Agricultural Outreach Plan.

Following Ms. Ledezma's remarks, Ms. Quinn asked if any Board members had questions or comments pertaining to the plan. Questions and comments were as follows:

- Q: Can you explain further the data provided in Table 3 and Table 4 of the plan?
- A: We have seen a significant drop in the number of job orders we're processing.
- Q: How does the drop in the number of job orders impact that we need more workers?
- A: We hope we will have enough workers, but we know we have products with shortages.
- Q: What is your outreach strategy?
- A: The plan lays out our outreach strategy. We are currently using 14 full-time staff for outreach. We also partner with other groups to meet the needs of migrant and seasonal farmworkers for supportive services. We are functionally coordinating within our agency with other staff that are providing services in the field to veterans and trade impacted individuals. We also provide training for employers concerning job postings, housing, etc.

Once all questions and comments were addressed, Ms. Quinn asked for a motion to approve the Program Year 2014 Agricultural Outreach Plan.

A MOTION was made by Board member Helen Dietrich and SUPPORTED by Board member Chris Warren to approve the plan. The MOTION was approved unanimously.

ACTION ITEM: RESOLUTION TO SUPPORT JOBS FOR AMERICA'S GRADUATES

Ms. Quinn provided some brief remarks concerning the purpose behind asking Board members to approve a resolution supporting Jobs for America's Graduates (JAG). Her remarks included:

- JAG is a nationwide youth program that helps young people who are at risk of dropping out of high school graduate and make successful transitions to post-secondary education or meaningful employment.
- Students enrolled in the program are youth who have barriers to success, including deficiencies in basic skills, transportation, income, and economic status. Many are from families with low educational attainment levels.
- Nationally, one-third of our youth leave school prematurely. In Michigan, that number is one in four.
- JAG has proven to be a game-changer. In the 2012-2013 school year, 95 percent of JAG students stayed in school.
- JAG teaches leadership, financial literacy, problem-solving, career development, and interpersonal skills in an interactive learning environment.
- Students can earn credits toward graduation and possible early college credit.
- JAG is designed to enhance, not replace, the standard school curriculum.

Following her remarks, Ms. Quinn asked if any Board members had questions or comments pertaining to the proposed resolution. Questions and comments were as follows:

- Q: Are any JAG sites also using the National Career Readiness Certificate?
- A: Yes.
- Q: Do other schools accept the certificate?
- A: Yes. At this time JAG is only in high schools. The schools must agree to the program coming in to the school.
- Q: The Michigan Department of Education supports this resolution; however, can we align and use the terminology "career and college ready" in the resolution?
- A: Yes.
- C: JAG programs are currently operating in six areas of the state; 17 schools total.
- C: The Workforce Development Agency is partnering with the Michigan Department of Education and the Michigan Department of Human Services.
- C: The Department of Human Services is also working with the Michigan Department of Education and the courts to reduce chronic absenteeism.
- C: JAG has a corporate sponsor in Detroit. The money will flow to Kinexus as they handle JAG programs for the state.

Once all questions and comments were addressed, Ms. Quinn asked for a motion to approve the amended Resolution to Support Jobs for America's Graduates.

A MOTION was made by Board member Elaine Wood and SUPPORTED by Board member Arnie Redsicker to approve the amended resolution. The MOTION was approved unanimously.

LOCAL AREA SPOTLIGHT: MICHIGAN WORKS! BERRIEN, CASS, AND VAN BUREN

Ms. Quinn introduced Mr. Todd Gustafson, Executive Director for Michigan Works! Berrien-Cass-Van Buren/Kinexus, who highlighted local efforts to ensure a talented workforce that meets employer needs in the region. Mr. Arnie Redsicker, President of ROSTA USA Corporation, a local board member, and a member of the Governor's Talent Investment Board, assisted Mr. Gustafson with highlighting local area efforts. Highlights of Mr. Gustafson's and Mr. Redsicker's joint presentation and the ensuing discussion included:

- A brief video that showcased various activities and programs occurring in the local area.
- Kinexus runs a Bridge Academy for kids that have been kicked out of Benton Harbor Schools.
- The local board's non-profit status is a positive; gives the board more flexibility to be demand-driven.
 - The employer is the only customer.
 - Jobseekers are a product in the system; must market themselves to employers.
- Local boards must be strategic to succeed; leadership is key.
 - Don't talk about the small stuff.
 - Include local Chief Elected Officials as their buy-in/engagement is needed to succeed.
 - The Executive Director is a key position.
- A local goal for the amount of funding spent on direct training is a good move.

UPDATES/NEWS FROM WDA AND MEDC

Ms. Quinn and her staff provided the Board with an update on the Workforce Development Agency's activities and initiatives, including:

- Possible federal action this summer to reauthorize the Workforce Investment Act.
- An update on Program Year (PY) 2014 funding for WIA and Wagner-Peyser.
 - Workforce Investment Act Allocations
 - Adult = \$28,122,010 (5.36% decrease from PY 2013)
 - Dislocated Worker = \$36,932,673 (16.02% increase from PY 2013)
 - Youth = \$30,072,831 (5.76% decrease from PY 2013)
 - Total = \$95,127,514 (roughly a 1.8% increase overall)
 - Wagner-Peyser Allocation = \$21,291,774 (1.54% decrease from PY 2013)
- An update regarding the status of the youth internship initiative.
 - Staffed a booth at the Governor's Economic Summit in March highlighting internships.
 - Internships were an integral part of this year's summit.
 - Working with Prima Civitas, MEDC, and the MW! Association to offer three train-the-trainer sessions for local workforce development partners in mid-July focused on promoting the use of internship (how-to's).
 - Prima Civitas has updated their Employer Internship Toolkit based upon input from WDA and MEDC.
- An update concerning local board engagement by board members.
 - Three GTIB members have expressed interest in being matched with local workforce investment boards.
 - GTIB staff is working to connect those members.
 - WDA is also having preliminary conversations with the MW! Association concerning local MWA directors/boards who wish to connect with a GTIB member from their area – more to come on this at future meetings.

Ms. Quinn introduced Ms. Amy Cell, Senior Vice President for Talent Enhancement at the Michigan Economic Development Corporation (MEDC). Ms. Cell demoed for the Board one of the recently created soft skill e-learning videos available on the Pure Michigan Talent Connect website. The full library of videos can be accessed at: <http://www.mitalent.org/elearning-soft-skills-program/>.

Ms. Quinn thanked Ms. Cell for updating the Board on the latest developments at the MEDC.

GTIB PROGRESS REPORT UPDATE

Ms. Quinn 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.

GROUP DISCUSSION: STATEWIDE TALENT STRATEGY

Ms. Quinn provided some brief remarks before opening the floor for discussion regarding the development of a statewide talent strategy. Highlights of her remarks include:

- An overview of the Governor's Regional Prosperity Initiative.
 - Aligns the state into ten regions.
 - Provides grants to incentivize collaboration within regions.
 - The WDA is providing funding as well.
 - One county MWAs no longer make sense.
- Part of GTIB's mission is to support the development of a strategy ensuring a pipeline of talent that will attract and retain businesses in Michigan; that's where GTIB fits into this discussion.
- The ten Prosperity Regions should develop regional talent strategies that can be weaved together to develop an overarching statewide talent strategy.
 - GTIB can provide broad direction to the regions regarding this process.
 - Regions should individually develop a talent strategy and share it with GTIB.
 - GTIB would then adopt an overarching state talent strategy based upon the regional strategies.

Highlights of the ensuing group discussion include:

- Q: Does the merging of MWAs imply a reduction in employees or facilities?
- A: Not necessarily. The role of staff may change and/or expand. Locals must leverage technology and partners whenever possible.
- Q: At the last meeting, we talked about trying to align state and local boards. Do you have any updates you can share?
- A: We are moving in that direction, but the local areas need to drive the alignment. We need to align local plans into a regional plan, which will assist GTIB with laying out an overarching talent strategy. So far, GTIB has provided some direction in terms of the strategies the Board is supporting (i.e. the Skilled Trades Training Fund, Jobs for America's Graduates, etc.). Further, the federal government wants our state plan to be more strategic and less about how we will spend our funding.
- Q: How do we document that all of our local boards are working at a strategic level now?
- A: We may need to look at what our expectations of local boards are. We may need to revisit the concept of high-performing boards.

- C: Some local boards lack talent and are bored. We must change those boards to attract talented membership and encourage them to be strategic in their thinking.
- C: Look at the top performers in terms of local boards and use a peer-to-peer framework. We need to know the priorities we want to accomplish as GTIB members over the next year or so.
- Q: Is there a tool or test available folks can use to evaluate the types of occupations they'd be good at?
- A: Yes, check out the Career Explorer tools on the Pure Michigan Talent Connect website, or you can visit your local Michigan Works! Agency and ask about Job Fit and iWork Zone.

At the conclusion of the group's discussion, Ms. Quinn stated that the WDA will continue to work on this agenda item and will bring pieces of a strategy before the Board at future meetings for feedback.

CLOSING REMARKS

Ms. Quinn asked for any public comments. There were none.

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

Ms. Quinn 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, September 10, 2014, from Noon until 3:00 p.m. in Detroit. There being no further discussion, the meeting was adjourned at 2:47 p.m.