



Michigan Workforce Development Board Meeting

September 16, 2021, 1:00 p.m. – 2:30 p.m.

Meeting Location: Strategic Staffing Solutions, Fisher Building,
3011 W. Grand Blvd., Suite 2100, Detroit, MI 48202

Link to join on your computer or mobile app https://teams.microsoft.com/l/meetup-join/19%3ameeting_YjYwZTdiMGYtNjcxZC00ZWJmLWExYzMtOWZhZmE5ZjJINmYy%40thread.v2/0?context=%7b%22Tid%22%3a%22d5fb7087-3777-42ad-966a-92ef47225d1%22%2c%22Oid%22%3a%228be6043f-6d72-4a7c-9041-51c27858cfd%22%7d

Or call in (audio only) [+1 248-509-0316](tel:+12485090316), [578681189](tel:+1578681189)# Phone Conference ID: 578 681 189#

Minutes of Meeting

Members Present In-Person:

Cindy Pasky, Board Chair, President and CEO, Strategic Staffing Solutions
Jeff Donofrio, Board Vice Chair, President/CEO, Business Leaders of Michigan
Kerry Ebersole, Board Executive Director, Director of Dept. of Labor & Economic Opportunity-Office of Sixty by 30
Susan Corbin, Director, Dept. of Labor & Economic Opportunity
Senator Kevin Daley, Michigan Senate
Dr. Robert Davies, President, Central Michigan University
Representative Ben Frederick, Michigan House of Representatives
Jennifer Geno, Executive Director, Career/Technical Education, Saginaw Intermediate Schools
Lee Graham, Executive Director, Operating Engineers 324
Peter Hungerford, Chief Operating Officer, ADAC Automotive
Rachel Lutz, Owner, Peacock Room Boutique, Yama, and Frida Clothing Stores
Dave Meador, Chief Administrative Officer, DTE Energy
Jessica Robinson, President, Detroit Mobility Lab and Michigan Mobility Institute and Co-Founder and Partner Assembly Ventures
Nicole Sherard-Freeman, Executive Director of Workforce Development and Detroit at Work, City of Detroit, Designee of Michael Duggan, Mayor, City of Detroit
Martha Zehnder Kaczynski, Vice President, Frankenmuth Bavarian Inn Corp., Bavarian Inn Lodge, and the Frankenmuth Cheese Haus

Members Attending Virtually:

Steve Claywell (Lansing, MI), President, Michigan Building and Construction Trades Council
Russ Kavalhuna (Thompsonville, MI), President, Henry Ford College
Leigh Kegerreis (Southfield, MI), Administrative Assistant to the President of the UAW

Shana Lewis (Lansing, MI), Executive Director of Talent Acquisition, Trinity Health
Senator Mallory McMorrow (Royal Oak, MI), Michigan Senate, Ex-Officio
Matthew Wesaw (St. Croix, Virgin Islands), Pokagon Band of Potawatomi Indians
Pastor George Wilkinson (Flint, MI), President of NorthGate and Pastor, Word of Life
Christian Church

Members Absent:

Representative Sarah Anthony, Michigan House of Representatives, Ex-Officio
Awenate Cobbina, Chair, MEDC Executive Committee
Ari Weinzweig, CEO, Zingerman's Community of Businesses

Board Staff Present:

Alicia Kirkey, Departmental Analyst, Department of Labor & Economic Opportunity

Guest Presenters:

Ryan Hundt, Director, Michigan Works! Association
Jim Curran, Great Lakes Reality Labs and Joe Bamberger, Emerge Skilled

Call to Order and Roll Call

The virtual meeting was called to order at 1:05 p.m. by Chair Cindy Pasky. Executive Director Kerry Ebersole conducted roll call. A quorum was present for this meeting.

Welcome and Opening Remarks

Ms. Pasky and Susan Corbin, Director of the Department of Labor and Economic Opportunity welcomed everyone to the meeting.

Approval of Consent Agenda

Ms. Pasky brought the consent agenda before the board. Jeff Donofrio made a motion to approve the proposed September 16, 2021 Meeting Agenda and the proposed FY22 Board Meeting schedule revised to reflect FY22 meetings dates of December 6, 2021, March 7, 2022, June 13, 2022 and September 12, 2022. Dave Meador supported said motion. All members were in favor. The motion carried.

After discussion and explanation of correction to the May 6, 2021 Quarterly Board Meeting minutes, Ms. Pasky called for a motion from the floor. Bob Davies made a motion to approve the May 6, 2021, minutes with modifications as discussed. Nicole Sherard-Freeman supported the motion. All members were in favor. Motion carried.

New Business

Workgroup reports were presented to the board and are attached to these minutes.

Workgroups:

- Job Matching Workgroup (report attached):
 - Team – Peter Hungerford (Lead), Marcia Black-Watson, Monica Chrzaszcz, Kerry Ebersole, Representative Ben Frederick, Brandy Johnson, Leigh Kegerreis, Deb Lysenga.
 - Objectives:
 - ◆ Retain talent in the State with job matching for degree holders and those with post-secondary credentials.
 - ◆ Support the Governor’s 60 by 30 plan.
- Support Services Workgroup (report attached):
 - Team: Martha Kaczynski, Brian Marcotte and George Wilkinson (Lead)
 - Objective: Assist in the removal of employment barriers by identifying successful existing support employment services relative to the areas of key focus. The Process will consist of capturing benchmark details that correspond to areas identified as primary priority for support.
- Talent Cultivation & Aptitude Pairing Workgroup (report attached):
 - Team: Jenny Geno (Lead), Lee Graham, Rachel Lutz
 - Objective: Review existing data for programs/opportunities at both the secondary and post-secondary levels and analyze the data to identify gaps and solidify recommendations and strategies.
- Policy Workgroup (report attached):
 - Team: Bob Davies, Jeff Donofrio (Lead), Kerry Ebersole, Representative Ben Frederick, Chelsea Mates, Senator Mallory McMorrow, and Nicole Sherard-Freeman
 - Objectives:
 - ◆ Need to bend the curve on attainment – To reach 60% of population with post-secondary credentials by 2030 we need to align dozens of initiatives.
 - ◆ Need to assure student success – Programs: Reconnect, Going Pro and Futures for Frontliners. Risk: low completion and disconnect from market of credentials.
 - ◆ Need to retain and attract more talent to Michigan – How do we keep more of our grads? How do we attract more talent to Michigan?
 - Policy Opportunities – State of Michigan/Michigan Works!
 - ◆ Student Support/Navigation – Provide support for educational institutions to implement best practices on student completion and navigation and fund coaches and wrap around services to ensure success for programs that are tied to industry needs (in K-12, community college and adult workforce programs).



- ◆ Some College, No Degree - 1 million Michiganders – Can we target a # Michiganders who have started down the path, but not completed their 4-year degree with supports?
- ◆ In-Demand Skills – Identify opportunities to incentivize students to complete in-demand certifications/degrees; and incentivize colleges to offer in-demand courses/programs.
- ◆ Competency Based Hiring and Micro Credentialing.
- ◆ Barrier Removal – Remove barriers to educational attainment (e.g., childcare, transportation, remedial courses, etc.).
- Policy Opportunities – Partner Opportunities
 - ◆ 60X30 Initiatives Locally – Implement regional 60X30 goals in partnership with local/regional leadership
 - Examples: Oakland 80 – alignment of K-12, MI Works, Higher Ed and Business locally to achieve goals
 - ◆ Talent Retention/Attraction – Michigan needs 12,000 people with computer engineering skills by 2030 to continue to be a leader in the mobility space. Coordinate and lead a targeted effort to achieve this.
 - Examples: Cornell Tech in New York City/Virginia Tech Campus in N. Virginia
 - ◆ Talent Upskilling and Recruitment – How can we help business grow and help upskill talent to fill in-demand jobs?
 - Example: Louisiana FastStart; Georgia Quick Start, Detroit FCA Partnership

Presentation – Digital Workforce Development

Presenters: Jim Curran, Great Lakes Realty Labs and Joe Bamberger, Emerge Skilled
Unfortunately, due to time constraints, Mr. Curran and Mr. Bamberger have been invited to the next board meeting to share their presentation.

Presentation – Michigan Works! Association (presentation slides attached)

Presenter: Ryan Hundt, Director, Michigan Works! Association

Public Comment

Ms. Pasky called for public comment. There being no response, the meeting continued.

Questions/Comments:

There were no further questions or comments.

Closing Remarks/Comments

Ms. Pasky conveyed that the next meeting is December 6, 2021. The format of the meeting will be determined and shared at a later date.



Adjournment

There being no further business. A motion was made by Lee Graham to adjourn the meeting. The motion was supported by Bob Davies. Motion approved unanimously. Motion carried. The meeting adjourned at 2:44 p.m.

Meeting Schedule – FY2021-22 (revised and approved at this meeting):

December 6, 2021 – Meeting format and location to be determined

March 7, 2022 – Meeting format and location to be determined

June 13, 2022 – Meeting format and location to be determined

September 12, 2022 – Meeting format and location to be determined

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INDEX OF ATTACHMENTS

Attachment 1 – Job Matching Workgroup Report

Attachment 2 – Support Services Workgroup Report

Attachment 3 – Talent Cultivation/Aptitude Pairing Workgroup Report

Attachment 4 – Policy Workgroup Report

Attachment 5 – Michigan Works! Association Presentation

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