

Michigan Workforce Development Board Meeting

March 7, 2022, 1:00 p.m. – 4:00 p.m.

Meeting Location: Michigan Economic Development Corporation,
Lake Michigan Room, 300 N. Washington Square, Lansing, MI 48913

Link to join on your computer or mobile app https://teams.microsoft.com/join/19%3ameeting_Zjg5ZTUwNTktODc1Yy00MDkxLWJiODAtMzZIYjlkNWRhMDQ0%40thread.v2/0?context=%7b%22id%22%3a%22d5fb7087-3777-42ad-966a-892ef47225d1%22%2c%22oid%22%3a%228be6043f-6d72-4a7c-9041-51c27858cffd%22%7d

Or call in (audio only) +1 248-509-0316, 832646492# Phone Conference ID: 832 646 492#

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,
Susan Corbin, Acting Director, Dept. of Labor & Economic Opportunity
Awenate Cobbina, Chair, MEDC Executive Committee
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
Martha Zehnder Kaczynski, Vice President, Frankenmuth Bavarian Inn Corp., Bavarian Inn Lodge,
and the Frankenmuth Cheese Haus
Rachel Lutz, Owner, Peacock Room Boutique, Yama, and Frida Clothing Stores
Jessica Robinson, President, Detroit Mobility Lab and Michigan Mobility Institute and Co-Founder
and Partner Assembly Ventures
Matthew Wesaw, Pokagon Band of Potawatomi Indians

Members Attending Virtually:

Dr. Robert Davies, President, Central Michigan University,
Russ Kavalhuna, President, Henry Ford College
Shana Lewis, Executive Director of Talent Acquisition, Trinity Health,
Senator Mallory McMorro, Michigan Senate, Ex-Officio
Dave Meador, Chief Administrative Officer, DTE Energy
Nicole Sherard-Freeman, Executive Director of Workforce Development and Detroit at Work, City of
Detroit, Designee of Michael Duggan, Mayor, City of Detroit,

Members Absent (excused):

Representative Sarah Anthony, Michigan House of Representatives, Ex-Officio
Steve Claywell, President, Michigan Building and Construction Trades Council
Senator Kevin Daley, Michigan Senate
Leigh Kegerreis, Administrative Assistant to the President of the UAW, attended from Monroe, Michigan
Ari Weinzweig, CEO, Zingerman's Community of Businesses

Board Staff Present:

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

Call to Order and Roll Call

The meeting was called to order at 1:02 p.m. by Chairperson Cindy Pasky. Susan Corbin, Director, Michigan Labor & Economic Development (LEO), conducted roll call. A quorum was present.

Welcome and Opening Remarks

Ms. Pasky welcomed everyone to the meeting. Ms. Pasky introduced meeting host Quentin Messer, Chief Executive Officer, Michigan Economic Development Corporation. Mr. Messer discussed talent in Michigan, telling the Michigan story better, addressing workforce barriers, partnership/team Michigan approach to bring forth solutions. He looks forward to working with the board and other partners to make sure the best chapters of Michigan are written. Michigan's best asset is the people of Michigan. He looks forward to what can be done together for Michigan.

Ms. Pasky shared that the board will be discussing the 2022 Board roles serving the following areas: policy incubation, policy guidance and direction, oversight of ongoing initiatives and external outreach. The board will use formal resolutions to provide formal guidance to the LEO and the State of Michigan on policy priorities.

Approval of Consent Agenda

Director Corbin called to the board's attention the consent agenda items that were sent to the board members prior to the meeting. These two items were the proposed agenda for the March 7, 2022 meeting and the draft minutes of the Board's December 6, 2021 meeting. She asked if there were any comments or questions. There being no comments or questions, Director Corbin a motion to approve the consent agenda. Jeff Donofrio moved to approve. Lee Graham said motion. All members were in favor. The motion carried.

LEO Executive Remarks

Director Corbin shared that LEO debuted an updated strategic plan since the last meeting. Post-pandemic review of the existing strategic plan allowed opportunities to refine plan. While the mission and vision remain the same. The focus areas have been revised to these strategic areas: 1) Educate

Michiganers and grow the middle class by removing barriers to employment, 2) Create better jobs and support small businesses, 3) Close equity gaps, 4) Protect and enhance health, safety, and economic security for workers, and 5) Build strong communities and have great places to live. Strategic measures will focus on four key metrics: 1) the A.L.I.C.E (asset limited, income constrained, employed) rate, 2) post-secondary attainment (60x30), 3) household income growth, and 4) labor force growth.

Director Corbin also shared the Governor's proposed FY23 appropriations for LEO programs which includes investments to education Michiganers and grow the middle class by removing barriers to employment and closing equity gaps. She shared that the Governor reiterated her support for the MI New Economy plan as a part of her FY22 Supplemental priorities.

Director Corbin also highlighted Going Pro, Sixty by 30, and MI Tri-Share initiatives.

Specific information regarding the LEO budget presentation, strategic plan and initiatives can be found in the attached meeting materials that is posted on the [Board's](#) website.

New Business

Board Workgroups: Director Corbin shared that Chair Pasky, Director Corbin and the LEO Executive Team has discussed with the board workgroup chairs and/or representatives to review their 2021 workgroup recommendations and what might be a direction for 2022. Each workgroup then presented their 2021 report and proposals for 2022. The board discussed the proposal opportunities, strategies, resources, projected outcomes, etc.

Policy Workgroup: Workgroup Chair, Jeff Donofrio

Three areas of focus proposed for 2022: 1) building local support for the Governor's Sixty by 30 initiative that aims to increase the percentage of adults in the state with a postsecondary degree or credential by 2030, 2) Skills based hiring and micro-credentialing, and 3) degree completion.

Barriers Workgroup: Workgroup Chair, Martha Zehnder Kaczynski

Three areas of focus proposed for 2022: 1) mental and behavioral health, 2) childcare availability and affordability, and early childhood education, and 3) transportation.

Job Matching Workgroup: Workgroup Chair, Peter Hungerford

Three areas of focus proposed for 2022: 1) enhance career guidance and navigation, 2) improve preparation for workplace participants, and 3) identify best practices and pilot programs.

Talent Cultivation Workgroup: Workgroup Chair, Lee Graham and Jenny Geno

Area of focus proposed for 2022: community roundtables (Spring/Summer 2022). This will involve members of the various populations from the community that will be potential recipients of the talent cultivation efforts as well as representatives from LEO and other partners. The discussion will be moderated by a member of the MWDB.

Detroit Regional Chamber Policy Conference Discussion: Chair Pasky shared that the MWDB has the ability to bring impact, discuss policies, drive change and generate awareness. Several MWDB members will be attending the policy conference this year. This is an opportunity for those attending the conference to share the MWDB's agenda, areas of focus, manner of measurement of success. The LEO Exec team

will create a ½ page cheat sheet, with input from the MWDB members, for those at the conference. Then when opportunity presents itself, those attending the conference can share the MWDB objectives and goals.

Break

Presentation: Credentials of Value - Stephanie Beckhorn, Deputy Director, LEO-Employment & Training (LEO-E&T)

Ms. Beckhorn discussed how credentials of values ties in with the work of all the MWDB workgroups by addressing poverty, Sixty by 30 initiative, increasing household income growth and labor force. The LEO-E&T team is developing a credential of value framework that will influence residents, employers, Michigan's Executive branch and the Legislative branch. This will identify the values of credentials for job seekers as well as employers seeking skilled workers. LEO-E&T will seek feedback from the MWDB regarding the framework and then to support and promote buy-in at the local level stakeholders. This presentation is posted on the [Board's](#) website.

Presentation: Talent Solutions Follow-Up - Kerry Ebersole Singh, Chief Talent Solutions & Engagement Officer, Michigan Economic Development Corporation

Ms. Singh shared a follow-up from the December 2021 meeting presentation with Boston Consulting Group presented of Fast Track Programs where examples from Georgia, Louisiana, Ohio, Virginia and Missouri. Michigan has strong programs in place such as the Michigan Works! Agencies and local partners. Would like to build upon existing programs and create an employer centralized access and comprehensive coordination of customized recruitment, screening and training working with employers, local partners, educational institutions, etc. Ms. Singh shared a draft of the Michigan Pure Opportunity Program (MIPOP). The MWDB had many questions and decided that this idea warrants further discussion and vetting specifically as to design and implementation. Ms. Singh will convene a committee to move this idea forward. This presentation is posted on the [Board's](#) website.

Presentation: Labor Market Information Update - Scott Powell, Director, Michigan Bureau of Labor Market Information and Strategic Initiatives

Mr. Powell shared that there has been steady progress over the last year – unemployment rate decreased, payroll jobs increased. However, Michigan is not back to where it was pre-pandemic. Labor force participation is down, certain groups of people are disproportionately affected by the pandemic, and people are working in lower wage jobs. Mr. Powell provided charts and graphs showing the impact and status of various industries along with projections and in-demand jobs. This presentation is posted on the [Board's](#) website.

Questions/Comments

There were no further questions or comments.

Public Comment

Ms. Pasky called for public comment at 3:58 p.m. There being no response after three calls, the meeting continued.

Closing Remarks/Comments

Ms. Pasky conveyed that the next meeting is June 13, 2022. Details on the location of the meeting will be forthcoming. Thank you to our hosts of the meeting, Quentin Messer and his team at the Michigan Economic Development Corporation for hosting the meeting.

Adjournment

There being no further business. A motion was made by Jeff Donofrio to adjourn the meeting. Motion was supported by Awenate Cobbina. Motion approved unanimously. Motion carried. The meeting adjourned at 4:00 p.m.

Meeting materials and meeting information are posted at [Labor and Economic Opportunity - Michigan Workforce Development Board](#).

Meeting Schedule FY2021-22

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

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

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