

## **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-9041-51c27858cffd%22%7d](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-9041-51c27858cffd%22%7d)

Or call in (audio only) [+1 248-509-0316,,578681189#](tel:+12485090316578681189) 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, Acting 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

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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 Chairperson 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, Acting 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. All members were in favor. The motion carried.

After discussion and explanation of the corrections 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 full board and are attached to these minutes.

Workgroups:

- Job Matching Workgroup (full 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 (full 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 (full 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 (full report attached):
  - TEAM: Bob Davies, Jeff Donofrio (Lead), Kerry Ebersole, Representative Ben Frederick, Chelsea Mates, Senator Mallory McMorrow, and Nicole Sherard-Freeman
  - Objective:
    - ◆ Need to bend the curve on attainment – To reach 60% of population with post-secondary credential by 2030 we need to align dozens of initiatives
    - ◆ Need to assure student success – 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 M
  - 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 after a second call, 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.



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### **Adjournment**

There being no further business. A motion was made by Lee Graham to adjourn the meeting. 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/location to be determined

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

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

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



**Attachment 1 – Job Matching Workgroup Report**

***ALICIA TO ADD ATTACHMENTS ONCE THE DRAFT IS COMPLETE AND I CAN COMPILE ONE PDF DOCUMENT.***

**Attachment 2 – Support Services Workgroup Report**

**Attachment 3 – Talent Cultivation/Aptitude Pairing Workgroup Report**

**Attachment 4 – Policy Workgroup Report**

**Attachment 5 – Michigan Works! Association**