



## **Michigan Workforce Development Board Meeting**

December 12, 2022, 1:00 p.m. – 4:00 p.m.

Meeting Location: Strategic Staffing Solutions,  
3011 West Grand Blvd, Suite 2100 Detroit, Michigan 48202

### **Minutes of Meeting**

#### **Members Present In-Person:**

Jeff Donofrio, Vice Chair, President/CEO, Business Leaders of Michigan

Mike Smith, Executive Director Upper Peninsula Construction Council

Rishie Modi, President of Modi Benefits

Senator Mallory McMorrow, Michigan Senate, Ex-Officio

Rachel Lutz, Owner, Peacock Room Boutique, Yama, and Frida Clothing Stores

Russ Kavalhuna, President, Henry Ford College – arriving late due to event

Krista Johnson, Division Administrator, MI Dept of Labor & Economic Opportunity

Lee Graham, Executive Director, Operating Engineers 324

Tina Fullerton, Director, MRS, MI Dept of Labor & Economic Opportunity

Sarah Szurpicki, Governor's Designee, Director of Sixty by 30

Susan Corbin, Director, Dept. of Labor & Economic Opportunity

#### **Members Attending Virtually Meeting Exemption Requirements:**

Jennifer Geno, Executive Director, Career/Technical Education, Saginaw Intermediate Schools,  
joining from Saginaw, Michigan

Kaja Thorton-Hunter, CEO and Founder of Kaja's Flavor Packs, Overcoming Barriers, and the  
Us Café – joining from Muskegon non-voting

Matthew Wesaw, Pokagon Band of Potawatomi Indians – medical appointment – joining from  
Lansing

#### **Members Attending Virtually Not Due to Illness:**

Steve Claywell, President, Michigan Building and Construction Trades Council – joining from  
Lansing

Dave Meador, Chief Administrative Officer, DTE Energy- joining from Oakland Co, MI  
Representative Benjamin Frederick, joining from Lansing, MI – non-voting



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):**

Cindy Pasky, Chair, President and CEO, Strategic Staffing Solutions

Awenate Cobbina, CEO, Bedrock Group

Rep. Sarah Anthony

Leigh Kegerreis

Shawna Lewis, Executive Director of Talent Acquisition, Trinity Health joining from Lansing, MI

Martha Zehnder Kaczynski, Vice President, Frankenmuth Bavarian Inn Corp., Bavarian Inn  
Lodge, and the Frankenmuth Cheese Haus

Senator Kevin Daley, Michigan Senate

Bob Davies

Peter Hungerford, Chief Operating Officer, ADAC Automotive

**Board Staff Present:**

Amaya Durkee, Senior Exec Management Assistant, Dept. of Labor & Economic Opportunity

John Groen, Chief Strategist, Dept. of Labor & Economic Opportunity

Jonathan Smith, Chief Deputy Director, Dept. of Labor & Economic Opportunity

**Call to Order and Roll Call**

The meeting was called to order at 1:06 p.m. by Vice Chair Jeff Donofrio. Susan Corbin,  
Director, Michigan Labor & Economic Development (LEO), conducted roll call. A quorum was  
not present.

**Welcome and Opening Remarks**

Jeff Donofrio welcomed everyone to the meeting and thanked them for their time. Two new  
board members were welcomed and given time to introduce themselves and talk about the work  
they do: 1) Tina Fullerton, Director of Michigan Rehabilitation Services, MI Dept of Labor &  
Economic Opportunity. Tina has already joined the job matching committee. 2) Krista Johnson,  
Division Administrator responsible for Adult Education at MI Dept of Labor & Economic  
Opportunity. Krista has already joined the talent cultivation committee. Additional staff that were  
present introduced themselves: 1) Larry Good 2) John Groen, 3) Jonathan Smith, 4) Stephanie  
Beckhorn, 5) Adrian Walker, 6) Amaya Durkee, 7) Scott Powell, 8) Chioke Mose-Telesford

Jeff Donofrio acknowledged Rep. Ben Frederick as this is his last meeting and thanked him for  
all of his work on the board and his work in the legislature. Rep. Frederick shared his  
appreciation for the board and the work that is being done.



Jeff Donofrio thanked the committees for the work they have done on advancing much of the goals of this board and notes that each committee will provide an update at today's meeting. With the election results, 2023 is poised to be a successful year. The meeting was turned over to Director Corbin for LEO executive remarks. The consent agenda portion of the meeting was pushed to later in the day when one more board member will arrive.

### **LEO Executive Remarks**

Director Corbin gave an overview of the legislative changes that have happened since the last board meeting. She brought a PowerPoint presentation showing these changes and how the landscape has changed. Some firsts of note: 1<sup>st</sup> African-American Republican John James; 1<sup>st</sup> Kent County Democrat since 1977 Hillary Scholten. With the changes in the House, we have already seen some historic actions: Joe Tate is the 1<sup>st</sup> black Speaker of the House-elect that we have seen in Michigan. With the changes in the Senate, we have seen more firsts: Sam Singh is possibly the 1<sup>st</sup> Indian-American Majority Floor Leader.

Sen. Mallory McMorrow shared the following firsts: Rep. Sarah Anthony, first black woman to serve as corporations chair in the senate. Rep. Jeremy Moss, first out LGBTQ elected to the MI Senate.

Director Corbin highlighted how historic these changes are by stating that it has been 40 years since Democrats have last controlled the three chambers.

Dir. Corbin turned the meeting over to Kerry Ebersole, Chief Talent Solutions at MEDC.

### **Talent Action Team Update – Kerry Ebersole**

Kerry Ebersole shared updates on the Talent Action Team (TAT). The concept of TAT is to launch a public-private ecosystem to bring Industry (for now the EV & mobility industry), Education, and Government stakeholders to the same table to discuss goals, needs and challenges and how we can address/support their growing demands as they transform and electrify their industry.

TAT is focusing on the talent piece as a way to deepen the ecosystem. By growing talent and being able to meet the current industry demands with talent, the hope is that this will be a differentiator when companies are looking where to grow and/or locate. The planning process to grow talent focuses on four key points:

- 1) Partnership and build relationships with companies to develop labor and skill forecasts
- 2) Promote the auto industry as a very sophisticated and technology advanced occupation and that there is a need to “re-brand” (i.e. not your father's/grandfather's auto industry).
- 3) Deepen diverse pools of talent, creating opportunities for all Michiganders.
- 4) Partner with training providers.



TAT will work with Michigan Works Agencies to connect those with different types of education backgrounds to training and job opportunities. Will create a systematic pathway for these individuals to get to a right fit for both individual and company.

**(NO notes on this par):** On the EV & Mobility front: on the semi conductor front they extended an invite to ceos in the semi conductor industry to join in the TAT to help cultivate what these educational opportunities and needs look like. This invite/outreach effort was launched 4 weeks ago. The semiconductor have 4 positions that would meet 80% of these employers' needs:

1)

**Talent campaign will be kicked off in January**

It was asked of Kerry to come back to a future board meeting to discuss how to make it more streamlined for employers, i.e. having a one-stop shop that puts all resources together. It has been commented by some employers that there are too many “doors” and that they frequently are getting to the “wrong door”. The goal here is to make this process more efficient, for both employers and talent.

### **EV Jobs Academy, Stephanie Beckhorn**

While TAT addresses talent on the economic development side, Employer-Led Collaboratives (ELCs) addresses talent on the workforce development side. LEO & MEDC are working together to ensure mobility talent needs are being addressed as TAT transitions to a semi-conductor focus. Stephanie Beckhorn discussed ELCs, referred to as Michigan Industry Cluster Approach (MICA) in our State, as one of the tools LEO uses on this front. ELCs support industries that currently have talent needs but who also can forecast how their needs might change when impacted by technology and innovation. They are demand-driven at the regional level and employers are at the center of the collaborative.

The challenge employers are facing: There are over 100,000 jobs that are unfilled due to lack of talent. LEO is working to solve this problem, employing ELCs/MICA and other LEO initiatives and programs such as Reconnect, Registered Apprenticeship Program, Learn More Earn More program, etc. There is a special focus on the following types of individuals: those not currently in the labor force, underpaid workers, minorities, women, veterans, individuals with disabilities, those without a high school diploma, etc.

LEO's Workforce Development Division has developed and has begun to grow a model that is now being used in all parts of the state. The model has the employer at the center but brings together representatives in education, workforce development, economic development, and community partners who all work together to solve a shared workforce problem. It focuses on the talent pipeline, addressing the skills gap, and pathways to employment. The process within this model is built upon a talent pipeline management strategy. There are 6 strategies:



- 1) Strategy 1: Organize employer collaboratives
- 2) Strategy 2: Engage in demand planning
- 3) Strategy 3: Communicate competencies & credential requirements
- 4) Strategy 4: Analyze talent flows
- 5) Strategy 5: Build talent supply chains
- 6) Strategy 6: Continuous improvement

MICAs are currently in many industries but not to where we would like them to be. Results that have been seen so far include:

- Establishment of new industry-education partnerships
- Increased communication / more communication channels
- Shared accountability, which levels the playing field with different sized companies. Small business less likely to be left behind and more likely to be heard.
- ROI is stronger

Some examples of ELCs:

- EV Jobs Academy
- Michigan Energy Workforce Development Consortium
- MWDB members who participate in ELCs:
  - Shana Lewis on the West side of MI
  - Russ Kavalhuna through the Detroit Regional Workforce Alliance
  - Jenny Geno in the Saginaw area
- Stephanie's ask of the board is to keep the feedback/communication loop open.

**Jeff Donofrio called a break at 2:23.**

**The meeting resumed at 2:33.**

**Policy Committee.** Sarah Szurpicki gave an update on Credentials of Value. Work is being done to fill the skills gap, meet employer needs and help people find good paying jobs. There are three workstreams to accomplish these goals:

- 1) Continue to work on data analysis and finalizing a framework
- 2) Stakeholder engagement
- 3) MWDB to define the purpose/policy that Credentials of Value is working on

Regarding MWDB's role, LEO has been reviewing how the workforce data system is not designed for these goals. Therefore, LEO and DTMB/LMI are working towards a system for the state that can answer meaningful inquiries about how we are doing as a state in terms of training people for in-demand jobs. Over the next few months, there will be several stakeholder engagement check-ins that committee members have volunteered to be involved in to ask key questions and receive input. At the March MWDB meeting, there will be a proposed purpose/definition to review.



**Talent Cultivation Workgroup.** Jenny Geno shared the committee has and will continue to look at impactful ways to move towards talent cultivation. Larry Good has been doing research around Career and Technical Education (CTE) and adult education and compiled a report that he will share here today.

Larry Good gave a presentation on Adult Education and CTE in Michigan. The Talent Cultivation Workgroup Committee determined that the following are areas to focus on going forward when working on policy:

- The “why”: Why focus on Adult Ed and CTE?
  - Both are crucial in achieving 60x30
  - Both are severely underfunded
  - Michigan is not a leader among other states in either adult education or CTE and have not adopted proven new models such as in Washington.

Things for MWDB to consider for 2023:

- Is there a way to increase funding
- How to fully integrate adult ed into 60x30 and other programs
- How to accelerate the adoption of integrated education and training to scale
- How to increase integration of adult ed with MWS and Community Colleges

**Barriers to Employment Workgroup.** Dave Meador commented on how large the gap is between supply and demand, i.e. Detroit seeing the lowest labor force participation rates in the last 40 years. This workgroup is trying to find leverage action items to address the barriers that contribute to this problem.

Chioke Mose-Telesford gave a presentation on the barrier of Child Care Access and possible levers to remove this barrier to employment. Two main issues that have come out of this research: 1) Access and 2) Affordability.

**Accessibility Issues:** In Detroit there are about 18,500 seats needing to be filled. Throughout the State, childcare facilities have severe staff shortages and/or experience a high turnover rate. Michigan has a one of the lowest reimbursement rates to providers and sets the same rate regardless of region. The top take-away to address this issue is to increase the number of seats available throughout the State. Additional levers that would provide support and help solve the accessibility issue:

- Improve retention rates
- Increase the pipeline of new ECE workers into the industry
- Cover true cost of care for providers
- Provide strategic support for existing providers





Affordability Issues: Childcare is financially out of reach for many Michigan families. Only 27% of all families in Michigan can actually afford the cost of childcare. To get approved for help through DHHS, it generally takes about 45 days. Some levers to help with this issue:

- Simplify the childcare subsidy application
- Support low-income families as they transition between incomes
- Lower the cost of care for working families

Due to being short on time, all board member questions on this topic can be submitted to the Sarah Szurpicki. Answers will be compiled and sent via email. Jeff Donofrio suggested that the Childcare barrier issue be a main presentation at the next board meeting.

**Job Matching Committee Update.** Larry Good gave an overview on career matching in Michigan. The top need is for more career navigators to help the individual 1) assess their interests and skills, 2) explore career options that align with their skills/goals and 3) how to get from where they are to where they want to be, what are the barriers and how to remove the barriers.

### **Comment**

Tina Fullerton offered a comment that she is very impressed with Larry Good's and Peter ??'s work and that their work, and the work of the Board, and how relevant all of this work is.

### **Executive Director Updates – Sarah Szurpicki**

Sarah Szurpicki stated that the MWDB Committees have very mutually positive, reinforcing ideas that all support each other. Therefore, sees Credentials of Value as a framework that all of this needs to exist in to ensure that our post-secondary strategies have the best results. The Committees have focused on areas of work that are high leverage, high impact and can make a big difference for the people of Michigan. Since there is so much to do, Sarah proposes that in 2023, instead of meeting 4 times, to meet 3 times to dig into the work and engage with stakeholders. By the meeting in March, there should be a draft roadmap for the rest of 2023. Sarah expressed thanks to the committee members for all of their work.

### **Public Comment**

Ida Byrd Hill, Automation Workz. Ida serves on the Society of Human Resources and has been interviewing OEMs all over the country as it relates to alternative credentials. However, has not interviewed one OEM or automotive supplier in Michigan due to OEM's not open to alternative credentials. Even though Michigan says there is a shortage of technical workers, we're still not operating on the same successful playbooks as other states. LEO staff to follow up with Ida.



Rachel Lutz commented as a member of the Public and reminds the Board that there are 866K Michigan jobs in retail. If you spend 10% more of your shopping in Michigan, it would generate \$2.2 billion in economic impact.

### **Closing Remarks/Comments**

Ms. Pasky conveyed that the next meeting is December 12, 2022, in Lansing. Details on the exact location of the meeting will be forthcoming. Thank you to our hosts of the meeting, Ms. Pasky, and her team at Strategic Staffing Solutions for hosting the meeting.

### **Adjournment**

There being no further business, a motion was made by Jeff Donofrio to adjourn the meeting. The motion was supported. The meeting adjourned at 3:59 P.M.

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