



Michigan Workforce Development Board Meeting

September 26th, 2022, 1:00 p.m. – 4:00 p.m.

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

Link to join on your computer or mobile app https://teams.microsoft.com/l/meetup-join/19%3ameeting_NjhiZTM0NjAtNDYwNy00M2I4LWE2NWQtNWFmMWY2ZjVIMjdm%40thread.v2/0?context=%7b%22Tid%22%3a%22d5fb7087-3777-42ad-966a-892ef47225d1%22%2c%22Oid%22%3a%2203f132d1-64be-434a-a6d9-48133d201ef6%22%7d

Minutes of Meeting

Members Present In-Person:

Cindy Pasky, Chair, President and CEO, Strategic Staffing Solutions
Jeff Donofrio, Vice Chair, President/CEO, Business Leaders of Michigan
Matthew Wesaw, Pokagon Band of Potawatomi Indians
Mike Smith, Executive Director Upper Peninsula Construction Council
Nicole Sherard-Freeman, Executive Director of Workforce Development and Detroit at Work,
City of Detroit, Designee of Michael Duggan, Mayor, City of Detroit
Peter Hungerford, Chief Operating Officer, ADAC Automotive
Rishie Modi, President of Modi Benefits
Russ Kavalhuna, President, Henry Ford College
Sarah Szurpicki, Governor's Designee, Director of Sixty by 30
Steve Claywell, President, Michigan Building and Construction Trades Council
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

Members Attending Virtually Not Due to Illness:

Dave Meador, Chief Administrative Officer, DTE Energy- joining from Bloomfield Hills, MI
Dr. Robert Davies, President, Central Michigan University joining from Mt. Pleasant, MI



Representative Benjamin Frederick, joining from Owosso, MI

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

Members Absent (excused):

Awenate Cobbina, CEO, Bedrock Group

Kaja Thorton-Hunter, CEO and Founder of Kaja's Flavor Packs, Overcoming Barriers, and the Us Cafe

Lee Graham, Executive Director, Operating Engineers 324

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

Senator Kevin Daley, Michigan Senate

Senator Mallory McMorrow, Michigan Senate, Ex-Officio

Board Staff Present:

Brittany Whitford, Executive Secretary, Dept. of Labor & Economic Opportunity

Chioke Mose-Telesford, Coalition for a Skilled Workforce

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 1:07 p.m. by Chairperson Cindy Pasky. Susan Corbin, Director, Michigan Labor & Economic Development (LEO), conducted roll call. A quorum was not present.

Welcome and Opening Remarks

Ms. Pasky welcomed everyone to the meeting and thanked them for their time. Ms. Pasky welcomed new board members Rishie Modi and Kaja Thorton-Hunter. Ms. Pasky formally welcomed Sarah Szurpicki as the Governor's Designee. Ms. Pasky also thanked the official reappointments that were issues by the Governor for Jeff Donofrio, Shana Lewis, Dave Meador, and Lea Graham. She thanked everyone for their service.

Ms. Pasky spoke about the workgroups and their hard work looking for leverage points where they can foster greater success for Michigan's families and businesses. Ms. Pasky turns meeting over to Director Corbin for the LEO executive Remarks.

LEO Executive Remarks



Director Corbin gave an update on State budget and workforce and talent programs. She spoke about LEO's strategic plan, especially how it relates to the budget. She highlighted the Reconnect program, Futures for Frontliners, Going Pro, and the 6-million-dollar budget for wraparound funds. Director Corbin also discussed the barrier removal investments, and the Tri-share childcare program, which is no longer a pilot and is seeking new partners and employers for participation.

Director Corbin stated that LEO really appreciates everyone's' help with these issues.

Dir. Corbin turned meeting over to Sarah Szurpicki, Director of the Office of Sixty by 30 at LEO.

Development of local/regional 2030 education attainment goals

Ms. Szurpicki began by sharing that Reconnect has had 500 credentials awarded so far and that Reconnect has crossed 100k line of applicants, before moving on to discuss regional attainment planning and outreach. Projections suggest that to hit the goal of 60 percent of Michigan adults having a post-secondary degree by 2030, we need to help 400,000 people earn credentials beyond what will occur following existing trendlines. Eight local communities/areas have been targeted to create their own goals for education attainment to help align local work with state goals. Ms. Szurpicki spoke about the strategy to reach our goal by 2030 (identify local champions, work with the leadership, identify an owner that will keep the work moving forward, and continue to support them).

Ms. Szurpicki then shared the framework for mapping current assets and strategies, which include reviewing data for traditional aged students and adults, and reviewing strategies across the categories of value messaging, access/opportunity, success, and prosperity.

In a discussion following the presentation, Nicole Sherard-Freeman shared that we need to continue growing the value messaging around education for adults. Russ Kavalhuna supported the plan to set regional goals and suggested that the board's diversity can help support this push. Jeff Donofrio stated that our system needs to be better equipped to respond to the life events faced by adult learners, and to also create a path to four-year completion. Cindy Pasky reminded the group to gather input from the agriculture sector, and to know that there are some core business functions—IT, HR, finance, marketing, etc.--that cross industries. Rep. Frederick shared that revisions being proposed to the Reconnect acts will incentivize institutional action around increasing completion rates.

Old Business- Workgroup Updates

Chair Pasky recognized the chairs of each committee to provide an update.

Policy Committee. Jeff Donofrio introduced the work that the committee has been doing to steer LEO and LMI in its development of a Credentials of Value framework. The framework,



once developed, can be used to evaluate current programs (Reconnect, Going Pro, etc.), prioritize public investment, publicize data for individuals to make informed decisions, and give insight and feedback for training providers. Jeff asked Sarah Szurpicki to present an overview of the current analysis, which is not yet complete, but include the wages and labor force participation figures for sub-baccalaureate credentials from 2020, one year after credit completion. The vast majority of completions in Michigan were in credentials that did not meet, at the one-year mark, both wage and employment thresholds. LEO and LMI have significant additional analysis to undertake, and a stakeholder engagement process to lead over the course of the fall. The policy committee will help to guide those processes.

In a discussion following the data overview, board members asked questions about how 2020 data may be skewed by the pandemic and whether a larger timeframe for data collection may be needed to increase the validity. Russ noted that the state does not have a way to warehouse data in a way that is accessible to colleges and universities to help guide decision making and Jeff emphasized this is the farthest the state has currently gone to assess the value of different credentials. Steve Claywell noted that we may need to incorporate an understanding of the immediate needs of small employers or particular geographies. Peter Hungerford supported keeping the ultimate framework simple with clear measures, and emphasized the value of a centralized data source. Cindy Pasky noted that we should layer unemployment trends and the needs of underinvested communities.

Talent Cultivation Workgroup. Jenny Geno provides an update on community outreach. The Talent Cultivation workgroup intended to host roundtable discussions to reach out to agencies with relationships in target counties. Due to logistics and turnout, the committee has moved away from that strategy and towards specific research and outreach to other groups to try to build off of existing research. The committee is interested in focusing on adult education expansion to areas where it is not available, and flexibility to use funds. The committee is also interested in EDP tracking/accountability for grades 7-12. They would also like to help find sustainable funding in SAF for Career Navigators and related training.

Nicole Sherard-Freeman stated that the mayor's office also sees a need for these recommendations, and encouraged ongoing outreach to parents. Dave Meador mentioned that Business Leaders for Michigan has commissioned research on Career and Technical Education, and that Talent First has commissioned research into adult education, and hopes we could review the results of both.

Ms. Pasky called a break at 2:38. The meeting resumed at 2:48.

Barriers to Employment Workgroup. Dave Meador shared that the committee first explore several issues that are creating barriers to work for significant numbers of Michiganders, and then has focused in on three for further exploration: childcare access, transportation, and introduced the presentations from the corporation for skilled workforce and introduced Chioke Mose-Telesford to provide their update on the barriers to employment. Ms. Mose-Telesford's



presentation was on the barriers for employment. These barriers were transportation, childcare access, childcare costs, benefits cliff, justice involvement, lack of high school equivalency or postsecondary education, occupational licenses, disability status, digital literacy, low wage jobs, housing insecurity, and older adults. The presentation is available at the state board website.

Dave Meador then introduced Michelle Richard to give a presentation on the ways in which inaccessible childcare is a barrier to work, and to share some of the work being done by the state to expand childcare access and affordability in Michigan. The governor's goal is to open 1,000 new providers by 2024, increase funding, and expand ratios in home-based care. The presentation is available at the state board website.

Job Matching Workgroup. Peter Hungerford provided an update for the Job Matching Workgroup. So far this year, the Job Matching Workgroup has worked with the Barriers Workgroup to avoid duplicating efforts or focus areas. They have identified three primary areas of interest (career counseling, career navigation, and skills-based hiring). They also sent out a job matching survey. Finally, they conducted follow-up interviews. The next steps for the Job Matching Workgroup are to continue with follow up interviews with survey respondents to identify commonalities in approach, audiences, and results They will also focus new efforts on national best practice research in the three target issues: career counseling, career navigation, and skills-based hiring. Planned policy recommendations will be provided in the first quarter of 2023.

New Business

Presentation on Workforce Implications of Infrastructure Investments from Sara O'Rourke of Mckinsey and company. McKinsey has been analyzing the new federal infrastructure investments and shared information on both the expected formula spending and the \$180 billion in competitive spending, with a focus on rural and disinvested communities. At the peak of the jobs needed to deliver the infrastructure, there are expected to be 8500 additional annual jobs, in 2027 or 2028. Some jobs will track to new sectors, others will then fall off in the years following. The construction industry has already been challenged during the pandemic with hiring and retention and so there need to be additional supports to staff up, especially given that around 41% of the construction workforce are expected to retire by 2031. The presentation is available on the state board website.

Ms. Pasky thanked Sara O'Rourke and asked for additional board questions/comments.

Russ Kavalhuna stated that it would be helpful to increase the state's investments for pre-apprenticeships/ apprenticeship programs. Mike Smith raised the value of enhancing CTE programs, and noted that employers can come from other states, hire Michigan workers, and then they often go to the other state.

Public Comment



Jennifer Llewellyn of Oakland County Michigan Works! Shared success stories about the ways they are able to support adults pursuing higher education with additional funding for out-of-pocket costs, without interfere with DHHS benefits.

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 by Russ Kavalhuna and approved unanimously. The meeting adjourned at 3:57 P.M.

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

Meeting Schedule FY2022-23

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